

1. Which one of the following theory has the attribute of moderate risk taking as a function of skill, not chance?

- A. Need for independence
- B. Need for achievement
- C. Need for affiliation
- D. Need for authority

View answer

2. Foundation companies are formed from:

- A. Fashion
- B. Research and development
- C. Most popular business
- D. winding up company

View answer

3. All of the following are the broad categories of External forces EXCEPT:

- A. Economic forces
- B. Socioeconomic forces
- C. Technological forces
- D. Competitive forces

View answer

4. A _____ is a professional money manager who makes risk investment from a pool of equity capital to obtain a high rate of return on investments.

- A. venture capitalist
- B. entrepreneur
- C. businessman
- D. buyer

View answer

5. Members of distribution channels are excellent sources for new ideas because:

- A. They are familiar with the needs of the market
- B. They earn a handsome profit from new business
- C. They do not bother if entrepreneur bears a loss
- D. They have well-developed sales force

View answer

6. Which of the following geographical area is having least interest to U.S. entrepreneurs?

- A. Europe
- B. The Far East

- C. Central Asia
- D. Transition economies

View answer

7. Andrew Carnegie is an example of entrepreneur of which century:

- A. Earliest period
- B. 19th and 20th century
- C. Middle ages
- D. 17th century

View answer

8. The activity which occurs when the new venture is started are called:

- A. Business skills
- B. Motivation
- C. Departure point
- D. Goal orientation

View answer

9. The business plan should be prepared by:

- A. Entrepreneurs
- B. Consultants
- C. Engineers
- D. Small business administration services

View answer

10. What is the primary concern of founders who trade equity for capital for their growing venture?

- A. Capitalization
- B. Control
- C. Valuation
- D. Investor capabilities

View answer

11. The importance of intellectual property should be understood by entrepreneur even before:

- A. Hiring a manager
- B. Engaging an attorney
- C. Developing a product
- D. Establishing new venture

View answer

12. A patent is granted for a specified amount of time because of the assumption:

- A. That during this time firm will cover its development costs
- B. That firm will earn a sufficient profit during this period
- C. To limit the monopoly of the firm
- D. That it will stimulate idea and development of a better product

View answer

13. External forces directly affect all of the following EXCEPT:

- A. Market segmentation strategies
- B. Types of products/services offered
- C. Management structure of organization
- D. Choice of businesses to acquire or sell

View answer

14. Which of the following is alternatively called corporate venturing?

- A. Intrapreneurship
- B. Entrepreneurship
- C. Act of stating a new venture
- D. Offering new products by an existing company

View answer

15. Following are the types of non equity arrangements EXCEPT:

- A. Licensing
- B. Turnkey project
- C. Direct export
- D. Management contracts

View answer

16. Government can help in forming new venture by providing:

- A. finance
- B. technology
- C. infrastructure
- D. funds

View answer

17. The longest lasting trade agreement with the objective of liberalizing trade by eliminating or reducing tariffs, subsidies and quotas is:

- A. Free trade area - FTA
- B. European community - EC
- C. General agreement on tariffs and trade - GATT
- D. The North American free trade agreement - NAFTA

View answer

18. Entrepreneurial success has been significant because of the culture and the political and economic systems in _____.

- A. Asian countries
- B. European countries
- C. Transition economies
- D. Middle East

View answer

19. The transitional disturbance and lack of reform has led to boom black market in:

- A. China
- B. Hungary
- C. Singapore
- D. Poland

View answer

20. Which of the following factors has allowed small companies to act like they are big ones?

- A. Customers
- B. Competition
- C. Economic development
- D. Technology

View answer

[Previous](#)

21. Gazelles are the firms with:

- A. High growth rate
- B. Moderate growth rate
- C. Zero% growth rate
- D. Low growth rate

View answer

22. Professional support network includes following EXCEPT:

- A. Personal affiliations
- B. Mentor
- C. Friends
- D. Trade associations

View answer

23. The period in which the money person entered into a contract with the go-between to sell his goods is known as

- A. Middle ages
- B. 18th century
- C. 17th century
- D. Earliest period

View answer

24. Which one of the Following is not the way by which an entrepreneur can enter into international business?

- A. Export
- B. Non equity arrangements
- C. Direct foreign investment
- D. Communication

View answer

25. _____ viewed the entrepreneur as a risk taker who "buy(s) at an uncertain price, therefore operating at a risk".

- A. Eli Whitney
- B. Edward hariman
- C. Richard cantillon
- D. Thomas Edison

View answer

26. Female entrepreneurs differ from male entrepreneurs in terms of all of the following EXCEPT:

- A. Motivation
- B. business skills
- C. Departure point
- D. Goal orientation

View answer

27. An entrepreneur into the hosiery business found out the reason his hosiery was not selling was due to its color. What could be the best source of this information?

- A. Supplier
- B. Retailer
- C. Competition
- D. Government bureau

View answer

28. Which of the following factors does not affect a person for being an entrepreneur?

- A. Gender
- B. Education
- C. Family background
- D. values

View answer

29. Which of the following factors does not affect a person for being an entrepreneur?

- A. Work history
- B. Nationality
- C. Education
- D. Personal values

View answer

30. The former USSR received technology and syrup from Pepsi and provided it with Soviet vodka and rights to distribute it in the US. This is an example of:

- A. Economic development
- B. Balance of payment
- C. Barter system
- D. International trade

31. Which one of the following is NOT a condition of a contract?

- A. An offer is made
- B. Consideration is given
- C. An acceptance of offer
- D. Contract must be illegal

View answer

32. Government can help in forming new venture by providing:

- A. Finance
- B. Technology
- C. Infrastructure
- D. Subsidiaries

View answer

33. A contract must be signed by:

- A. At least one party
- B. Both the parties
- C. Not necessary to sign
- D. By third party

View answer

34. Which of the following areas are preferred by women entrepreneurs?

- A. Administration
- B. Organization
- C. Utilities
- D. Manufacturing

View answer

35. A typical inventor is usually _____.

- A. Highly creative & in love with the invention
- B. Does not encourage change
- C. Willing to modify the invention
- D. Not enthusiastic

View answer

36. Which one of the following is the fourth step in the entrepreneurial process?

- A. Developing successful business ideas
- B. Initiating New rules
- C. Deciding to become an entrepreneur
- D. Growing the entrepreneurial firm

View answer

37. The commitment of administrative domain to the resources is for:

- A. Periodic intervals
- B. Total amount needed
- C. For certain tasks
- D. For long time

View answer

38. Developing a new idea through inquiry and testing is called:

- A. Forced relationship
- B. Heuristics
- C. Scientific method
- D. Value analysis

View answer

39. Which of the following is not a source of idea generation?

- A. Consumers
- B. Federal government
- C. Brain storming
- D. Training

40. Which of the following cannot be covered under the copyright protection?

- A. Computer software
- B. Poems and songs
- C. Computer hardware
- D. Models and sculpture

41. An individual who initiates, creates and manages a new business can be called _____.

- A. A leader
- B. A manager
- C. A professional
- D. An entrepreneur

View answer

42. Intellectual Property laws can protect _____.

- A. Trademarks.
- B. Copyright.
- C. Patents.
- D. All the above.

View answer

43. A new venture's business plan is important because _____.

- A. It helps to persuade others to commit funding to the venture.
- B. Can help demonstrate the viability of the venture.
- C. Provides a guide for business activities by defining objectives.
- D. All the above.

View answer

44. Which of the following are described as one of the Big Five personality traits?

- A. tolerance of others.
- B. need for achievement.
- C. propensity to leadership.
- D. locus of control.

View answer

45. Someone legally appointed to resolve the financial difficulties of an insolvent firm is called _____.

- A. an administrator.
- B. a predator.
- C. an auditor.
- D. a turnaround consultant.

View answer

46. IFCI stands for _____.

- A. Industrial finance corporation of India.
- B. Institutional finance corporation of India.

- C. Industrial funding corporation of India.
- D. Indian finance corporation and institution.

View answer

47. SIPCOT's financial assistance is in the form of _____.

- A. term loan.
- B. seed capital scheme.
- C. underwriting the capital issues.
- D. All of the above.

View answer

48. EDPs course contents contains _____.

- A. General introduction to entrepreneurs.
- B. Motivation training.
- C. Managerial skills.
- D. All the above.

View answer

49. _____ is a form of financing especially for funding high technology, high risk and perceived high reward projects

- A. Fixed capital.
- B. Current capital.
- C. Seed capital.
- D. Venture capital.

View answer

50. _____ is primarily concerned with the identification of the project demand potential and the selection of the optimal technology.

- A. Techno-economic analysis.
- B. Feasibility analysis.
- C. Input analysis.
- D. Financial analysis.

51. EST stands for _____.

- A. Earliest Start Time.
- B. Event Start Time.
- C. Effective Start Time.
- D. Essential Start Time.

View answer

52. _____ may be defined as the excess of present value of project cash inflows over that of out flows.

- A. Net present value technique.
- B. Average rate of return.
- C. Benefit-Cost ratio.
- D. Internal rate of return

View answer

53. _____ implies the availability or otherwise of plant and machinery and technical know how to produce the product.

- A. Economic viability.
- B. Financial feasibility.
- C. Technical feasibility.
- D. Managerial competence

View answer

54. Which of the list below does not form Intellectual Property?

- A. Trade marks.
- B. Patents.
- C. Tangible assets.
- D. Copyright.

View answer

55. Idea of new product is tested in potential consumers to determine consumer acceptance at _____ stage.

- A. Concept.
- B. Product development.
- C. Test marketing.
- D. Commercialization.

View answer

56. Strategic entrepreneurial marketing has been summarised as the 4Is, identification of target markets, interactive marketing methods, informal intelligence gathering and - what is the fourth?

- A. independence.
- B. instructiveness.
- C. innovation.
- D. internet.

View answer

57. LOB stands for _____.

- A. Line of Business.
- B. Line of Balance.
- C. Loss of Business.
- D. Loss of Balance

View answer

58. Decisions which are non-repetitive and novel nature and required to solve unstructured problem is called as _____.

- A. Programmed decisions.
- B. Non - programmed decisions.
- C. Routine decisions.
- D. Strategic decisions.

View answer

59. When a firm enters into some business which is related with its present business in terms of technology, marketing or both it is called as _____.

- A. conglomerate diversification.
- B. horizontal integration.
- C. vertical integration.
- D. concentric integration.

View answer

60. EXIM bank is a _____.

- A. State-level institution.
- B. Regional - level institution.
- C. All India institution.
- D. International institution.

61. The policy which stressed the role of cottage and small-scale industries for balanced industrial development of the country is _____.

- A. IPR 1940.
- B. IPR 1948.
- C. IPR 1956.
- D. IPR 1977.

View answer

62. Under-capitalization arises due to _____.

- A. excess of assets over the liabilities.
- B. excess of liabilities over the assets.
- C. actual capitalization is higher than the proper capitalization.
- D. actual capitalization is lower than the proper capitalization.

View answer

63. A public corporation means _____.

- A. public company.
- B. government company.
- C. statutory corporation.
- D. department of union government

View answer

64. A project, which may not add to the existing profits, should be financed by _____.

- A. debentures.
- B. preference share capital.
- C. equity capital.
- D. public deposits.

View answer

65. The charter of a company is its _____.

- A. prospectus.
- B. statement lieu of prospectus.
- C. memorandum of association.
- D. articles of association.

View answer

66. As a new company grows, the entrepreneur will need to _____.

- A. be responsive to changes in the market.
- B. ensure financial controls are maintained.
- C. build a management team.
- D. all the above.

View answer

67. The minimum amount of _____ irrespective of such private participation, could be specified at a minimum 17.5 per cent of project costs by lending institutions.

- A. bank loans
- B. promoters contribution
- C. fixed capital
- D. working capital

View answer

68. The content of the final report typically includes the following topics _____.

- A. Executive summary

- B. review and analysis
- C. recommendations
- D. If all the above are correct.

View answer

69. _____ describes the direction, the enterprise is going in, what its goals are, where it wants to be, and how it is going to get there.

- A. project report
- B. technical analysis
- C. market analysis
- D. financial analysis

View answer

70. Someone who improves an existing business can be called _____.

- A. A changeling.
- B. A professional.
- C. A co-worker.
- D. An intrapreneur.

71. The UK government has implemented a number of policies to encourage Entrepreneurship in schools. One such initiative is _____.

- A. Young Enterprise.
- B. Youth venture.
- C. Young Business.
- D. Young Initiative.

View answer

72. Innovation can best be defined as _____.

- A. the successful exploitation of new ideas.
- B. the evolution of new ideas.
- C. the opposite of creativity.
- D. the generation of new ideas.

View answer

73. Which of the following statements is false?

- A. Market segmentation is a useful process for small businesses to undertake.
- B. Selling is essentially a matching process.
- C. A benefit is the value of a product feature to a customer.
- D. It is a good idea for small businesses to compete solely on price.

View answer

74. To provide financial assistance to entrepreneurs the government has set up a number of _____.

- A. financial advisors.
- B. financial intermediaries.
- C. Industrial estates.
- D. financial institutions.

View answer

75. IFCI has been converted into a _____.

- A. joint stock company.
- B. co-operative society.
- C. partnership firm.
- D. sole proprietorship.

View answer

76. TIIC is sponsored by the _____.

- A. Government of Karnataka.
- B. Government of Andhra Pradesh.
- C. Government of Kerala.
- D. Government of Tamil Nadu.

View answer

77. _____ can be defined as a specifically evolved work plan designed to achieve a specific objective within a specific period of time

- A. Idea generation.
- B. Opportunity Scanning.
- C. Strategy
- D. Project.

View answer

78. The term _____ denotes bonus or financial aid which is given by a government to an industry to help it compete with other units

- A. Incentive.
- B. Subsidy.
- C. Concession
- D. Bounty.

View answer

79. _____ is a graphical representation of the various activity and event relating to a project.

- A. Network analysis.
- B. Scheduling technique.
- C. Logical Model.
- D. Network Diagram

View answer

80. _____ is an event-oriented approach.

- A. CPM.
- B. GERT.
- C. WASP.
- D. PERT.

81. Additional time which a non-critical activity can consume without increasing the project duration is called _____.

- A. Total Float.
- B. Free Float
- C. Independent Float.
- D. Dependant Float

View answer

82. Decisions which are concerned with policy matters and exercise fundamental influence on the objectives of the organization are called as _____.

- A. Organizational decisions.
- B. Personal decisions.
- C. Routine decisions.
- D. Strategic decisions.

View answer

83. _____ is granted to small scale units under section 33B of the Income tax act, 1961.

- A. Depreciation Allowance.
- B. Development Debate.
- C. Investment Allowance.
- D. Rehabilitation Allowance.

View answer

84. National Alliance of Young Entrepreneurs (NAYE) Sponsored an Entrepreneurial Development scheme with Bank of India in _____.

- A. January 1920.
- B. August 1920.
- C. January 1972.
- D. August 1972.

View answer

85. What is the role of a Business Ange?

- A. To provide small business advice.
- B. To provide capital for business development in exchange for a stake in the Business ownership.
- C. To set up a franchise business.
- D. To assist an entrepreneur to open a lifestyle business.

View answer

86. New entrepreneurs entering the field of medium industry for the first time can have market studies with the subsidiary of _____.

- A. 75% of the cost or Rs.15000 whichever is less.
- B. 75% of the cost or Rs.15000 whichever is high
- C. 50% of the cost or Rs.15000 whichever is less.
- D. 50% of the cost or Rs.15000 whichever is high

View answer

87. The type of diversification in which the company adds complementary to the existing product or service line is _____.

- A. conglomerate diversification.
- B. horizontal integration.
- C. vertical integration.
- D. concentric integration.

View answer

88. District Industries Centres are located _____.

- A. in each district.
- B. in each state.
- C. only in selected districts.
- D. only in selected states.

View answer

89. Institutional agencies grant financial assistance to small scale industries for _____.

- A. participation in equity capital only.
- B. acquisition of fixed assets.
- C. working capital assistance.
- D. all of the above.

View answer

90. The expenses incurred on the setting up of the enterprise are called as _____.

- A. Cost of financing.
- B. Cost of promotion.
- C. Cost of fixed assets.
- D. Cost of current assets.

91. Which of the following leads to under-capitalization?

- A. raising of more money by issue of shares.
- B. acquiring fixed assets on excessive amounts.
- C. over-estimation of earnings for enterprise.
- D. under-estimation of initial rate of earnings.

View answer

92. The term Capitalization is used in relation to _____.

- A. sole-proprietorship.
- B. Partnership.
- C. joint stock companies.
- D. co-operative societies

View answer

93. O & M refers to _____

- A. overall efficiency of business.
- B. efficiency of office and administrative work.
- C. office work measurement.
- D. office and management study.

View answer

94. Which of the following is a characteristic typical of _____? Most entrepreneurs

- A. Choose high risk ventures.
- B. Choose low risk ventures.
- C. Choose moderate (or calculated) risk ventures.
- D. Choose no risk ventures.

View answer

95. Entrepreneurship can best be described as _____.

- A. a process that requires setting up a business.
- B. taking a significant risk in a business context.
- C. having a strong vision.
- D. a process involving innovation, new products or services, and value creation.

View answer

96. Project management is ideally suited for a business environment requiring all of the following except _____.

- A. Flexibility
- B. Innovation
- C. speed
- D. Repetability

View answer

97. what are the components of then project report _____.

- A. requirement of funds
- B. location
- C. manpower
- D. all the above

View answer

98. Today, many companies are using managerial techniques that are designed to encourage _____.

- A. Ethical behaviour
- B. legal compliances
- C. increasing profits
- D. shareholders value

View answer

99. Which could provide an individual with the motivation to start a new business venture?

- A. The financial rewards.
- B. A desire to be independent.
- C. Risk taking
- D. All the above.

View answer

100. Which of the following is the reason for business failure _____.

- A. Lack of market research.
- B. Poor financial control.
- C. Poor management.
- D. All the above.

101. Good sources of information for an entrepreneur about competitors can be Obtained from _____.

- A. Websites.
- B. Product information leaflets.
- C. Company reports and published accounts.
- D. All the above.

View answer

102. The purpose of all good small business strategy is _____.

- A. to increase turnover.
- B. to increase profitability.
- C. to achieve competitive advantage.
- D. to achieve stated objectives.

View answer

103. State Industrial corporations engage in the development of _____.

- A. industrial estates.
- B. institutional estates.
- C. individual investors.
- D. agricultural entrepreneurs.

View answer

104. Which of the following is a function of SIDBI?

- A. Extension of seed capital.
- B. Discounting of bills.
- C. Providing factoring services.
- D. All of the above.

View answer

105. A commercial banker would prefer a _____ debt- equity ratio over the years as it indicates financial strength of a unit.

- A. Declining.
- B. Increasing.
- C. Stable.
- D. Fluctuating.

View answer

106. PERT stands for _____.

- A. Programme Evaluation and Research Techniques.

- B. Project Evaluation and Review Techniques.
- C. Programme Evaluation and Review Techniques.
- D. Project Evaluation and Research Techniques.

View answer

107. New Small Scale industries are exempted from the payment of income tax under section 80J is called _____.

- A. Investment Allowance.
- B. Development Rebate.
- C. Rehabilitation Allowance.
- D. Tax Holiday

View answer

108. _____ is an activity-oriented approach.

- A. CPM
- B. PERT
- C. GERT
- D. WASP

View answer

109. _____ is the systematic development of a project idea for the eventual purpose of arriving at an investment decision.

- A. Project identification.
- B. Project formulation.
- C. Project feasibility.
- D. Project evaluation.

View answer

110. A provisional SSI registration certificate is valid for a period of _____.

- A. four Years.
- B. three Years.
- C. two Years.
- D. one year.

111. Which of the following factors would not be included in a PESTLE analysis?

- A. Government re-cycling policy.
- B. Proposed reduction in interest rates.
- C. Demographic changes.
- D. Competitor activity.

View answer

112. The use of informal networks by entrepreneurs to gather information is known as _____.

- A. Entrepreneurial networking.
- B. Secondary research.
- C. Informal parameters.
- D. Marketing

[View answer](#)

113. Entrepreneurs are motivated by _____.

- A. money.
- B. personal values.
- C. pull influences.
- D. All the above.

[View answer](#)

114. _____ is the first development bank of the country.

- A. ICICI.
- B. IDBI.
- C. SFC.
- D. IFCI.

[View answer](#)

115. The business development department of SIPCOT guides entrepreneurs in _____.

- A. applying for licences.
- B. approval on collaboration.
- C. allocation of scarce raw materials.
- D. All the above.

[View answer](#)

116. _____ is used to accomplish the project economically in the minimum available time with limited resources

- A. Project Scheduling.
- B. Network Analysis.
- C. Budget Analysis.
- D. Critical Planning.

[View answer](#)

117. The granting of cash subsidy on the capital investment is called _____.

- A. Concessional finance.

- B. Quantum of Subsidy.
- C. Interest Subsidy.
- D. Central Investment Subsidy.

[View answer](#)

118. Activities which must be finished before a given event can occur are termed as _____.

- A. Preceding Activities.
- B. Succeeding Activities
- C. Concurrent Activities
- D. Dummy Activities.

[View answer](#)

119. Decisions taken by an entrepreneur on behalf of his enterprise are known as _____.

- A. Organizational decisions.
- B. Personal decisions.
- C. Routine decisions.
- D. Strategic decisions

[View answer](#)

120. CPM stands for _____.

- A. Continuous Path Method.
- B. Clear Path Method.
- C. Critical Probabilistic Method.
- D. Critical Path Method.

121. The 'T' in a PESTLE analysis refers to _____.

- A. Technology.
- B. Time.
- C. Training.
- D. Talent.

[View answer](#)

122. Which one of the following describes unemployment?

- A. The number of people who voluntarily choose not to work.
- B. The number of people who are jobless and are actively seeking work.
- C. The number of people who are not actively seeking work.
- D. The number of people actively seeking work who find work.

[View answer](#)

123. Which of the following factors does the macro-environment not include?

- A. political and regulatory factors.
- B. customer needs in a given market.
- C. social and demographic factors.
- D. technological changes.

View answer

124. Industries producing complete articles for direct consumption & also processing industries is called as _____.

- A. Manufacturing industries.
- B. Feeder Industries.
- C. Service Industries.
- D. Mining or Quarrying.

View answer

125. Section 80 HHB provides for a deduction of _____ of profits and gains earned by a resident Indian company.

- A. 65%.
- B. 60%.
- C. 55%.
- D. 50%

View answer

126. The type of diversification in which the company adds up same type of products at the same level of production is _____.

- A. conglomerate diversification.
- B. horizontal integration.
- C. vertical integration.
- D. concentric integration.

View answer

127. Seed capital assistance _____.

- A. a long-term assistance.
- B. initial assistance
- C. a help for the purchase of seeds.
- D. a short-term assistance.

View answer

128. The policy which emphasized the need of promoting small-scale industries through integrated industrial development is _____.

- A. IPR 1948.

- B. IPR 1956.
- C. IPR 1977.
- D. IPR 1980.

View answer

129. A valid definition of a business purpose is to _____.

- A. create a customer.
- B. maximize profits.
- C. serve the society.
- D. increase the wealth of the firm.

View answer

130. Which of the following securities proves a burden on finances of the company, when company is not earning profits?

- A. Equity shares.
- B. Preference shares.
- C. Redeemable preference shares.
- D. Debentures.

131. The oldest form of business organization is _____.

- A. Partnership.
- B. sole proprietorship.
- C. joint stock company.
- D. co-operative undertaking.

View answer

132. The UK government has implemented a number of policies to encourage Entrepreneurship in schools. One such initiative is _____.

- A. Young Enterprise.
- B. Youth venture.
- C. Young Business.
- D. Young Initiative.

View answer

133. The Markets and Competitors section of a business plan should contain _____.

- A. A statement of the target market.
- B. The size of each market segment.
- C. The key characteristics of buyers in each business segment.
- D. All the above.

View answer

134. _____ set up for the purpose of financing, facilitating, and promoting foreign trade of India.

- A. Repco bank
- B. SBI
- C. EXIM bank
- D. HDFC

View answer

135. Project mission and objectives, procedures and systems used, and organization resources used typically appear in the _____ section of the final project report.

- A. Analysis
- B. Recommendation
- C. lessons learned
- D. financial feasibility

View answer

136. Entrepreneurial development is the key to achieve all-round _____ through acceleration of industrial and entrepreneurial activities.

- A. economic development
- B. increase in profits
- C. shareholders value
- D. business development

View answer

137. Which industrial sector tends to naturally promote small-scale businesses and Entrepreneurship, and generally has lower barriers to market entry?

- A. Agriculture
- B. Manufacturing.
- C. Distribution.
- D. Service.

View answer

138. Which of these statements best describes the context for entrepreneurship?

- A. Entrepreneurship takes place in small businesses.
- B. Entrepreneurship takes place in large businesses.
- C. Entrepreneurship takes place in a wide variety of contexts.
- D. Entrepreneurship does not take place in social enterprises.

View answer

139. Goods or services reach the market place through _____.

- A. marketing channels.
- B. multilevel pyramids.
- C. monopolies.
- D. multiplication.

View answer

140. Entrepreneurial Guidance Bureau(EGB) was set up by _____.

- A. SISI.
- B. SIPCOT.
- C. SIDCO
- D. IIC.

View answer

[Previous](#)

141. _____ is a problem -solving technique designed to produce numerous ideas in a short period

- A. Synectics.
- B. Delphi technique.
- C. Brain storming.
- D. Nominal group technique.

View answer

142. A business arrangement where one party allows another party to use a business Name and sell its products or services is known as _____.

- A. A cooperative.
- B. A franchise.
- C. An owner-manager business.
- D. A limited company.

View answer

143. Which one of the following is not considered as one of the Building blocks of the model entrepreneur?

- A. technical skills.
- B. management competencies.
- C. business awareness.
- D. personal attributes.

View answer

144. An entrepreneur who owns more than one business at a time is called _____.

- A. an intrapreneur.
- B. a corporate entrepreneur.
- C. a portfolio entrepreneur.
- D. None of the above.

View answer

145. Decisions which are concerned with policy matters and exercise fundamental influence on the objectives of the organization are called as _____.

- A. Organizational decisions.
- B. Personal decisions.
- C. Routine decisions.
- D. Strategic decisions.

View answer

146. When a firm enters into business which is unrelated to its existing business both in terms of technology and marketing _____.

- A. conglomerate diversification.
- B. horizontal integration.
- C. vertical integration.
- D. concentric integration

View answer

147. Under section 80J of the income tax act, 1961, small-scale industries are exempted from the payment of income tax on their profits at _____.

- A. 6% p.a.
- B. 6% p.m.
- C. 5% p.a.
- D. 5% p.a.

View answer

148. Over - capitalization arises due to _____.

- A. excess of assets over the liabilities.
- B. excess of liabilities over the assets.
- C. actual earnings are lower than the expected earnings.
- D. actual earnings are higher than the expected earnings.

View answer

149. Reserve bank of India is a/an _____.

- A. statutory corporation.
- B. company limited by guarantee.
- C. company limited by shares.
- D. unlimited company.

150. Which of the following sources is not use for medium term financing?

- A. Issue of equity shares.
- B. Issue of debentures.
- C. Term loans from banks.
- D. Sale of current asset.

151. Memorandum of association of a firm contains _____.

- A. rules regarding the internal management of the company.
- B. rules regarding the constitution and activities of the company.
- C. rules regarding the external management.
- D. rules regarding the constitution.

View answer

152. An entrepreneur into the hosiery business found out the reason his hosiery was not selling was due to its color. What could be the best source of this information?

- A. Supplier.
- B. Retailer.
- C. Competition.
- D. Government bureau.

View answer

153. Which of the following is not considered to be a characteristic of a project?

- A. An established objective
- B. Complex tasks
- C. A clear beginning and end
- D. Only for internal use

View answer

154. Every entrepreneur should draw an _____ for his project to ensure the timely completion of all activities involved in setting up an enterprise.

- A. cost structure
- B. implementation plan
- C. market structure
- D. production structure

View answer

155. Why are small businesses important to a country's economy?

- A. They give an outlet for entrepreneurs.
- B. They can provide specialist support to larger companies.
- C. They can be innovators of new products.
- D. All the above.

View answer

156. Primary data is _____.

- A. new data specifically collected for a project.

- B. the data that is collected first.
- C. the most important data.
- D. data that is collected second.

View answer

157. Which of the following is a recognized disadvantage of setting up as a start-up as compared with other routes to market entry?

- A. less satisfaction of the owners.
- B. less help from various agencies.
- C. there are more funds required.
- D. there is a high failure rate.

View answer

158. SIDBI was set up as a subsidiary of _____.

- A. IDBI.
- B. IFCI.
- C. ICICI.
- D. SFC.

View answer

159. In backward areas, term loans for expansion or setting up a new unit are available at _____.

- A. concessional terms.
- B. differential terms.
- C. standard terms.
- D. specific terms.

View answer

160. In _____, machines and equipments are arranged in the order or sequence in which they are to be used for manufacturing the product

- A. Product Layout.
- B. Factory Layout.
- C. Process Layout.
- D. Combined Layout.

161. Activities which can be accomplished simultaneously are termed as _____.

- A. Preceding Activities.
- B. Succeeding Activities.
- C. Dummy Activities
- D. Concurrent Activities

View answer

162. The process of preparing an inventory of skills needed for effective implementation of the project is called as _____.

- A. Economic viability.
- B. Financial feasibility.
- C. Technical feasibility.
- D. Managerial competence.

View answer

163. Which of the following is not one of the 4 Ms?

- A. motivation.
- B. management.
- C. money.
- D. materials.

View answer

164. Which of the following statements is false? Electronic commerce:

- A. can allow new ventures to compete on more or less equal terms with large firms.
- B. can lead to small businesses having reduced contact with its customers.
- C. is rarely used in small businesses.
- D. is used in many different industries and markets.

View answer

165. _____ is primarily concerned with the identification, qualification and evaluation of the project resources.

- A. Techno-economic analysis.
- B. Feasibility analysis.
- C. Input analysis.
- D. Financial analysis.

View answer

166. The application for registration of a small scale unit should be submitted to the _____.

- A. General manager, DIC.
- B. Director, DIC.
- C. General manager, NSIC.
- D. Director, NSIC.

View answer

167. The purpose of soft loan scheme is to encourage units to undertake _____.

- A. modernization of plant and machinery.
- B. replacement of plant and machinery.
- C. renovation of plant and machinery.
- D. all the above

View answer

168. The small scale unit wishing to export has to obtain exporters code number from _____.

- A. The Reserve Bank of India.
- B. The Central Bank of India.
- C. Any Regional Bank.
- D. Any International Bank.

View answer

169. Promoter is a person who _____.

- A. takes part in the incorporation of a company.
- B. is a director.
- C. is a relative of the managing director.
- D. works to publicity to the company.

View answer

170. Business risks can be _____.

- A. avoided.
- B. reduced.
- C. ignored.
- D. erased.

171. A person owning and running a small firm, is known as _____.

- A. A manager-owner.
- B. An owner-manager.
- C. A professional adapter.
- D. An enterprise worker.

View answer

172. One of the disadvantages of a franchise business for a franchisee is _____.

- A. Lack of independence.
- B. Franchise businesses typically have a high failure rate.
- C. Lack of brand identity.
- D. Training is not normally provided by the franchisor.

View answer

173. Integration of project management with the organization takes place with the _____.

- A. master budget
- B. strategic plan
- C. Process of managing actual projects
- D. both b and c

View answer

174. market potential of the project report includes _____.

- A. demand and supply conditions
- B. market strategy
- C. after sales service
- D. all the above

View answer

175. A business arrangement where one party allows another party to use a business name and sell its products or services is known as _____.

- A. A franchise.
- B. A cooperative.
- C. An owner-manager business.
- D. A limited company.

View answer

176. Which of the following is least likely to influence the timing of new business births?

- A. Government policies.
- B. Profitability.
- C. Consumer expenditure.
- D. Weather conditions.

View answer

177. SFC is prohibited from granting financial assistance to any company whose aggregate paid up capital exceed _____.

- A. 1 crore.
- B. 1.5 crores.
- C. 2 crores.
- D. 2.5 crores.

View answer

178. Large investment is made in fixed assets, the project will be termed as _____.

- A. Capital Intensive.

- B. Labour Intensive.
- C. Product Intensive.
- D. Market Intensive.

View answer

179. _____ is the analysis of costs and benefits of a proposed project with the goal of assuming a rational allocation of limited funds.

- A. Project formulation.
- B. Project evaluation.
- C. Project appraisal.
- D. Project Design.

View answer

180. DGTD stands for _____.

- A. Directorate General of Technical Development.
- B. District General of Technical Development.
- C. District General of Taxation Deduction.
- D. Directorate General of Taxation Deduction.

181. A key aspect of the financial section of the business plan is _____.

- A. A statement of management skills.
- B. A realistic sales forecast.
- C. Production capacity.
- D. A description of competitors.

View answer

182. Underestimation of project cost leads to _____.

- A. Time under run.
- B. Cost under run
- C. Time over run.
- D. Cost over run

View answer

183. Which of the following is not an aspect of appraisal of term loans by commercial banks?

- A. Financial feasibility.
- B. Technical feasibility.
- C. Economic feasibility.
- D. Societal feasibility.

View answer

184. DIC is headed by General Manager in the rank of _____.

- A. Joint Director of industries.

- B. Assistant Director of industries.
- C. Non-departmental officer.
- D. Departmental officer.

View answer

185. Which of the following leads to over-capitalization?

- A. acquiring fixed assets on excessive amounts.
- B. under-estimation of initial rate of earnings.
- C. using lower-rate of capitalization.
- D. under estimation of required funds.

View answer

186. Investment in which of the following is most risky?

- A. Equity shares.
- B. Preference shares.
- C. Debentures.
- D. Land.

View answer

187. A Company is called an artificial person because _____.

- A. it does not have the shape of a natural person.
- B. it cannot be used in the court of law.
- C. it is invisible and intangible.
- D. it exists only in contemplation of law.

View answer

188. _____, which is included in the project cost, is estimated on the basis of the year when the enterprise breaks even.

- A. working capital
- B. cost of capital
- C. cost of production
- D. cost of equity

View answer

189. Business means _____.

- A. Commerce.
- B. industry and commerce.
- C. trade and commerce.
- D. selling and buying of goods.

View answer

190. Large investment is made in fixed assets, the project will be termed as _____.

- A. Capital Intensive.

- B. Labour Intensive.
- C. Product Intensive.
- D. Market Intensive.

View answer

[Previous](#)

191. Which of the following shows the process of creating something new?

- A. Business model
- B. Modeling
- C. Creative flexibility
- D. Innovation

View answer

192. Individuals influencing an entrepreneur's career choice and style are known as which of the following?

- A. Moral-support network
- B. Role model
- C. Professional support network
- D. Support system

View answer

193. SBA stands for:

- A. Small business accountants
- B. Small business administration
- C. Small business adequacy
- D. Small business advisors

View answer

194. EDP (Entrepreneurship Development Programmes) is required to help:

- A. Existing entrepreneurs
- B. First generation entrepreneurs
- C. Future generations entrepreneurs
- D. None of the above

View answer

195. A corporate manager who starts a new initiative for their company which entails setting up a new distinct business unit and board of directors can be regarded as?

- A. Ecopreneur
- B. Technopreneur
- C. Intrapreneur
- D. Social Entrepreneur

View answer

196. Which of the following is used by entrepreneurs to acquire experience in an international market before making a major commitment?

- A. Merger
- B. Minority Interest
- C. Joint venture
- D. Majority interest

View answer

197. What is the process by which individuals pursue opportunities without regard to resources they currently control?

- A. Startup management
- B. Entrepreneurship
- C. Financial analysis
- D. Feasibility planning

View answer

198. Which of the following factors is the most important in forcing U.S companies to focus on new product development and increased productivity?

- A. Entrepreneurship
- B. Hyper competition
- C. Governmental laws
- D. Organizational culture

View answer

199. Which one of the following is an important source of idea generation due to their familiarity with the needs of market?

- A. Existing products and services
- B. Distribution channels
- C. Federal government
- D. Consumers

View answer

200. A performance and credit rating scheme has been launched by the MSME Ministry to assess creditworthiness and capabilities of industries in the sector. What is it called?

- A. Performance and Credit Rating Scheme
- B. Zero Defect Zero Effect Certification
- C. Performance and Economy Rating Scheme
- D. None of the above

View answer

[Previous](#)

201. A women entrepreneur is supposed to have a minimum financial interest in share capital of entrepreneur's enterprise:

- A. 35 per cent
- B. 51 per cent
- C. 25 per cent

D. None of the above

View answer

202. The entrepreneur was distinguished from capital provider in:

- A. Middle ages
- B. 17th century
- C. 18th century
- D. 19th and 20th century

View answer

203. Having more than 50% ownership position that provides the entrepreneur with managerial control is called:

- A. Joint venture
- B. Majority interest
- C. Horizontal merger
- D. Diversified activity merger

View answer

204. The activity which occurs when the new venture is started is called:

- A. Motivation
- B. Business skills
- C. Departure point
- D. Goal orientation

View answer

205. Which one of the following is the most important characteristic of a successful business website?

- A. Innovation
- B. Speed
- C. Graphics
- D. Products

View answer

206. Family business always interested to handover the change of his business to:

- A. Indian Administration Officers
- B. Professional Managers
- C. Next generation
- D. None of the above

View answer

207. Which one of the following gives suggestions for new product and also help to market new products?

- A. Existing products and services
- B. Federal government
- C. Distribution Channels
- D. Consumers

View answer

208. Which one of the following is the process of entrepreneurs developing new products that over time make current products obsolete?

- A. New business model
- B. Anatomization
- C. None of the given options
- D. Creative destruction

View answer

209. Members of distribution channels are excellent sources for new ideas because:

- A. They earn a handsome profit from new business
- B. They are familiar with the needs of the market
- C. They do not bother if entrepreneur bears a loss
- D. They have well-developed sales force

View answer

210. Why should an entrepreneur do a feasibility study for starting a new venture

- A. To identify possible sources of funds
- B. To see if there are possible barriers to success
- C. To estimate the expected sales
- D. To explore potential customers

211. A corporate manager who starts a new initiative for their company which entails setting up a new distinct business unit and board of directors can be regarded as?

- A. Ecopreneur
- B. Technopreneur
- C. Intrapreneur
- D. Social Entrepreneur

View answer

212. Venture capital is concerned with:

- A. New project having potential for higher profit
- B. New project of high technology
- C. New project having high risk
- D. All the above.

View answer

213. GATT is established in 1947, under:

- A. German leadership
- B. U.S. leadership
- C. French leadership
- D. U.K. leadership

View answer

214. Having less than 50 percent of equity share in an international venture is called:

- A. Joint Venture
- B. Majority interest
- C. Minority interest
- D. Exporting

View answer

215. The level at which an individual is viewed by society is called:

- A. Financial status
- B. Qualification
- C. Social status
- D. Achievement

View answer

216. Which one of the following is the next stage to the Concept Stage of Product Planning and Development Process?

- A. Idea Stage
- B. Product Planning Stage
- C. Product Development Stage
- D. Test Marketing Stage

View answer

217. A Micro Enterprise is an enterprise where investment in plant and machinery does not exceed (According to MSMED Act, 2006):

- A. Rs. 15 Lakh
- B. Rs. 20 Lakh
- C. Rs. 25 Lakh
- D. Rs. 30 Lakh

View answer

218. Which of the following is alternatively called corporate venturing?

- A. Entrepreneurship
- B. Intrapreneurship
- C. Act of stating a new venture
- D. Offering new products by an existing company

View answer

219. Information regarding all of the following is related to operations, EXCEPT:

- A. Location
- B. Promotion
- C. Raw materials
- D. Labor skills

View answer

220. A Business Model is related to

- A. A way of doing Business
- B. A perspective and a mode of looking at Markets
- C. A mode of transaction
- D. A structure of doing business involving market analysis and planning, revenue model and a plan of interacting with all the stakeholders involved.

View answer

[Previous](#)

221. Social entrepreneurship can be defined as which of the following?

- A. A process involving the innovative use and combination of resources to pursue opportunities to catalyze change and/or address social needs
- B. Coming up with new solutions to social problems and then implementing them, often on a large scale
- C. An attempt at the creation new social value through the creation of a new enterprise, such as self-employment, creating a new business or nonprofit, or the expansion of an existing social enterprise by an individual, team of individuals or firm'
- D. Any entrepreneurship is Social Entrepreneurship. /All of the above

View answer

222. Strategy Canvass is based on the framework of

- A. Eliminate Raise
- B. Eliminate Raise reduce create
- C. Focus, Divergence and Compelling tagline
- D. Offerings

View answer

223. As a business model

- A. Amazon is same as Uber
- B. Big Basket is same as Big Bazaar
- C. Amway is similar to HUL Shakti
- D. IBM is same as Del Computers

View answer

224. According to the _____, it can be concluded that firms have a competitive advantage in a market if they offer products of a higher perceived value to the customers and lower relative costs than competing firms.

- A. Red ocean strategy
- B. Analysis of national competitiveness
- C. Blue ocean strategy
- D. Competitive triangle

[View answer](#)

225. What is the aim of a strategy canvas?

- A. To avoid red oceans
- B. To move towards uncontested market space
- C. To increase a produce range
- D. To beat competitors on prices

[View answer](#)

226. An entrepreneur has an amalgamation of

- A. Thinking Ability, creativity, critical thinking, analytical abilities and originality.
- B. Aptitude for Human Relations.
- C. Communication Skills.
- D. Financial Ability

[View answer](#)

227. Which of the following traditional marketing elements do not apply to social entrepreneurship efforts?

- A. Public Relations
- B. Sales Promotion
- C. Marketing mix
- D. None of the above

[View answer](#)

228. Which of the following sentences best summarizes the differences between the red and blue oceans strategies?

- A. In the red oceans, industry boundaries are defined and accepted and the competitive rules of the game are known. Blue oceans are occasionally created well beyond existing industry boundaries.
- B. Red oceans denote an environment where products are not yet well defined while blue oceans refer to the frequently accessed marketplaces where the products are well-defined, competitors are known and competition is based on price, product quality and service.

- C. Blue oceans are an old paradigm that represents all the industries in existence today while red oceans are those where companies beat competition by focusing on developing compelling value innovations that create uncontested market space.
- D. Red oceans are about avoiding head-to-head competition while blue oceans are about rivals fighting over a shrinking profit pool.

[View answer](#)

229. Which of the following is correct?

- A. All innovations are also inventions.
- B. All inventions are also innovations.
- C. Inventions are related to science while innovations are related to social issues.
- D. None of the above

[View answer](#)

230. "Recognizing that most of the future processes are going to be affected by blockchain technology", is an example of

- A. Recognition of waste
- B. Understanding the future wave
- C. Feeling the pain of current users of technology
- D. All of the above

231. What is the role of technology forecasting in innovation?

- A. It helps in understanding the future application of existing technology.
- B. It helps in understanding the development of new technologies.
- C. It helps in understanding the market of a technology.
- D. All of the above

[View answer](#)

232. What is the innovation gap?

- A. An opening that rivals might exploit
- B. The time that elapses between invention and innovation
- C. A nation's lack of inventiveness
- D. An opening that can be exploited by an entrepreneur with a good idea

[View answer](#)

233. Which of the following is correct?

- A. Technology is the use of engineering knowledge for wealth generation.
- B. Innovations are scientific inventions.
- C. Innovations are new ideas.
- D. Innovations are new ideas.

View answer

234. "Realizing that solid waste management is poor in India, some reasons were identified. One of the reason is almost zero segregation of waste at source. Waste segregation after collection is a very difficult task." How will you use this observation in challenge book?

- A. Waste of efforts in segregation
- B. Pain of citizens for poor solid waste management
- C. Opportunity to use latest technology for Solid waste management
- D. All of the above

View answer

235. Which of the following is correct?

- A. Science is a systematic way of studying any phenomenon.
- B. Science is all about experimentation.
- C. Science is concerned with explaining things in a rational manner.
- D. All of the above

View answer

236. What is the general shape of a technology life cycle?

- A. S curve
- B. Normal distribution curve
- C. Bell curve
- D. Straight line

View answer

237. According to MSME Act in India, what is the limit of investment in plant and machinery for a micro enterprises involved in manufacturing?

- A. Rs 5 lakhs
- B. Rs.20 lakhs
- C. Rs.25 lakhs
- D. There is no such limit in the act.

View answer

238. Which of the following is not included in the parameters of sustainable development?

- A. Carrying capacity
- B. Inter and Intra-generation equity
- C. Gender disparity and diversity
- D. None of the above

View answer

239. Innovations provide

- A. The primary means for differentiating your product from your competitors'
- B. Higher profit margins
- C. Potential barriers to entry
- D. All of the above

View answer

240. Basic framework of Insights is proposed on the basis of

- A. Contentions
- B. Information
- C. Observation
- D. Connections, Contradictions and Creative Desperation

241. Entrepreneurship Management Which of the examples seem to be associated with Insight and Entrepreneurship.

- A. Clocks
- B. Footwear
- C. Furniture
- D. All the business and products are a resultant of Insight and Entrepreneurship

View answer

242. Monetizing an idea to make money with some method of operations is known to be

- A. Strategy
- B. Scope
- C. Business model
- D. Business system

View answer

243. According to MSME Act in India, what is the limit of investment in plant and machinery for a small enterprises involved in services?

- A. There is no separate classification for service and manufacturing organizations.
- B. It is less than Rs 1 crore.
- C. It is less than Rs 2 crore.
- D. It is more than Rs 10 lakh but less than Rs 2 crore.

View answer

244. "Not-invented-here (NIH) syndrome," "I already known it (IAKI)," "Prove it to me (PITM)," and "How on Earth could my firm possibly do that" are.

- A. Legitimate reasons to maintain a conservative innovation policy
- B. Innovation's worst enemies
- C. Signs of weak management
- D. None of the above

View answer

245. Which of the following describes the totality of the means people employ to accomplish desired tasks?

- A. Innovation
- B. Competitive advantage
- C. Technology
- D. Facilities

View answer

246. Which of the ministry of Government of India deals with matters related to intellectual property?

- A. Niti Aayog
- B. Ministry of Human Resource Development
- C. Ministry of Commerce and Industry
- D. Ministry of Finance

View answer

247. Which of the following is correct?

- A. Knowledge available in patent is available in public domain.
- B. Knowledge available in patent is kept confidential so that it can not be used by others.
- C. Patenting of invention is a big hindrance of use of technology for social welfare.
- D. All of the above

View answer

248. What do you mean by WIPO?

- A. World Intellectual Property Right Organization
- B. World Internet Protection Organization
- C. World Intellectual Protection Organization
- D. World Indicator of Patents Organization

View answer

249. Which of the following is correct?

- A. A Patent is an exclusive right granted for an invention.
- B. Getting patent is a guarantee for a regular income for your invention.
- C. Both (a) and (b)
- D. None of the above

View answer

250. What do you mean by PCT?

- A. Patent Cooperation Treaty
- B. Protection of Copyright Treaty
- C. Patent and Copyright Treaty
- D. None of the above

251. What is not an essential condition to obtain patent?

- A. Novelty
- B. Non obviousness
- C. Theory development
- D. Industry application

View answer

252. What is the normal life a patent?

- A. 10 years
- B. 20 Years
- C. 25 Years
- D. There is no fixed life.

View answer

253. Which of the following is correct?

- A. A Patent gives universal protection.
- B. A Patent is a territorial protection.
- C. A Patent is specific to an industry.
- D. A patent is specific to an application.

View answer

254. Which of the following is not a form of intellectual property?

- A. Patent
- B. Copyright
- C. Cash in hand
- D. Geographical Indicator

View answer

255. The typical _____ has a climate and reward system that favor conservative decision making.

- A. Entrepreneurship culture
- B. Corporate culture
- C. Intrapreneurial culture
- D. None of the above

View answer

256. Which of the following is correct?

- A. Mind-set is the biggest barrier in the process of innovation.
- B. External environment is a major barrier in the process of innovation.
- C. "Many of us feel that innovation is not my cup of tea" – this is a major challenge in the process of innovation.
- D. All of the above

View answer

257. Which of the following is not a characteristics of systems thinking approach?

- A. Point of leverage is to be identified.
- B. It uses concept of silver bullet.
- C. Theory of constraints is best suited for systems thinking.
- D. None of the above

View answer

258. Which of the following is not correct with respect to "concept of challenge book"?

- A. It helps in creating a template for recording various observations.
- B. It helps in getting a readymade list of various problems which require innovative solution.
- C. It is a record of impact created by different innovations.
- D. None of the above

View answer

259. Which of the following is a possible assumption to be validated in an experiment in the process of innovation?

- A. Indian customers would enjoy buying product on line.
- B. Indian customers would enjoy movies depicting India mythological characters.
- C. Indian customers would pay for an email service for high level of data security.
- D. All of the above

260. Who is not needed in developing participation for innovation in the organizations?

- i. Role Model
 - ii. Catalyst
 - iii. Investor
 - iv. Customer
- A. Only (iv)
 - B. Only (iii) and (ii)
 - C. Only (iii) and (iv)
 - D. Only (i)

261. Which of the following is correct?

- A. Incubators are used for getting initial funding for startups.
- B. Incubators are used for getting mentorship for startups.
- C. Both (a) and (b) are false.
- D. Both (a) and (b) are correct.

View answer

262. How does an Organization delivers value? Through

- A. By knowing what business they are into?
- B. By knowing what the World is doing?
- C. By knowing the politics of their Country.
- D. By understanding the people around.

View answer

263. Looking at things with the innovative and innovation perspective India should be looking at the market growth with reference to products/areas of business/services like

- A. Energy and Food
- B. Entertainment
- C. Shipping
- D. Financial Management

View answer

264. What is not part of the design thinker's profile?

- A. Empathy
- B. Integrative Thinking
- C. Creativity
- D. Functionality Focus

View answer

265. The _____ plan shows whether the business is economically easible or not.

- A. Financial
- B. Business
- C. Technical
- D. Marketing

View answer

266. Japanese term "Kaizen" is close to _____

- A. Product innovation
- B. Process innovation

- C. Business model innovation
- D. None of the above

View answer

267. Which of the following can be a source of curiosity?

- A. Use of Social Media
- B. 5 G Mobile Technology
- C. Packaging wastages
- D. All of the above

View answer

268. What is convergent thinking?

- A. The process of creating many solutions to one problem.
- B. The process of routine solutions to many problems.
- C. The process of coming up with a logical, single best solution to a problem
- D. The process of coming up with a logical solution to several problems.

View answer

269. What are the different types of assumptions to be validated in an experiment designed in

- i. Need
 - ii. Technical
 - iii. Positioning
- A. Only (i) and (ii)
 - B. Only (ii) and (iii)
 - C. Only (i) and (iii)
 - D. All (i) , (ii) and (iii)

View answer

270. A set of reasons for engaging in a particular behavior, especially human behavior is known as _____

- A. Values
- B. Vision
- C. Entrepreneurship
- D. Motivation

261. Which of the following is correct?

- A. Incubators are used for getting initial funding for startups.
- B. Incubators are used for getting mentorship for startups.
- C. Both (a) and (b) are false.
- D. Both (a) and (b) are correct.

View answer

262. How does an Organization delivers value? Through

- A. By knowing what business they are into?
- B. By knowing what the World is doing?
- C. By knowing the politics of their Country.
- D. By understanding the people around.

View answer

263. Looking at things with the innovative and innovation perspective India should be looking at the market growth with reference to products/areas of business/services like

- A. Energy and Food
- B. Entertainment
- C. Shipping
- D. Financial Management

View answer

264. What is not part of the design thinker's profile?

- A. Empathy
- B. Integrative Thinking
- C. Creativity
- D. Functionality Focus

View answer

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- A. Values
- B. Vision
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- D. Motivation

271. One of the most important remedies of a business model failure is:

- A. Consistency and Persistence of the organization and the leadership
- B. Market Analysis
- C. Competitor's Analysis
- D. Product analysis

View answer

272. The importance of intellectual property should be understood by entrepreneur even before

- A. Hiring a manager
- B. Engaging an attorney
- C. Developing a product
- D. Establishing new venture

View answer

273. Which of the following is correct?

- A. Uncertainty about future gives excitement to an innovator.
- B. Prediction disability is a villain in the process of innovation.
- C. Innovation is an adventurous process.
- D. None of the above

View answer

274. Which of the following is not a characteristics of design thinking approach?

- A. Rapid prototyping
- B. Detailed analysis
- C. Faster implementatio
- D. None of the above

View answer

275. Which of the following statements is not correct?

- A. Divergent thinking works best for open ended problems.
- B. Divergent thinking involves creativity.
- C. Unlike convergent thinking, there is no single best correct answer in divergent thinking.
- D. The process of divergent thinking is systematic and logical

View answer

276. Which of the following is not a possible assumption to be validated in an experiment designed in the process of innovation?

- A. Women are as hard working as men.
- B. Women are as intelligent as men.
- C. Women are as fearless as men.
- D. All of the above

View answer

277. Which of the following is not correct?

- A. In process of cocreation, customers and solution provider shares value.
- B. In process of cocreation, focus shifts from problem loci to problem space.
- C. Both (a) and (b) are false.
- D. Both (a) and (b) are correct.

View answer

278. How does an organization creates value?

- A. By knowing their customers well
- B. By knowing their employees well
- C. By knowing themselves well
- D. By knowing their successors well

View answer

279. How should India or similar markets look at the future?

- A. On the basis of Needs and Resources.
- B. On the basis of pattern set by the developed markets.
- C. On the basis of the neighboring markets
- D. On the basis of the desire of the entrepreneurs.

View answer

280. Which of the following is/are challenge(s) in the process of innovation?

- A. Fear of failure
- B. Unable to predict
- C. Lack of resources
- D. All of the above

View answer

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281. Which of the following is correct?

- A. In present times, the product life cycles are reducing.
- B. In present times, the product life cycles are increasing.
- C. In present times, uncertainty in business environment is reducing.
- D. None of the above

View answer

282. Which of the following is correct?

- A. Innovation starts with creativity.
- B. Innovation begins with curiosity.
- C. Innovation happens accidentally.
- D. All of the above

View answer

283. Which of the following is correct?

- A. Maslow proposed a five stage need hierarchy model.
- B. Maslow proposed three stages need hierarchy model.
- C. Maslow divided human behaviour in two categories.
- D. Maslow divided human behaviour in three categories.

View answer

284. In stage of responsibility allocation process the entrepreneur follows?

- A. High centralized decision making process
- B. Highly decentralized decision making process
- C. Somewhat centralized decision making process
- D. No particular standards

View answer

285. Which of the following is not correct?

- A. Cocreation is a process which is used by innovators for getting new ideas.
- B. Cocreation involves participation of customers in the process of solving a problem
- C. Cocreation is possible in services and manufacturing.
- D. None of the above

View answer

286. What is the role of incubator in the process of entrepreneurship?

- A. Incubator provides financial support to start up.
- B. Incubator provides mentorship support.
- C. Incubator provides networking opportunities with venture capitalists.
- D. All of the above

View answer

287. Single largest factor associated with a Business Model Failure is:

- A. Incoherence with the Business Environment
- B. Unavailability of regular banking and finance support
- C. Powerful Competition
- D. Complacency of the Organization and the team

View answer

288. Which of the following is correct?

- A. Japanese manufacturing philosophy focuses on Cost minimization.
- B. Japanese manufacturing philosophy focuses on innovation.
- C. Japanese manufacturing philosophy focuses on quality with minimum cost.
- D. All of the above

View answer

289. Which of the following is important in selection of an idea?

- A. Novelty of idea
- B. Ease of implementation of idea
- C. Impact of idea
- D. All of the above

View answer

290. Which of the following can not be a type of reward for encouraging innovation in your organization?

- A. Putting a poster mentioning your achievement alongwith your photograph on main notice board of the company
- B. Giving you a Cash prize of Rs1 million
- C. Giving you a promotion to some different department or location
- D. None of the above

291. Which of the following is correct?

- A. All ideas leading to innovation must go through the process of incubation.
- B. All ideas leading to innovation must develop a prototype.
- C. Both (a) and (b) are false.
- D. Both (a) and (b) are correct.

View answer

292. The development of a new venture based on an inventor's work often requires _____.

- A. Expertise of an entrepreneur
- B. Heavy investment from financiers
- C. Skilled Human resources
- D. Highly educated staff

View answer

293. Which of the following is correct?

- A. "naïve perception" helps in improving our ability to see more things around us.
- B. "naïve perception" helps in improving our ability to implement the idea.
- C. "naïve perception" helps in creating harmonious environment for innovation.
- D. All of the above

View answer

294. Which of the following is not a characteristics of frugal innovation?

- A. Reducing complexity of a product
- B. Removing nonessential features of a product
- C. Reducing cost of a product
- D. Improving quality of a product

View answer

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