

**MBA-I / SEM-I/ 2019 PATTERN**

**Subject: 109GE-ULEntrepreneurship Development**

**MCQ / Question Bank**

**UNIT – I Entrepreneurship**

| Sr. No. | Question  | Ans. |
|---------|---|------|
| 1       | The process of creating something new is<br>A. Innovation<br>B. Involvement<br>C. Model<br>D. Creativity  | A    |
| 2       | The entrepreneur was distinguished from capital provider in _____<br>A. 18th century<br>B. 17th century<br>C. 20th century<br>D. 19th century   | A    |
| 3       | The process in which an individual working in an organization pursue opportunities without regard to the resources they currently control<br>A. Start-up Management<br>B. Financial Analysis<br>C. Feasibility Study<br>D. Corporate Entrepreneurship | D    |
| 4       | The process in which entrepreneurs develop new products making current products obsolete<br>A. New Business Model<br>B. Anatomization<br>C. Constructive Disruption<br>D. Destructive Creation  | C    |
| 5       | Which is the most important factor in forcing the companies to focus on new product development and increased productivity?<br>A. Government Policies<br>B. Hyper Competition<br>C. Entrepreneurship<br>D. Organizational Culture                     | B    |
| 6       | Corporate Venturing is an act of<br>A. Intrapreneurship<br>B. Starting a new venture<br>C. Entrepreneurship<br>D. Offering new products by an existing company  | A    |
|         | The activity that occurs at the start of the new venture is called as   |      |

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| <b>7</b>  | <p>A. Business activity</p> <p>B. Goal setting</p> <p>C. Departure point</p> <p>D. Motivation</p>   | <b>C</b> |
| <b>8</b>  | <p>Which is the most important source of idea generation due to their familiarity with the needs of market?</p> <p>A. Distribution channels</p> <p>B. Government</p> <p>C. Consumer groups</p> <p>D. Existing products &amp; services</p>   | <b>A</b> |
| <b>9</b>  | <p>The members of distribution channels are excellent sources for new ideas because</p> <p>A. They do not bother if entrepreneur bears a loss</p> <p>B. They have well-developed sales force</p> <p>C. They earn a handsome profit from new business</p> <p>D. They are familiar with the needs of the market</p> | <b>D</b> |
| <b>10</b> | <p>Why should an entrepreneur do a feasibility study for starting a new venture?</p> <p>A. To identify possible sources of funds</p> <p>B. To see if there are possible barriers to success</p> <p>C. To estimate the expected sales</p> <p>D. To explore potential customers</p>                                 | <b>B</b> |
| <b>11</b> | <p>A Micro Enterprise is an enterprise where investment in plant and machinery does not exceed</p> <p>A. Rs. 20 Lakh</p> <p>B. Rs. 25 Lakh</p> <p>C. Rs. 30 Lakh</p> <p>D. Rs. 15 Lakh</p>  | <b>B</b> |
| <b>12</b> | <p>A corporate manager who starts a new initiative for their company which entails setting up a new distinct business unit and board of directors</p> <p>A. Technopreneur</p> <p>B. Ecopreneur</p> <p>C. Intrapreneur</p> <p>D. Social Entrepreneur</p>   | <b>C</b> |
| <b>13</b> | <p>A women entrepreneur is supposed to have a minimum financial interest in share capital of entrepreneur's enterprise which amounts to</p> <p>A. 25 per cent</p> <p>B. 51 per cent</p> <p>C. 35 per cent</p> <p>D. 30 per cent</p>   | <b>A</b> |
| <b>14</b> | <p>Venture capital is concerned with</p> <p>A. New project of high technology</p> <p>B. New project having high risk</p> <p>C. New project having potential for higher profit</p> <p>D. New project with good human resource</p>  | <b>C</b> |

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| 15 | Which entrepreneurial action contributes to creative destruction?<br>A. Takeover of a competitor<br>B. Setting up a new organization<br>C. Going public by issuing IPO<br>D. Development of a new product  | D |
| 16 | An entrepreneur is the person who takes _____<br>A. High risk<br>B. Low risk<br>C. Moderate risk<br>D. No risk   | C |
| 17 | Which of the following is NOT one of the types of an entrepreneur classified according to the type of business?<br>A. Retail Trader<br>B. Exporter<br>C. Wholesale trader<br>D. Rural entrepreneur   | D |
| 18 | Which of the following is the industrial sector with low market entry barriers that promotes small-scale businesses and entrepreneurship?<br>A. Manufacturing<br>B. Service<br>C. Agriculture<br>D. Logistics  | B |
| 19 | Which of the following statements about the role of small businesses in the country's economy is NOT true?<br>A. They provide specialist support to larger companies<br>B. They are the innovators of new products<br>C. They contribute very little to the country's GDP<br>D. They provide an outlet for entrepreneurial ideas | C |
| 20 | In _____ century, a person who managed large projects was termed as an entrepreneur<br>A. 17 <sup>th</sup><br>B. 16 <sup>th</sup><br>C. 19 <sup>th</sup> & 20 <sup>th</sup><br>D. 18 <sup>th</sup>   | C |
| 21 | Corporate venturing is one of the prime characteristics of<br>A. Intrapreneurship<br>B. A start-up or new venture<br>C. Entrepreneurship<br>D. An established business   | A |
| 22 | Entrepreneurship can be best described as<br>A. An act of taking significant risk in the context of a business<br>B. An act of having a strong vision<br>C. The process of setting-up a business<br>D. The process that involves innovation & value creation   | D |

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| <b>23</b> | An entrepreneur can _____ the business risk involved<br><b>A.</b> Avoid<br><b>B.</b> Reduce<br><b>C.</b> Erase<br><b>D.</b> Ignore  | <b>B</b> |
| <b>24</b> | Seed capital is to provide _____ to a start-up<br><b>A.</b> An initial assistance<br><b>B.</b> A long-term assistance<br><b>C.</b> A short term assistance<br><b>D.</b> A temporary assistance  | <b>A</b> |
| <b>25</b> | An entrepreneur who owns more than one business at a time is known as<br><b>A.</b> A corporate entrepreneur<br><b>B.</b> A portfolio entrepreneur<br><b>C.</b> Trading entrepreneur<br><b>D.</b> An intrapreneur  | <b>B</b> |
| <b>26</b> | Which of the following statements describing Entrepreneurship is TRUE?<br><b>A.</b> It takes place only in small businesses<br><b>B.</b> It doesn't take place in social enterprises<br><b>C.</b> It takes place only in large businesses<br><b>D.</b> It takes place in a wide variety of context                                      | <b>D</b> |
| <b>27</b> | Which of the following is NOT one of the characteristics of entrepreneurship?<br><b>A.</b> Managerial training<br><b>B.</b> Innovation<br><b>C.</b> Creative activity<br><b>D.</b> Risk taking  | <b>A</b> |
| <b>28</b> | Which of the following is NOT one of the building blocks of the model entrepreneur?<br><b>A.</b> Managerial competencies<br><b>B.</b> Business competencies<br><b>C.</b> Personal attributes<br><b>D.</b> Technical skills  | <b>B</b> |
| <b>29</b> | Which of the following gets accelerated with an expanding economy?<br><b>A.</b> Intrapreneurship<br><b>B.</b> Sole proprietorship<br><b>C.</b> Entrepreneurship<br><b>D.</b> Partnership firm   | <b>C</b> |
| <b>30</b> | A decision of shifting of the manufacturing plant of Nano cars from Singur, West Bengal to Sanand, Gujrat due to unforeseen complexity is the reflection of which type of entrepreneurial competencies?<br><b>A.</b> Problem solving<br><b>B.</b> Quality performance<br><b>C.</b> Performance seeking<br><b>D.</b> Systematic planning | <b>A</b> |
|           | The problems of women entrepreneurs could be best addressed with _____  |          |

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| <b>31</b> | <b>A.</b> Social attitude<br><b>B.</b> Finance cells<br><b>C.</b> Supervision<br><b>D.</b> Stiff competition  | <b>B</b> |
| <b>32</b> | Which of the following could not be the possible reason why entrepreneurs would want to take the risk of starting a business?<br><b>A.</b> No work pressure<br><b>B.</b> Independence<br><b>C.</b> Love for challenges & risks<br><b>D.</b> Moneymaking   | <b>A</b> |
| <b>33</b> | Which of the following statements is conflicting with respect to the entrepreneurs?<br><b>A.</b> An entrepreneur is the risk taker<br><b>B.</b> An entrepreneur operates production function<br><b>C.</b> An entrepreneur have an eye for business opportunities<br><b>D.</b> An entrepreneur is the owner of business                  | <b>B</b> |
| <b>34</b> | Entrepreneurial management is identified for its ability to react quickly and effectively to _____<br><b>A.</b> New markets<br><b>B.</b> New products<br><b>C.</b> Latest Technology<br><b>D.</b> Business opportunities  | <b>D</b> |
| <b>35</b> | Which of the following characteristics speaks about an ideal entrepreneurial culture?<br><b>A.</b> Discouragement of trial and error<br><b>B.</b> Intolerance to failure<br><b>C.</b> Easily available and accessible resources<br><b>D.</b> Discouragement of multi-disciplinary approach  | <b>C</b> |
| <b>36</b> | Which of the following is one of the major problems for an entrepreneur in the initial stage of creating a new venture?<br><b>A.</b> Lack of resources<br><b>B.</b> Lack of experience<br><b>C.</b> Lack of education<br><b>D.</b> Lack of time   | <b>B</b> |
| <b>37</b> | Which of the following is NOT one of the economic factors affecting entrepreneurial growth?<br><b>A.</b> Market<br><b>B.</b> Raw material<br><b>C.</b> Social mobility<br><b>D.</b> Labour  | <b>C</b> |
| <b>38</b> | Having served in an airline company for five years, Nisha had travelled all across the Asian countries. Being an ardent traveller and a writer, she wrote a couple of blogs for two international holiday resorts endorsing their services. Now she is regularly writing blogs for different luxury hotels, clubs, resorts etc. Nisha's | <b>A</b> |

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|    | activities can be best described as<br>A. Entrepreneurship<br>B. Intrapreneurship<br>C. Social entrepreneurship<br>D. Venture capitalist  |   |
| 39 | When an entrepreneur senses a risk of his products becoming obsolete in the days to come, what type of risk it is?<br>A. Natural<br>B. Incompetency<br>C. Human<br>D. Economic  | D |
| 40 | Priya wants to start a trading business by importing some cosmetic and lifestyle products. What is the best thing Priya should do before starting?<br>A. Getting a loan right away<br>B. Speaking with others who are in the import business<br>C. Incorporate immediately<br>D. Finding a business to buy as soon as possible  | B |
| 41 | Why is entrepreneurship needed?<br>A. For innovation<br>B. For healthy competition<br>C. For earning money<br>D. For filling up the gap in growth   | D |
| 42 | Entrepreneurs selling the products produced by them are said to be engaged in which of the following activities?<br>A. Manufacturing<br>B. Trading<br>C. Service<br>D. Selling  | A |
| 43 | Aakash working in the design team of a multi-national tyre company is instrumental in designing and developing new tyre variants with anti-skid design, durability, and firm grip, made for different road conditions prevailing in India like dirt roads, coal tar roads, concrete roads etc. Aakash would be called as _____<br>A. An Entrepreneur<br>B. A Corporate Entrepreneur<br>C. An employee<br>D. Social entrepreneur | B |
| 44 | Which of the following is NOT one of the characteristics of intrapreneurial leadership?<br>A. Understanding environment<br>B. Persistence<br>C. Being inflexible<br>D. Encouraging team work  | C |
|    | Which of the following is NOT one of the non-economic factors affecting   |   |



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| <b>45</b> | entrepreneurial growth?<br>A. Market<br>B. Legitimacy of entrepreneurship<br>C. Security<br>D. Marginality   | <b>A</b> |
| <b>46</b> | Which of the following is NOT one of the disadvantages of entrepreneurship?<br>A. Need to work for long hours<br>B. Uncertainty of income<br>C. Risky affair<br>D. Being your own boss   | <b>D</b> |
| <b>47</b> | The word 'Entrepreneur' is derived from a _____ word that means 'To undertake'<br>A. Greek<br>B. French<br>C. German<br>D. Roman   | <b>B</b> |
| <b>48</b> | Entrepreneurial activities predominantly depends upon the personality of an entrepreneur, organizational structure and _____<br>A. The government<br>B. The environment<br>C. The market<br>D. The labour                                      | <b>B</b> |
| <b>49</b> | The resistance of employees in an organization against flexibility, growth and diversification could be dealt with the development of _____<br>A. Entrepreneurship<br>B. Leadership<br>C. Intra-corporate entrepreneurship<br>D. Team building | <b>C</b> |
| <b>50</b> | Female entrepreneurs are different from male entrepreneurs in terms of the following things except one<br>A. Goal orientation<br>B. Departure point<br>C. Motivation<br>D. Business skills   | <b>C</b> |
| <b>51</b> | Which of the following is NOT one thing that could be invested?<br>A. Money<br>B. Time<br>C. Energy<br>D. Expertise  | <b>D</b> |
| <b>52</b> | Which of the following factors won't affect a person from being an entrepreneur?<br>A. Gender<br>B. Education<br>C. Family background  | <b>A</b> |

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|           | <b>D. Personal values</b>  |          |
| <b>53</b> | Which of the following is NOT one of the advantages of entrepreneurship?<br><b>A.</b> Option of choosing a business of own interest<br><b>B.</b> Opportunity to be creative<br><b>C.</b> Scope of making a lot of money<br><b>D.</b> Possibility of making most of the decisions alone | <b>D</b> |
| <b>54</b> | Drone entrepreneur<br><b>A.</b> Are imitative<br><b>B.</b> Are innovative<br><b>C.</b> Refuse to adopt changes<br><b>D.</b> Adopt new technologies   | <b>C</b> |
| <b>55</b> | Intrapreneurs perform their activities<br><b>A.</b> Personally<br><b>B.</b> Dependently<br><b>C.</b> Independently<br><b>D.</b> reluctantly  | <b>B</b> |
| <b>56</b> | Entrepreneur is a factor of<br><b>A.</b> Microeconomics<br><b>B.</b> Sociology<br><b>C.</b> Macroeconomics<br><b>D.</b> Economics  | <b>A</b> |
| <b>57</b> | Someone who improves an existing business is called<br><b>A.</b> An entrepreneur<br><b>B.</b> An Intrapreneur<br><b>C.</b> An employee<br><b>D.</b> A leader   | <b>B</b> |
| <b>58</b> | An individual who has prior business ownership experience is called as _____ entrepreneur<br><b>A.</b> Novice<br><b>B.</b> Serial<br><b>C.</b> Habitual<br><b>D.</b> Portfolio   | <b>C</b> |
| <b>59</b> | An individual who has no prior business ownership experience as a business founder, inheritor of a business, or a purchaser of a business is called as _____ entrepreneur<br><b>A.</b> Habitual<br><b>B.</b> Novice<br><b>C.</b> Serial<br><b>D.</b> Portfolio                         | <b>B</b> |
| <b>60</b> | Positive external trends or changes that provide unique and distinct possibilities for innovating and creating value are called _____<br><b>A.</b> Opportunities<br><b>B.</b> Weaknesses<br><b>C.</b> Threats  | <b>A</b> |



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|           | <b>D. Strengths</b>  |          |
| <b>61</b> | Which of the following is NOT one of the misconceptions about entrepreneurship?<br><b>A.</b> Entrepreneurship is easy<br><b>B.</b> Successful entrepreneurship needs only a great idea<br><b>C.</b> Entrepreneurial ventures and small businesses are different<br><b>D.</b> Entrepreneurship is found only in small businesses  | <b>C</b> |
| <b>62</b> | Innovative entrepreneurs face special issues in raising<br><b>A.</b> Seed capital<br><b>B.</b> Structured capital<br><b>C.</b> Development capital<br><b>D.</b> Human capital  | <b>A</b> |
| <b>63</b> | Innovative small firms are more likely in<br><b>A.</b> Biotechnology<br><b>B.</b> Knowledge-based sectors<br><b>C.</b> Aerospace manufacturing<br><b>D.</b> Automobile manufacturing   | <b>B</b> |
| <b>64</b> | Which one of the following actions by an entrepreneur is most likely to contribute to creative destruction?<br><b>A.</b> Take-over of a competitor<br><b>B.</b> Issuing shares<br><b>C.</b> Reducing prices<br><b>D.</b> Development of a new product  | <b>A</b> |
| <b>65</b> | Which industrial sector tends to naturally promote small-scale businesses and Entrepreneurship, and generally has lower barriers to market entry?<br><b>A.</b> Manufacturing<br><b>B.</b> Agriculture<br><b>C.</b> Service<br><b>D.</b> Distribution   | <b>C</b> |
| <b>66</b> | Which of the following is NOT one of the valid statements regarding the importance of small businesses in a country's economy?<br><b>A.</b> They can provide specialist support to larger companies<br><b>B.</b> They can reduce larger companies' market dominance by competing with them<br><b>C.</b> They can be innovators of new products<br><b>D.</b> They give an outlet for entrepreneurs. | <b>B</b> |
| <b>67</b> | Which of the following could not be one of the major reasons for business failure?<br><b>A.</b> Poor financial control<br><b>B.</b> Poor management<br><b>C.</b> Lack of experience<br><b>D.</b> Lack of market research   | <b>C</b> |
|           | Innovation can be best defined as<br><b>A.</b> the successful exploitation of new ideas  |          |

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| 68 | <b>B.</b> the evolution of new ideas<br><b>C.</b> the generation of new ideas<br><b>D.</b> the opposite of creativity  | <b>A</b> |
| 69 | What is the role of a Business Angel?<br><b>A.</b> To provide capital for business development in exchange for a stake in the Business ownership<br><b>B.</b> To provide small business advice<br><b>C.</b> To assist an entrepreneur to open a lifestyle business<br><b>D.</b> To set up a franchise business   | <b>A</b> |
| 70 | Which one of the following is not considered as one of the building blocks of the model entrepreneur?<br><b>A.</b> Technical skills<br><b>B.</b> Management competencies<br><b>C.</b> Business awareness<br><b>D.</b> Personal attributes  | <b>C</b> |
| 71 | An entrepreneur who owns more than one business at a time is called<br><b>A.</b> A corporate entrepreneur<br><b>B.</b> A portfolio entrepreneur<br><b>C.</b> An Intrapreneur<br><b>D.</b> Fabian Entrepreneur  | <b>B</b> |
| 72 | Who first used the term 'entrepreneur'?<br><b>A.</b> Joseph Schumpeter<br><b>B.</b> Adam Smith<br><b>C.</b> Richard Cantillon<br><b>D.</b> J. B. Say   | <b>D</b> |
| 73 | Which of the following statements regarding Managers hold TRUE while differentiating them from the entrepreneurs?<br><b>A.</b> They are not dependent on human relations and conceptual abilities<br><b>B.</b> They are independent of their employers<br><b>C.</b> They are motivated by externally imposed goals and rewards<br><b>D.</b> They face the uncertainty of a new venture with its potential for failure and financial loss | <b>C</b> |
| 74 | Family business always interested to handover the change of his business to:<br><b>A.</b> Indian Administration Officers<br><b>B.</b> Professional Managers<br><b>C.</b> Next generation<br><b>D.</b> None of the above  | <b>C</b> |

### UNIT – II Theories of Entrepreneurship

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| 1 | For an entrepreneur, innovation is an important criterion is stated by<br><b>A.</b> Peter Drucker<br><b>B.</b> Richard Cantillon | <b>D</b> |
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|          | <b>C. David McClelland</b><br><b>D. Joseph A. Schumpeter</b>  |          |
| <b>2</b> | Entrepreneurs are capitalist as stated by<br><b>A. Jean Baptiste Say</b><br><b>B. Adam Smith</b><br><b>C. David McClelland</b><br><b>D. Peter Drucker</b>   | <b>B</b> |
| <b>3</b> | According to Hagen's Theory, for entrepreneur motivation, emphasis is given on<br><b>A. Religious faith</b><br><b>B. Profit</b><br><b>C. Social value</b><br><b>D. Economic conditions</b>  | <b>A</b> |
| <b>4</b> | According to whom, the Economic theories of underdevelopment are inadequate?<br><b>A. Frank Knight</b><br><b>B. David McClelland</b><br><b>C. Everette Hagen</b><br><b>D. Harvey Leibenstein</b>  | <b>C</b> |
| <b>5</b> | Who stated that the entrepreneur's activity is the key element of social transformation and economic growth?<br><b>A. Joseph Schumpeter</b><br><b>B. Richard Cantillon</b><br><b>C. Frank Knight</b><br><b>D. Everette Hagen</b>  | <b>D</b> |
| <b>6</b> | Who proposed that the economic growth is a product of social and political change?<br><b>A. Everette Hagen</b><br><b>B. Harvey Leibenstein</b><br><b>C. David McClelland</b><br><b>D. Frank Knight</b>  | <b>A</b> |
| <b>7</b> | Which theory of entrepreneurship rejected the idea that the solution to economic development lies in imitating western technology?<br><b>A. Theory of social change by Everette Hagen</b><br><b>B. Economic theory by Richard Cantillon</b><br><b>C. Innovation theory by Joseph Schumpeter</b><br><b>D. Imitating theory of high achievement by David McClelland</b> | <b>A</b> |
| <b>8</b> | He tried to explain that high achievement motivation varies between societies and their classes and strata<br><b>A. David McClelland</b><br><b>B. Everette Hagen</b><br><b>C. Harvey Leibenstein</b><br><b>D. Frank Knight</b>  | <b>B</b> |
|          | According to this theory of entrepreneurship, the insecurity & frustration leads to changed behaviour, making people dissatisfied with the society and readily  |          |

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| <b>9</b>  | accept new values and become innovative personalities.<br>A. Innovation theory by Joseph Schumpeter<br>B. Imitating theory of high achievement by David McClelland<br>C. Theory of social change by Everette Hagen<br>D. X-Efficiency theory by Harvey Leibenstein  | <b>C</b> |
| <b>10</b> | According to Everette Hagen, 'withdrawal of status respect' leads to following behavioural patterns except one:<br>A. Retreatism<br>B. Ritualism<br>C. Rebellion<br>D. Rationalization  | <b>D</b> |
| <b>11</b> | According to Knight's theory, profit is the reward of an entrepreneur effort for _____<br>A. Uncertainty bearing<br>B. Investing time<br>C. Cost bearing<br>D. Innovating   | <b>A</b> |
| <b>12</b> | According to the Economic theory of Entrepreneurship, economic incentives are the motivators for entrepreneurship and economic growth. Which of the following is NOT one of those economic incentives?<br>A. Access to information<br>B. Investment & marketing opportunities<br>C. Cultural values<br>D. Industrial policy   | <b>C</b> |
| <b>13</b> | According to Richard Cantillon, entrepreneurship and economic growth takes place when _____ conditions are favourable<br>A. Social<br>B. Political<br>C. Cultural<br>D. Economical  | <b>D</b> |
| <b>14</b> | Richard Cantillon illustrated _____ as an entrepreneur<br>A. Contractor<br>B. Farmer<br>C. Business man<br>D. Leader  | <b>B</b> |
| <b>15</b> | Richard Cantillon illustrated farmer as an entrepreneur because<br>A. He pays out contractual incomes to landlords & labourers, which are uncertain while sells his crop at a price, which is certain<br>B. He pays out contractual incomes to landlords & labourers, which are uncertain while sells his crop at a price, which is also uncertain<br>C. He pays out contractual incomes to landlords & labourers, which are certain while sells his crop at a price, which is uncertain<br>D. He pays out contractual incomes to landlords & labourers, which are certain while sells his crop at a price, which is also certain | <b>C</b> |

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| <b>16</b> | One of the major limitation of Economic theory of entrepreneurship is that it treated entrepreneurial function like a _____ function<br><b>A.</b> Managerial<br><b>B.</b> Facilitator<br><b>C.</b> Leadership<br><b>D.</b> Innovator  | <b>A</b> |
| <b>17</b> | One of the criticism drawn by Economic theory was that it failed to provide a satisfactory analysis of<br><b>A.</b> Impact of economic conditions on entrepreneurship<br><b>B.</b> Role of entrepreneurship<br><b>C.</b> Relationship between entrepreneurship and economic growth<br><b>D.</b> Entrepreneurs as agents | <b>B</b> |
| <b>18</b> | Sociological theory endorsed a view that the entrepreneurial behaviour of individuals in a society is influenced by following factors except _____<br><b>A.</b> Taboos<br><b>B.</b> Religious beliefs<br><b>C.</b> Social class<br><b>D.</b> Customs  | <b>C</b> |
| <b>19</b> | Innovation theory of entrepreneurship was proposed by<br><b>A.</b> Joseph Schumpeter<br><b>B.</b> David McClelland<br><b>C.</b> Frank Knight<br><b>D.</b> Richard Cantillon   | <b>A</b> |
| <b>20</b> | Sociological theory of entrepreneurship stressed on the _____ abilities of entrepreneurs<br><b>A.</b> Risk taking<br><b>B.</b> Leadership<br><b>C.</b> Managerial<br><b>D.</b> Organizing   | <b>D</b> |
| <b>21</b> | Economic theory of entrepreneurship highlighted this ability of an entrepreneur<br><b>A.</b> Leadership<br><b>B.</b> Risk taking<br><b>C.</b> Organizing<br><b>D.</b> Managerial  | <b>B</b> |
| <b>22</b> | As per this theory an entrepreneur has to be a person who is willing and able to convert a new idea or invention into a successful application or practice<br><b>A.</b> Economic theory<br><b>B.</b> Sociological theory<br><b>C.</b> Innovation theory<br><b>D.</b> Psychological theory                               | <b>C</b> |
| <b>23</b> | According to the Innovation theory by Schumpeter, an entrepreneur innovates when he does any one of the following things except one<br><b>A.</b> Introduces a new organization in any industry<br><b>B.</b> Finds a new source of raw material  | <b>C</b> |

|    |  |   |
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|    | <p>C. Promotes product in a novel way</p> <p>D. Open up a new market</p>   |   |
| 24 | <p>Which theory of entrepreneurship proposed that, entrepreneurs bring about the basic changes to boost economic development?</p> <p>A. Innovation theory</p> <p>B. Psychological theory</p> <p>C. Sociological theory</p> <p>D. Economic theory</p>   | A |
| 25 | <p>Which of the following is NOT one of the needs of an entrepreneurial personality identified by David McClelland in his Imitating theory of high achievement?</p> <p>A. N-affiliation</p> <p>B. N-reward</p> <p>C. N-achievement</p> <p>D. N-power</p>   | B |
| 26 | <p>In the Imitating theory of high achievement by David McClelland, 'the desire to do better, solve problems or master complex problems' reflects which need of an entrepreneurial personality?</p> <p>A. Need for affiliation</p> <p>B. Need for reward</p> <p>C. Need for achievement</p> <p>D. Need for power</p>   | C |
| 27 | <p>According to McClelland's theory of high achievement, the desire for friendly and warm relationship with others reflects which of the following needs of an entrepreneurial personality?</p> <p>A. Need for recognition</p> <p>B. Need for reward</p> <p>C. Need for achievement</p> <p>D. Need for affiliation</p> | D |
| 28 | <p>'Desire to control others and influence their behaviour' shows which need of an entrepreneurial personality as described by David McClelland</p> <p>A. Need for power</p> <p>B. Need for reward</p> <p>C. Need for achievement</p> <p>D. Need for affiliation</p>   | A |
| 29 | <p>The people who are influential, good leaders and argumentative speaks about which of the following needs of an entrepreneurial personality as stated by David McClelland?</p> <p>A. Need for affiliation</p> <p>B. Need for recognition</p> <p>C. Need for power</p> <p>D. Need for achievement</p>                 | C |
|    | <p>The people who are cooperative, better team players and good in networking shows which type of need of an entrepreneurial personality as mentioned in the</p>   |   |



|           |  |          |
|-----------|--|----------|
| <b>30</b> | <p>imitating theory of high achievement?</p> <p>A. Need for recognition<br/>B. Need for affiliation<br/>C. Need for power<br/>D. Need for achievement</p>  | <b>B</b> |
| <b>31</b> | <p>The people who are much concerned in being liked and being accepted by others, portrays which type of need as per the theory of high achievement?</p> <p>A. Need for affiliation<br/>B. Need for respect<br/>C. Need for recognition<br/>D. Need for achievement</p>  | <b>A</b> |
| <b>32</b> | <p>The self-motivated people who love challenges, exhibit which of the following needs of an entrepreneurial personality as proposed by David McClelland in his theory?</p> <p>A. Need for recognition<br/>B. Need for reward<br/>C. Need for power<br/>D. Need for achievement</p>  | <b>D</b> |
| <b>33</b> | <p>According to David McClelland need for achievement is the _____</p> <p>A. Desire to do better, solve problems or master complex problems<br/>B. Desire for friendly and warm relationship with others<br/>C. Desire to control others and influence their behaviour<br/>D. Desire to be respected and recognized</p>  | <b>A</b> |
| <b>34</b> | <p>David McClelland in his theory of high achievement proposed that the people who have need for power shows the _____</p> <p>A. Desire to be respected and recognized<br/>B. Desire for friendly and warm relationship with others<br/>C. Desire to control others and influence their behaviour<br/>D. Desire to do better, solve problems or master complex problems</p>            | <b>C</b> |
| <b>35</b> | <p>The people with an entrepreneurial personality shows need for affiliation according to David McClelland, which is apparent from their _____</p> <p>A. Desire to control others and influence their behaviour<br/>B. Desire for friendly and warm relationship with others<br/>C. Desire to do better, solve problems or master complex problems<br/>D. Desire to be the leaders</p> | <b>B</b> |
| <b>36</b> | <p>X-Efficiency as proposed by Harvey Leibenstein is the degree of efficiency maintained by firms under conditions of _____</p> <p>A. Perfect competition<br/>B. Oligopoly<br/>C. Monopolistic competition<br/>D. Imperfect competition</p>  | <b>D</b> |
| <b>37</b> | <p>X-Efficiency measures the extent to which the firm fails _____</p> <p>A. To manufacture maximum output<br/>B. To earn maximum profits</p>   | <b>C</b> |

|    |   |   |
|----|---|---|
|    | <p>C. To realize its productive potential</p> <p>D. To procure cheap and best quality raw material</p>  |   |
| 38 | <p>Harvey Leibenstein who proposed X-Efficiency theory viewed entrepreneurs as _____</p> <p>A. Gap fillers and input complementors</p> <p>B. Efficient managers and resource utilizers</p> <p>C. Good organizers and gap fillers</p> <p>D. Effective leaders and resourceful managers</p>   | A |
| 39 | <p>According to Harvey Leibenstein, the gaps or X-inefficiency arises when there are inefficiencies in _____</p> <p>A. The Management function</p> <p>B. Optimum utilization of resources</p> <p>C. The Leadership</p> <p>D. Organizing the operations</p>  | B |
| 40 | <p>According to Leibenstein, when an input is not used effectively the degree of X-efficiency is measured by</p> <p>A. The difference between the actual output and the minimum output attributable to that input</p> <p>B. The difference between the actual output and the optimum output attributable to that input</p> <p>C. The difference between the actual input and the maximum output attributable to that input</p> <p>D. The difference between the actual output and the maximum output attributable to that input</p> | D |
| 41 | <p>Frank Knight considered profit as a return to _____</p> <p>A. Risk bearing</p> <p>B. Capital Investment</p> <p>C. Uncertainty bearing</p> <p>D. Ideas and innovations</p>  | C |
| 42 | <p>According to Knight's theory of Profit, the risks whose probability of occurrence can be statistically estimated on the basis of available data are known as _____</p> <p>A. Calculable risks</p> <p>B. Non-insurable risks</p> <p>C. Non-calculable risks</p> <p>D. Uncertain risks</p>   | A |
| 43 | <p>Business risks due to fire, theft, accidents etc. Are termed as _____ risks by Frank Knight</p> <p>A. Non-insurable risks</p> <p>B. Uncertain risks</p> <p>C. Non-calculable risks</p> <p>D. Calculable risks</p>  | D |
| 44 | <p>Who defined entrepreneurship as 'a creative activity' in his theory of entrepreneurship?</p> <p>A. David McClelland</p>  | C |

|           |  |          |
|-----------|--|----------|
|           | <b>B.</b> Richard Cantillon<br><b>C.</b> Joseph Schumpeter<br><b>D.</b> Harvey Leibenstein   |          |
| <b>45</b> | Which of the following theories proposed that an entrepreneur has to cope with the various challenges which are at once unknown and predictable?<br><b>A.</b> X-Efficiency Theory of Harvey Leibenstein<br><b>B.</b> Theory of Profit by Frank Knight<br><b>C.</b> Theory of Social Change by Everette Hagen<br><b>D.</b> Theory of High Achievement by David McClelland | <b>B</b> |
| <b>46</b> | Which of the following is NOT termed as an innovation according to Joseph Schumpeter?<br><b>A.</b> Manufacturing products in a large quantity<br><b>B.</b> Reorganization of any industry<br><b>C.</b> The conquest of new source of raw material supply<br><b>D.</b> The introduction of new method of production   | <b>A</b> |
| <b>47</b> | According to which theory 'Profit is merely a part of the objectives of entrepreneurs'?<br><b>A.</b> Theory of Profit by Frank Knight<br><b>B.</b> Theory of High Achievement by David McClelland<br><b>C.</b> Theory of Innovation by Joseph Schumpeter<br><b>D.</b> Theory of Social Change by Everette Hagen  | <b>C</b> |
| <b>48</b> | According to this theory input completion and gap filling are the major roles of entrepreneurship<br><b>A.</b> Theory of Innovation by Joseph Schumpeter<br><b>B.</b> Theory of High Achievement by David McClelland<br><b>C.</b> Theory of Profit by Frank Knight<br><b>D.</b> Theory of X-Efficiency by Harvey Leibenstein   | <b>D</b> |
| <b>49</b> | Based on the different opinions on the emergence of entrepreneurship, the theories of entrepreneurship are classified into three broad categories. Which of the following is NOT one of those?<br><b>A.</b> Economic theory<br><b>B.</b> Cultural theory<br><b>C.</b> Sociological theory<br><b>D.</b> Psychological theory  | <b>B</b> |
| <b>50</b> | Who highlighted the distinction between 'Innovator' and 'Inventor'?<br><b>A.</b> Joseph Schumpeter<br><b>B.</b> Richard Cantillon<br><b>C.</b> David McClelland<br><b>D.</b> Harvey Leibenstein  | <b>A</b> |

### UNIT – III Entrepreneurship Development

|   |  |
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| Entrepreneurship Development Program is important to help |  |
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|   |   |   |
|---|---|---|
| 1 | A. First generation entrepreneurs<br>B. Existing entrepreneurs<br>C. Future generation entrepreneurs<br>D. Established entrepreneurs  | C |
| 2 | The key benefit of Entrepreneurship Development is, achievement of<br>A. Ever increasing profits<br>B. Enhanced shareholders' value<br>C. Economic development<br>D. Business development           | C |
| 3 | The General Manager who heads DIC is in the rank of<br>A. Assistant Director of industries<br>B. Joint Director of industries<br>C. Departmental officer<br>D. Non-departmental officers            | B |
| 4 | DIC's are located in<br>A. Selected districts<br>B. Each state<br>C. Each district<br>D. Selected states  | C |
| 5 | Small scale units are registered by submitting an application to the<br>A. Director, DIC<br>B. General Manager, NSIC<br>C. Director, NSIC<br>D. General Manager, DIC                                | A |
| 6 | An entrepreneur who wants to perform better requires<br>A. Skills<br>B. Advise<br>C. Knowledge<br>D. Training   | D |
| 7 | This is a form of financing especially for funding high technology, high risk and perceived high reward projects<br>A. Working capital<br>B. Fixed capital<br>C. Venture capital<br>D. Seed capital | C |
| 8 | Which of the following is NOT one of the competencies of an entrepreneur?<br>A. Efficiency orientation<br>B. Persuasiveness<br>C. Self orientation<br>D. Welfare of others                          | C |
| 9 | The habit of doing things on own before being asked for or being forced to by events, talks about which of the following entrepreneurial competencies?<br>A. concern for quality<br>B. Initiative   | B |

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|           | <b>C. Commitment to work</b><br><b>D. Efficiency orientation</b>  |          |
| <b>10</b> | Taking repeated actions to overcome obstacles that get in the way of achieving goals, speaks about which of the following entrepreneurial competencies?<br><b>A. Persistence</b><br><b>B. Persuasion</b><br><b>C. Assertiveness</b><br><b>D. Problem solving</b>  | <b>A</b> |
| <b>11</b> | Undertaking research and exploring networks to find out answers of some problems shows which of the following entrepreneurial competencies?<br><b>A. Opportunity seeking</b><br><b>B. Systematic planning</b><br><b>C. Problem solving</b><br><b>D. Information seeking</b>   | <b>D</b> |
| <b>12</b> | An entrepreneurial competency of concern for high quality of work is best reflected in which of the following acts?<br><b>A. Taking full responsibility for failures</b><br><b>B. Doing things that meet or supersedes existing standards of excellence</b><br><b>C. Keep trying again and again for overcoming the obstacles that come in the way of achieving goals</b><br><b>D. Taking actions that go beyond job requirements or demands of the situation</b>                                   | <b>B</b> |
| <b>13</b> | One of the entrepreneurial competencies is 'Commitment to work', which means<br><b>A. Using information or business tools to increase personal and professional efficiency</b><br><b>B. Taking a logical and systematic approach to activities</b><br><b>C. Placing highest priority for getting a job done</b><br><b>D. Sticking to own judgment in the situation of opposition or early failures</b>  | <b>C</b> |
| <b>14</b> | Which of the following is one of the misconceptions about the EDP?<br><b>A. It helps to enhance entrepreneurial skills and knowledge through structured training and institution building programs</b><br><b>B. The skills acquired may not be immediately applicable but could be useful in the long term</b><br><b>C. It benefits both prospective and existing entrepreneurs</b><br><b>D. It helps to solve all the problems of entrepreneurs</b>  | <b>D</b> |
| <b>15</b> | Do arrange the following steps involved in building up an action-oriented entrepreneurial training programme in proper sequence<br>(i) Assessment of available resources for training and extension<br>(ii) Identification of general problems and prospects at the sector level<br>(iii) Promotion and selection of participants for training<br>(iv) Identification of general problems and prospects at enterprise level<br><b>A. (ii), (iv), (i), (iii)</b><br><b>B. (iii), (i), (ii), (iv)</b> | <b>A</b> |

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|           | <b>C.</b> (i), (ii), (iii), (iv)<br><b>D.</b> (iv), (ii), (i), (iii)   |          |
| <b>16</b> | National Institute for Entrepreneurship and Small Business Development (NIESBUD) is based in<br><b>A.</b> Mumbai<br><b>B.</b> Delhi<br><b>C.</b> Hyderabad<br><b>D.</b> Bangalore  | <b>B</b> |
| <b>17</b> | Which of the following is NOT one of the functions of Small Industries Service Institutes (SISI's)?<br><b>A.</b> To provide technical support to SSI units<br><b>B.</b> To act as an interface between States and Central Government<br><b>C.</b> To provide finance to SSI units<br><b>D.</b> To provide consultancy services   | <b>C</b> |
| <b>18</b> | Which is the apex body for entrepreneurship development in the country?<br><b>A.</b> NEDB<br><b>B.</b> EDII<br><b>C.</b> NIESBUD<br><b>D.</b> SISI   | <b>A</b> |
| <b>19</b> | Small Industries Service Institute (SISI) was set up in which year?<br><b>A.</b> 1960<br><b>B.</b> 1956<br><b>C.</b> 1958<br><b>D.</b> 1952  | <b>B</b> |
| <b>20</b> | Small Industries Service Institute (SISI) is based in which of the following cities?<br><b>A.</b> Delhi<br><b>B.</b> Chennai<br><b>C.</b> Hyderabad<br><b>D.</b> Kolkata   | <b>C</b> |
| <b>21</b> | The primary objective of Small Industries Service Institute (SISI) is<br><b>A.</b> To create the institutional infrastructure required for entrepreneurship development<br><b>B.</b> To render extension service for the promotion and development of small scale industries thereby supplementing the activities of the State Government<br><b>C.</b> To coordinate and oversee the activities of various institutions/agencies engaged in entrepreneurship development particularly for small industries and small businesses<br><b>D.</b> To devise and recommend to the Government, schemes for promotion of entrepreneurship encouraging self-employment in small scale industries and small businesses | <b>B</b> |
| <b>22</b> | Entrepreneurship Development Institute of India (EDII) is based at<br><b>A.</b> Mumbai<br><b>B.</b> Delhi  | <b>D</b> |



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|    | C. Nagpur<br>D. Ahmedabad  |   |
| 23 | Entrepreneurship Development Institute of India (EDII) was established in the year _____<br>A. 1983<br>B. 1980<br>C. 1985<br>D. 1987   | A |
| 24 | Which of the following institutions were jointly set up by Gujrat Government, State Bank of India and All India Financial Institutions?<br>A. NIESBUD<br>B. NEDB<br>C. EDII<br>D. SISI   | C |
| 25 | Following are the highlights of the 'Design thinking' approach towards problem solving, except _____<br>A. Learn from failure<br>B. Embrace ambiguity<br>C. Focus on human values<br>D. Certainty is the key   | D |
| 26 | From the following characteristics of a traditional approach towards problem solving, which one is actually speaking about 'Design thinking' approach<br>A. Make your idea<br>B. Talk about an idea<br>C. Get it perfect the first time<br>D. Focus on solution  | A |
| 27 | Design thinking approach of problem solving focuses more on _____<br>A. Solution<br>B. Results<br>C. Human values<br>D. Ideas  | C |
| 28 | Which of the following statements is TRUE with respect to the 'Design thinking' process?<br>A. Design thinking is a linear process<br>B. Design thinking process help to track & measure progress & outcome<br>C. Design thinking process provides solution to every problem in the organization<br>D. The outcomes of design thinking process can't be measured | B |
| 29 | Which of the following is NOT one of the stages of design thinking process?<br>A. Empathize<br>B. Define<br>C. Imagine<br>D. Prototype   | C |
|    | Identify which is not one of the stages of design thinking process?  |   |

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| <b>30</b> | <b>A. Test</b><br><b>B. Define</b><br><b>C. Empathize</b><br><b>D. Stereotype</b>  | <b>D</b> |
| <b>31</b> | In design thinking process, conducting extensive market research to understand your users' needs is done at which of the following stages?<br><b>A. Ideate</b><br><b>B. Empathize</b><br><b>C. Define</b><br><b>D. Prototype</b>                                     | <b>B</b> |
| <b>32</b> | Trying your offerings or solutions out with the prospective customers is done at this stage of design thinking process<br><b>A. Test</b><br><b>B. Ideate</b><br><b>C. Define</b><br><b>D. Prototype</b>  | <b>A</b> |
| <b>33</b> | Identification and precise statements of the customer needs and problems comes under this stage of design thinking process<br><b>A. Ideate</b><br><b>B. Empathize</b><br><b>C. Test</b><br><b>D. Define</b>  | <b>D</b> |
| <b>34</b> | 'Ideate' in the process of design thinking means<br><b>A. Researching your users' needs</b><br><b>B. Starting to create solutions</b><br><b>C. Challenging assumptions &amp; conceiving solutions</b><br><b>D. Starting to create solutions</b>                      | <b>C</b> |
| <b>35</b> | At this stage of design thinking the actual process of creating solution starts<br><b>A. Ideate</b><br><b>B. Empathize</b><br><b>C. Prototype</b><br><b>D. Define</b>  | <b>C</b> |
| <b>36</b> | Which of the following is NOT one of the factors that would help to create an environment fostering 'Innovation'?<br><b>A. Tolerance of indiscipline</b><br><b>B. Tolerance of conflict</b><br><b>C. Tolerance of the impractical</b><br><b>D. Tolerance of risk</b> | <b>A</b> |
| <b>37</b> | Which of the following is NOT one of the factors fostering Innovation, according to Stephen Robbins?<br><b>A. Lower external control</b><br><b>B. Lower tolerance of risk</b><br><b>C. Acceptance of ambiguity</b><br><b>D. Low division of labour</b>               | <b>B</b> |

|           |  |          |
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| <b>38</b> | <p>Peter Drucker had suggested _____ sources of innovative opportunity</p> <p>A. Five<br/>B. Six<br/>C. Seven<br/>D. Four</p>  | <b>C</b> |
| <b>39</b> | <p>As suggested by Peter Drucker, which of the following is NOT one of the four symptoms termed as 'Inside sources' of innovative opportunity that happen within the business or industry?</p> <p>A. The unexpected<br/>B. New knowledge<br/>C. Change in industry &amp; market structure<br/>D. The incongruity</p>   | <b>B</b> |
| <b>40</b> | <p>Which of the following is NOT one of the outside sources of innovative opportunity as classified by Peter Drucker?</p> <p>A. Process needs<br/>B. Demographics<br/>C. Change in perception<br/>D. New knowledge</p>   | <b>A</b> |
| <b>41</b> | <p>Which of the following is NOT one of the elements of innovation process?</p> <p>A. Implementation<br/>B. Controlling<br/>C. Commercial application<br/>D. Analytical planning</p>   | <b>B</b> |
| <b>42</b> | <p>Identification of the product features, design and the resources required for the selected product or service is done at this stage of the innovation process</p> <p>A. Commercial application<br/>B. Resource organization<br/>C. Analytical planning<br/>D. implementation</p>  | <b>C</b> |
| <b>43</b> | <p>'Implementation' in the process of innovations is</p> <p>A. To identify the important features, product design and the resources required for the selected products or services<br/>B. To utilize the resources in order to accomplish the plans and deliver results<br/>C. To arrange and obtain the required resources<br/>D. To provide value to customers, reward employees and satisfy the stakeholders</p>                        | <b>B</b> |
| <b>44</b> | <p>Which of the following is NOT one of the roles played by Consultancy Organizations in promoting entrepreneurs?</p> <p>A. To help the enterprises through their various processes and systems and guide them through proper directions<br/>B. To help with identifying important training programs and technologies for benefiting the entrepreneurs<br/>C. To help the entrepreneurs raise initial and working capital required and</p> | <b>C</b> |

|           |   |          |
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|           | <p>make other necessary resources available</p> <p><b>D.</b> To guide the entrepreneurs through their findings and information with bringing in the required changes in the processes for the improvement of the enterprise</p>   |          |
| <b>45</b> | <p>Which of the following best describes the role of Consultancy organizations in promoting entrepreneurship?</p> <p><b>A.</b> To extend help in raising the finance<br/> <b>B.</b> To facilitate acquisition of human resources<br/> <b>C.</b> To facilitate the access to raw material<br/> <b>D.</b> To give advice regarding effective utilization of resources</p> | <b>D</b> |
| <b>46</b> | <p>Which of the following is one of the Marketing Problem or difficulty faced by entrepreneurs?</p> <p><b>A.</b> Faulty costing<br/> <b>B.</b> Performance management<br/> <b>C.</b> Lack of exposure<br/> <b>D.</b> Poor capacity utilization</p>  | <b>C</b> |
| <b>47</b> | <p>Which of the following best characterizes the Research related problem of small enterprises?</p> <p><b>A.</b> Dependency on the research activities in the market<br/> <b>B.</b> Setting up of own R &amp; D<br/> <b>C.</b> Outsourcing research to R &amp; D agencies<br/> <b>D.</b> Having no qualms about research</p>  | <b>A</b> |
| <b>48</b> | <p>Which of the following is NOT one of the problems of entrepreneurs related to the technology or technical feasibility?</p> <p><b>A.</b> Locational disadvantages<br/> <b>B.</b> Industrial regulations<br/> <b>C.</b> Outdated production process<br/> <b>D.</b> Inadequate technical know-how</p>   | <b>B</b> |
| <b>49</b> | <p>Following are the infrastructural problems faced by entrepreneurs EXCEPT</p> <p><b>A.</b> Transportation<br/> <b>B.</b> Communication<br/> <b>C.</b> Poor inventory management<br/> <b>D.</b> Irregular supply of raw material</p>   | <b>C</b> |
| <b>50</b> | <p>Which of the following is NOT one of the Production related problems faced by entrepreneurs?</p> <p><b>A.</b> Employee training<br/> <b>B.</b> Poor quality control<br/> <b>C.</b> Inappropriate product mix<br/> <b>D.</b> Poor capacity utilization</p>  | <b>A</b> |
| <b>51</b> | <p>Entrepreneurs normally face following problems related to Human Resources EXCEPT</p> <p><b>A.</b> Ignorance of employee engagement<br/> <b>B.</b> Performance management<br/> <b>C.</b> Managing &amp; Controlling monthly expenses</p>  | <b>C</b> |

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|           | <b>D. Deciding the Pay</b>  |          |
| <b>52</b> | Following are the Production related problems and difficulties faced by entrepreneurs EXCEPT one:<br><b>A.</b> Inadequate maintenance & replacement<br><b>B.</b> Insufficient & inadequate working capital<br><b>C.</b> Lack of timely & adequate modernization<br><b>D.</b> High wastage                   | <b>B</b> |
| <b>53</b> | This is one of the major Finance related problems faced by most of the entrepreneurs at an early stage of the business<br><b>A.</b> Dividend policy<br><b>B.</b> Insufficient & inadequate working capital<br><b>C.</b> Market credits & poor recovery mechanism<br><b>D.</b> Underestimating Start-up cost | <b>D</b> |
| <b>54</b> | Following are the common Marketing problems & difficulties faced by entrepreneurs EXCEPT one:<br><b>A.</b> Selection of advertising media<br><b>B.</b> Finding right marketing channel<br><b>C.</b> Offering too many sales promotion<br><b>D.</b> Lack of market feedback & market research                | <b>C</b> |
| <b>55</b> | Which of the following is NOT one of the Finance related problems faced by entrepreneurs?<br><b>A.</b> Poor cash flow management<br><b>B.</b> Decision of the employee remuneration<br><b>C.</b> Offering too many sales promotion<br><b>D.</b> Market credits & poor recovery mechanism                    | <b>B</b> |
| <b>56</b> | The below given are common 'External Problems' faced by the entrepreneurs EXCEPT one:<br><b>A.</b> Taxation & Government Policies<br><b>B.</b> Competitive environment<br><b>C.</b> Poor Production facility<br><b>D.</b> Economic viability  | <b>C</b> |
| <b>57</b> | Inadequate know-how and outdated production process are the indicators of which of the following external problem faced by the entrepreneurs<br><b>A.</b> Technical feasibility<br><b>B.</b> Competitive environment<br><b>C.</b> Infrastructural problem<br><b>D.</b> Industrial regulations               | <b>A</b> |
| <b>58</b> | The movement of entrepreneurs from one location to another and from one occupation to another occupation is termed as<br><b>A.</b> Entrepreneurial mobility<br><b>B.</b> Entrepreneurial movement<br><b>C.</b> Entrepreneurial exodus<br><b>D.</b> Entrepreneurial transition                               | <b>A</b> |
|           | The movement of entrepreneurs from one profession to another is known as  |          |

|           |  |          |
|-----------|--|----------|
| <b>59</b> | <b>A.</b> Locational mobility<br><b>B.</b> Occupational mobility<br><b>C.</b> Professional mobility<br><b>D.</b> Business mobility   | <b>B</b> |
| <b>60</b> | Drift in one's own occupation during his/her occupational career would be termed as<br><b>A.</b> Inter-generational mobility<br><b>B.</b> Locational mobility<br><b>C.</b> Generational mobility<br><b>D.</b> Intra-generational mobility  | <b>D</b> |
| <b>61</b> | Movement of a son/daughter from the principal occupation of his/her father would be termed as<br><b>A.</b> Generational mobility<br><b>B.</b> Intra-generational mobility<br><b>C.</b> Inter-generational mobility<br><b>D.</b> Locational mobility  | <b>C</b> |
| <b>62</b> | Which of the following is NOT one of the major factors influencing entrepreneurial mobility?<br><b>A.</b> Size of enterprise<br><b>B.</b> Social conditions<br><b>C.</b> Political conditions<br><b>D.</b> Training & experience   | <b>B</b> |
| <b>63</b> | Which of the following factors influences the movement of entrepreneurs from under-developed areas to more developed areas?<br><b>A.</b> Availability of facilities<br><b>B.</b> Education<br><b>C.</b> Size of enterprise<br><b>D.</b> Political conditions   | <b>A</b> |
| <b>64</b> | The taxation policies and trade restrictions contributes to which of the following factors influencing entrepreneurial mobility?<br><b>A.</b> Education<br><b>B.</b> Political conditions<br><b>C.</b> Training & Experience<br><b>D.</b> Size of enterprise   | <b>B</b> |
| <b>65</b> | The business houses like Tata, Reliance, Birla etc. have the capability to start a new business at a new place. This is possible because of which of the following factors influencing entrepreneurial mobility?<br><b>A.</b> Business Experience<br><b>B.</b> Favourable Political conditions<br><b>C.</b> Availability of facilities<br><b>D.</b> Size of enterprise | <b>D</b> |



### UNIT – IV Role of Central Government & State Government in Promoting Entrepreneurship

|          |   |          |
|----------|---|----------|
| <b>1</b> | <p>A small scale unit wishing to export has to obtain exporter's code number from</p> <p><b>A.</b> The Central Bank of India<br/> <b>B.</b> The Reserve Bank of India<br/> <b>C.</b> Any Nationalized bank<br/> <b>D.</b> Any International Bank</p>  | <b>B</b> |
| <b>2</b> | <p>Small scale industries are exempted from the payment of income tax on their profits subject to a maximum of _____, under section 80J of the Income Tax Act 1961</p> <p><b>A.</b> 5% p.a.<br/> <b>B.</b> 7% p.a.<br/> <b>C.</b> 6% p.a.<br/> <b>D.</b> 10% p.a.</p>                       | <b>C</b> |
| <b>3</b> | <p>EXIM Bank is a</p> <p><b>A.</b> Regional level institution<br/> <b>B.</b> State level institution<br/> <b>C.</b> National level institution<br/> <b>D.</b> International institution</p>   | <b>C</b> |
| <b>4</b> | <p>To provide financial assistance to entrepreneurs the government has set up a number of _____</p> <p><b>A.</b> Industrial estates<br/> <b>B.</b> financial institutions<br/> <b>C.</b> financial intermediaries<br/> <b>D.</b> financial advisors</p>                                     | <b>B</b> |
| <b>5</b> | <p>The granting of cash subsidy on the capital investment is called</p> <p><b>A.</b> Quantum of Subsidy<br/> <b>B.</b> Central Investment Subsidy<br/> <b>C.</b> Interest Subsidy<br/> <b>D.</b> Concessional finance</p>   | <b>B</b> |
| <b>6</b> | <p>Which of the following is NOT one of the characteristics of SSI units?</p> <p><b>A.</b> Low mortality<br/> <b>B.</b> Low capitalization<br/> <b>C.</b> High employment potential<br/> <b>D.</b> Balanced regional development</p>  | <b>A</b> |
| <b>7</b> | <p>Which of the following is NOT one of the characteristics of SSI units?</p> <p><b>A.</b> Poor access to capital markets<br/> <b>B.</b> High risk perception leading to high borrowing cost<br/> <b>C.</b> Source of new products and innovations<br/> <b>D.</b> Poor export potential</p> | <b>D</b> |
| <b>8</b> | <p>The act of conceding or something granted specially by a government to be used for a specific purpose is called as</p> <p><b>A.</b> Bounty</p>   | <b>B</b> |

|           |  |          |
|-----------|--|----------|
|           | <p><b>B.</b> Concession<br/><b>C.</b> Subsidy<br/><b>D.</b> Grant</p>  |          |
| <b>9</b>  | <p>A free gift which is not to be returned and where government will insist for its utilisation for the purpose given, is known as</p> <p><b>A.</b> Bounty<br/><b>B.</b> Incentive<br/><b>C.</b> Untied grant<br/><b>D.</b> Tied grant</p>   | <b>D</b> |
| <b>10</b> | <p>A free gift which is not to be returned and can be used for anything, is known as</p> <p><b>A.</b> Bounty<br/><b>B.</b> Incentive<br/><b>C.</b> Untied grant<br/><b>D.</b> Tied grant</p>   | <b>C</b> |
| <b>11</b> | <p>The term Bounty denotes _____</p> <p><b>A.</b> A bonus or financial aid which is given by a government to an industry to help it compete with other units in a nation or in a foreign market<br/><b>B.</b> A single lump sum which is given by a government to an industry which is considered essential in the national interest<br/><b>C.</b> The act of conceding where something is granted specially by a government to be used for a specific purpose<br/><b>D.</b> A free gift which is not to be returned</p> | <b>A</b> |
| <b>12</b> | <p>A single lump sum which is given by a government to an industry which is considered essential in the national interest is known as</p> <p><b>A.</b> Concession<br/><b>B.</b> Grant<br/><b>C.</b> Subsidy<br/><b>D.</b> Bounty</p>   | <b>C</b> |
| <b>13</b> | <p>Incentives are the financial and promotional assistance provided by the government particularly to _____</p> <p><b>A.</b> Developed areas for more industrial development<br/><b>B.</b> Urban areas for rapid development<br/><b>C.</b> Rural areas to exploit its rich resources<br/><b>D.</b> Backward areas for industrial development</p>   | <b>D</b> |
| <b>14</b> | <p>Some government incentives like reservation of products to small units, price preferences, concessional finance etc. which are made available over a long period contribute towards which of the following?</p> <p><b>A.</b> To provide competitive strength, survival and growth<br/><b>B.</b> To correct regional imbalance in development<br/><b>C.</b> To generate more employment<br/><b>D.</b> To promote entrepreneurship and strengthen the entrepreneurial base in the economy</p>                           | <b>A</b> |
|           | <p>An adequate infrastructure facilities and other supporting services such as market assistance, technical training and consultancy and other institutional</p>   |          |

|           |   |          |
|-----------|---|----------|
| <b>15</b> | <p>services would help to _____</p> <p><b>A.</b> Correct regional imbalances in development</p> <p><b>B.</b> Generate more employment</p> <p><b>C.</b> Promote entrepreneurship and strengthen the entrepreneurial base in the economy</p> <p><b>D.</b> Provide competitive strength, survival and growth</p>   | <b>C</b> |
| <b>16</b> | <p>Which of the following purposes the incentives are used as baits to lure industrialists to locate their units overlooking certain deficiencies prevailing in some areas?</p> <p><b>A.</b> To generate more employment</p> <p><b>B.</b> To correct regional imbalances in development</p> <p><b>C.</b> To provide competitive strength, survival and growth</p> <p><b>D.</b> To promote entrepreneurship and strengthen the entrepreneurial base in the economy</p> | <b>B</b> |
| <b>17</b> | <p>The Export Oriented Units (EOUs) Scheme was introduced in early _____</p> <p><b>A.</b> 1981</p> <p><b>B.</b> 1985</p> <p><b>C.</b> 1990</p> <p><b>D.</b> 1995</p>  | <b>A</b> |
| <b>18</b> | <p>Which of the following is NOT one of the objectives of the Export Oriented Units (EOUs) Scheme</p> <p><b>A.</b> Transfer of latest technologies</p> <p><b>B.</b> To generate additional employment</p> <p><b>C.</b> To stimulate direct foreign investment</p> <p><b>D.</b> Import substitution</p>  | <b>D</b> |
| <b>19</b> | <p>The Export Oriented Units (EOUs) Scheme is governed by the provisions of</p> <p><b>A.</b> Ministry of Finance</p> <p><b>B.</b> RBI</p> <p><b>C.</b> EXIM Policy</p> <p><b>D.</b> Ministry of Commerce</p>  | <b>C</b> |
| <b>20</b> | <p>The Export Oriented Units (EOUs) Scheme is complimentary to the SEZ scheme and as compared to SEZ it offers a wide options in locations with reference to the following factors EXCEPT:</p> <p><b>A.</b> Ports of export</p> <p><b>B.</b> Production capacity</p> <p><b>C.</b> Hinterland facilities</p> <p><b>D.</b> Source of raw materials</p>  | <b>B</b> |
| <b>21</b> | <p>As compared to SEZ the Export Oriented Units (EOUs) Scheme offers a wide options in locations with reference to the following factors except one:</p> <p><b>A.</b> Availability of Human Resource</p> <p><b>B.</b> Existence of an industrial base</p> <p><b>C.</b> Availability of technological skills</p> <p><b>D.</b> Need for a larger area of land for the project</p>   | <b>A</b> |

**UNIT – V Enterprise Promotion**

|   |   |          |
|---|---|----------|
| 1 | Industry analysis facilitates an entrepreneurial venture's understanding of<br><b>A.</b> Its relative position to competitors<br><b>B.</b> New product launch<br><b>C.</b> Government policies<br><b>D.</b> Supplier availability   | <b>A</b> |
| 2 | Business plan needs to be updated because<br><b>A.</b> Goals may not be measurable<br><b>B.</b> Environmental and internal factors can change the direction of plan<br><b>C.</b> Goals may not be specific<br><b>D.</b> Goals set by entrepreneurs may be unrealistic   | <b>B</b> |
| 3 | SWOT Analysis is a _____ tool<br><b>A.</b> Modern<br><b>B.</b> Conceptual<br><b>C.</b> Traditional<br><b>D.</b> Scientific  | <b>B</b> |
| 4 | What describes the future direction of an enterprise, its goals and how is it going to achieve those?<br><b>A.</b> Opportunity Analysis<br><b>B.</b> Market Analysis<br><b>C.</b> Technical Analysis<br><b>D.</b> Business Plan   | <b>D</b> |
| 5 | Which of the following is the most important thing to do for an entrepreneur to ensure the timely completion of all activities involved in setting up an enterprise?<br><b>A.</b> To draw an implementation plan<br><b>B.</b> To draw a production plan<br><b>C.</b> To finalize the cost structure<br><b>D.</b> To draw a market structure | <b>A</b> |
| 6 | Project mission & objectives, procedures, systems and organization resources used normally appears in this section of the final project report<br><b>A.</b> Recommendations<br><b>B.</b> Analysis<br><b>C.</b> Financial feasibility<br><b>D.</b> Learning  | <b>B</b> |
| 7 | This is included in the project cost and estimated on the basis of the year when the enterprise breaks even<br><b>A.</b> Cost of equity<br><b>B.</b> Capital cost<br><b>C.</b> Working capital<br><b>D.</b> Production cost   | <b>C</b> |
|   | An entrepreneur into the business of packaged fruit juices found out the reason his juices were not selling due to their taste. What could be the best source of  |          |

|           |  |          |
|-----------|--|----------|
| <b>8</b>  | this information?<br>A. Competitor<br>B. Supplier<br>C. Government bureau<br>D. Retailer   | <b>D</b> |
| <b>9</b>  | Promoter is a person who<br>A. Is a director<br>B. Takes part in the incorporation of a company<br>C. Works for the publicity of the company<br>D. Is a relative of the managing director  | <b>B</b> |
| <b>10</b> | The expenses incurred to set up an enterprise are known as<br>A. Cost of promotion<br>B. Cost of financing<br>C. Cost of current assets<br>D. Cost of fixed assets   | <b>A</b> |
| <b>11</b> | A firm entering into a business unrelated to its existing business in terms of technology and marketing is termed as<br>A. Horizontal integration<br>B. Concentric integration<br>C. Vertical integration<br>D. Conglomerate diversification                         | <b>D</b> |
| <b>12</b> | When a firm enters into a business related with its present business in terms of Technology or marketing or both, it is called as<br>A. Concentric integration<br>B. Horizontal integration<br>C. Conglomerate diversification<br>D. Vertical integration            | <b>A</b> |
| <b>13</b> | The type of diversification in which the company adds up same type of products at the same level of production is known as<br>A. Conglomerate diversification<br>B. Horizontal integration<br>C. Concentric integration<br>D. Vertical integration                   | <b>B</b> |
| <b>14</b> | The type of diversification in which the company adds complementary products or services to the existing product or service line is known as<br>A. Horizontal integration<br>B. Conglomerate diversification<br>C. Vertical integration<br>D. Concentric integration | <b>C</b> |
| <b>15</b> | Decisions which are non-repetitive and novel in nature and required to solve unstructured problem are called as<br>A. Routine decisions<br>B. Programmed decisions<br>C. Strategic decisions   | <b>D</b> |

|           |  |          |
|-----------|--|----------|
|           | <b>D. Non -programmed decisions</b>  |          |
| <b>16</b> | Decisions which are concerned with policy matters and exercise fundamental influence on the objectives of the organization are called as<br><b>A. Strategic decisions</b><br><b>B. Programmed decisions</b><br><b>C. Routine decisions</b><br><b>D. Non - programmed decisions</b> | <b>A</b> |
| <b>17</b> | This is primarily concerned with the identification, qualification and evaluation of the project resources<br><b>A. Feasibility analysis</b><br><b>B. Techno-economic analysis</b><br><b>C. Financial analysis</b><br><b>D. Input analysis</b>                                     | <b>A</b> |
| <b>18</b> | Strategic entrepreneurial marketing is all about the 4Is, Identification of target markets, Interactive marketing methods, Informal intelligence gathering and ____<br><b>A. Involvement</b><br><b>B. Independence</b><br><b>C. Innovation</b><br><b>D. Implementation</b>         | <b>C</b> |
| <b>19</b> | After generation of idea what is the next step in promotion of venture?<br><b>A. SWOT analysis</b><br><b>B. Exploring the possibilities</b><br><b>C. Information search</b><br><b>D. Economic analysis</b>   | <b>B</b> |
| <b>20</b> | Which of the following is NOT one of the major responsibilities involved with managing an entrepreneurial venture once it is operational?<br><b>A. Managing people</b><br><b>B. Managing bureaucracy</b><br><b>C. Managing process</b><br><b>D. Managing growth</b>                | <b>B</b> |
| <b>21</b> | It can be defined as a specifically evolved work plan meant to achieve a specific objective within a specific period of time<br><b>A. Opportunity Scanning</b><br><b>B. Idea generation</b><br><b>C. Project</b><br><b>D. Strategy</b>   | <b>C</b> |
| <b>22</b> | If large investment is made in fixed assets, the project will be termed as<br><b>A. Market Intensive</b><br><b>B. Product Intensive</b><br><b>C. Labour Intensive</b><br><b>D. Capital Intensive</b>   | <b>D</b> |
| <b>23</b> | This is primarily concerned with the identification of the project demand potential and the selection of the optimal technology<br><b>A. Feasibility analysis</b>  | <b>D</b> |



|    |  |   |
|----|--|---|
|    | <p>B. Financial analysis</p> <p>C. Input analysis</p> <p>D. Techno-economic analysis</p>   |   |
| 24 | <p>This implies the availability of plants, machinery and technical know-how to produce the product</p> <p>A. Managerial competence</p> <p>B. Technical feasibility</p> <p>C. Economic viability</p> <p>D. Financial feasibility</p>   | B |
| 25 | <p>Idea of new product is tested with the potential consumers to determine consumer acceptance at this stage</p> <p>A. Product development</p> <p>B. Test marketing</p> <p>C. Commercialization</p> <p>D. Concept</p>  | B |
| 26 | <p>This is primarily concerned with the identification, qualification and evaluation of the project resources</p> <p>A. Input analysis</p> <p>B. Financial analysis</p> <p>C. Feasibility analysis</p> <p>D. Techno-economic analysis</p>  | C |
| 27 | <p>Some new age skills are required in a person to create an entrepreneurial venture and one of those is a habit of getting at the roots of the problems. Which of the following entrepreneurial skill it is?</p> <p>A. Creative insight</p> <p>B. Vision</p> <p>C. Focus</p> <p>D. Patience</p> | A |
| 28 | <p>‘Building competence through undivided attention’ is one of the quality required to create an entrepreneurial venture, which is best reflected in which of the following new age skills?</p> <p>A. Versatility</p> <p>B. Vision</p> <p>C. Focus</p> <p>D. Creative insight</p>                | C |
| 29 | <p>To create an entrepreneurial venture one has to respond to the changes rapidly, and which of the following new age skills give this ability to an entrepreneur?</p> <p>A. Sensitivity</p> <p>B. Focus</p> <p>C. Creative insight</p> <p>D. Versatility</p>                                    | D |
| 30 | <p>Which of the following is NOT one of the steps involved in ‘Creating entrepreneurial venture’?</p> <p>A. Preparation of project report</p>  | B |

|           |   |          |
|-----------|---|----------|
|           | <b>B. Enterprise promotion</b><br><b>C. Essential requirements</b><br><b>D. Project Identification</b>  |          |
| <b>31</b> | Checking 'Essential requirements' is the first step involved in creating Entrepreneurial venture. Which of the following is one of those 'Essential requirements'?<br>(i) Availability of necessary finance<br>(ii) Venture's feasibility at all times<br>(iii) Entrepreneurial abilities<br><b>A. Only (i)</b><br><b>B. (i) &amp; (ii)</b><br><b>C. All (i), (ii) &amp; (iii)</b><br><b>D. Only (ii)</b>   | <b>C</b> |
| <b>32</b> | While creating an entrepreneurial venture, possible opportunities for investment are located in 'Project Identification' step with the help of _____<br><b>A. Market information</b><br><b>B. Economic data</b><br><b>C. Industry analysis</b><br><b>D. Feasibility study</b>   | <b>B</b> |
| <b>33</b> | A kind of opportunity that enables an entrepreneur to utilize the existing resources without making any changes is known as<br><b>A. Breakthrough opportunity</b><br><b>B. Existing opportunity</b><br><b>C. Additive opportunity</b><br><b>D. Complementary opportunity</b>  | <b>C</b> |
| <b>34</b> | Project identification in creating an entrepreneurial venture is concerned with the collection, compilation and analysis of economic data for the purpose of<br><b>A. Locating potential market for launching a venture</b><br><b>B. Locating prospective industry for the project</b><br><b>C. Locating appropriate area for operation</b><br><b>D. Locating possible opportunities for investment</b>   | <b>D</b> |
| <b>35</b> | According to Peter Drucker's classification of opportunities, 'Breakthrough opportunity' _____<br><b>A. Involves drastic and fundamental changes in the existing business</b><br><b>B. Enables an entrepreneur to utilize the existing resources without making any change</b><br><b>C. Involves the introduction of new ideas resulting in a certain amount of change in the existing business structure</b><br><b>D. Involves effectively altering or modifying the existing business</b> | <b>A</b> |
|           | Which of the following characteristics would define an opportunity as a good project?<br>(i) Where the present and future market shows a growing potential<br>(ii) Where the industry shows the potential of making instant profits   |          |

|           |  |          |
|-----------|--|----------|
| <b>36</b> | (iii) Where the entrepreneur will be able to raise the necessary finance<br>(iv) Where the entrepreneur will have the necessary knowledge, skill and attitude to run the project<br><b>A.</b> All (i), (ii), (iii) & (iv)<br><b>B.</b> (i), (ii) & (iii)<br><b>C.</b> (i), (iii) & (iv)<br><b>D.</b> (i), (ii) & (iv)  | <b>C</b> |
| <b>37</b> | This kind of opportunity involves the introduction of new ideas resulting in a certain amount of change in the existing business structure<br><b>A.</b> Complementary opportunity<br><b>B.</b> Future opportunity<br><b>C.</b> Additive opportunity<br><b>D.</b> Breakthrough opportunity  | <b>A</b> |
| <b>38</b> | Which of the following is NOT one of the three dimensions of project which defines the characteristics of the project<br><b>A.</b> Outputs<br><b>B.</b> Process<br><b>C.</b> Social cost & Benefits<br><b>D.</b> Inputs  | <b>B</b> |
| <b>39</b> | This kind of entrepreneurial opportunity normally involves the highest risk<br><b>A.</b> Additive opportunity<br><b>B.</b> Imitative opportunity<br><b>C.</b> Breakthrough opportunity<br><b>D.</b> Complementary opportunity  | <b>C</b> |
| <b>40</b> | Which of the following is NOT one of the 'Outputs' of a project?<br><b>A.</b> Manpower<br><b>B.</b> Employment potential<br><b>C.</b> Revenue<br><b>D.</b> Goods & Services  | <b>A</b> |
| <b>41</b> | Which of the following is NOT one of the characteristics to define an opportunity as a good project?<br><b>A.</b> Where the entrepreneur will be able to raise the necessary finance<br><b>B.</b> Where the industry shows the potential of making instant profits<br><b>C.</b> Where the present and future market shows a growing potential<br><b>D.</b> Where the entrepreneur will have the necessary knowledge, skill and attitude to run the project | <b>B</b> |
| <b>42</b> | Stone quarries providing raw material for manufacturing many products for construction industry, ruins the natural hills around the city. This is an example of which of the dimensions of a project?<br><b>A.</b> Outputs<br><b>B.</b> Social Benefits<br><b>C.</b> Inputs<br><b>D.</b> Social Cost   | <b>D</b> |
|           | While starting an entrepreneurial venture this kind of opportunity offers a safe   |          |

|           |   |          |
|-----------|---|----------|
| <b>43</b> | bait with moderate risk involved in it<br><b>A.</b> Market opportunity<br><b>B.</b> Breakthrough opportunity<br><b>C.</b> Additive opportunity<br><b>D.</b> Complementary opportunity   | <b>D</b> |
| <b>44</b> | Which of the following is NOT one of the 'Inputs' of a project?<br><b>A.</b> Energy<br><b>B.</b> Revenue<br><b>C.</b> Manpower<br><b>D.</b> Organizational set-up   | <b>B</b> |
| <b>45</b> | Which kind of opportunity would be best suited for the entrepreneurs who are not willing to take more risks and confine with the existing available resources<br><b>A.</b> Breakthrough opportunity<br><b>B.</b> Additive opportunity<br><b>C.</b> Complementary opportunity<br><b>D.</b> Inventive opportunity | <b>B</b> |
| <b>46</b> | Family, friends, relatives are _____ sources of information for conceiving project ideas<br><b>A.</b> Impersonal verbal<br><b>B.</b> Personal formal<br><b>C.</b> Impersonal written<br><b>D.</b> Personal informal   | <b>D</b> |
| <b>47</b> | Conceiving project idea after visiting a Trade show, Exhibition or attending a Seminar, Workshop is an example of<br><b>A.</b> Impersonal verbal source<br><b>B.</b> Personal informal source<br><b>C.</b> Impersonal written source<br><b>D.</b> Personal formal source  | <b>A</b> |
| <b>48</b> | Conceiving project idea after reading a magazine, newspaper, newsletter, product catalogue, book or journal is an example of<br><b>A.</b> Personal informal source<br><b>B.</b> Impersonal written source<br><b>C.</b> Personal formal source<br><b>D.</b> Impersonal verbal source                             | <b>B</b> |
| <b>49</b> | Which of the following is NOT one of the examples of 'Personal formal source' of information for conceiving project ideas?<br><b>A.</b> Research Laboratory<br><b>B.</b> College or University<br><b>C.</b> Research Journal<br><b>D.</b> Chamber of Commerce   | <b>C</b> |
| <b>50</b> | To select the right type of business, an entrepreneur has to follow below given guidelines to identify market opportunities EXCEPT one:<br><b>A.</b> When products are not available locally, it gives an opportunity for import substitution   | <b>B</b> |

|  |  |  |
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|  | <ul style="list-style-type: none"><li><b>B.</b> When supply of a product or service exceeds its demand</li><li><b>C.</b> When products are having poor local demand but excellent export potential</li><li><b>D.</b> When demand for a product or service exceeds its supply</li></ul> |  |
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