

109 – Entrepreneurship Development
Question Bank
UNIT-I: Entrepreneurship

Sr. No.	Question Type	Question	Marks
1	Remembering	Q.1 Define Entrepreneur	2
		Q.2. Define Entrepreneurship	
		Q.3. What is Entrepreneurial competencies?	
		Q.4 Define Business incubators	
		Q.5 Define Intrapreneurs	
		Q.6 Enlist two functions of entrepreneurs.	
		Q.7 Enlist two characteristics of entrepreneurs.	
		Q.8 What is rural entrepreneurship?	
		Q.9 What is rural intrapreneurship?	
		Q.10 List out at least four names of Entrepreneurs	
		Q.11 Mention at least two key difference between entrepreneur and intrapreneur.	
		Q.12 What is social entrepreneurship?	
		Q.13 List out at least two differentiating factors between a manager and an entrepreneur	
		Q.14 Identify two dilemmas of an entrepreneur for success	
		Q.15 Define Women Entrepreneurs	
		Q.16 Mention two important key areas to ensure the sustainability of entrepreneurship	
		Q.17 Enlist at least four key factors motivating entrepreneurs	
		Q.18 List out four elements of an entrepreneurial behaviour	

2	Understanding	<p>Q.1 Match the following characteristics with the entrepreneurial profile attributes:</p> <table border="1"> <thead> <tr> <th></th> <th>Characteristics</th> <th></th> <th>Profile Attributes</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Establishes a strong network</td> <td>A</td> <td>Confidence</td> </tr> <tr> <td>2</td> <td>An innovator</td> <td>B</td> <td>Risk taker</td> </tr> <tr> <td>3</td> <td>A go-getter</td> <td>C</td> <td>Relationship</td> </tr> <tr> <td>4</td> <td>Always ready to face consequences</td> <td>D</td> <td>Delegator</td> </tr> <tr> <td>5</td> <td>Identify & believe in other people's capabilities</td> <td>E</td> <td>Disruptor</td> </tr> </tbody> </table> <p>Ans. 1-C; 2-E; 3-A; 4-B; 5-D</p> <p>Q.2 Explain the stages in the entrepreneurship development.</p> <p>Q.3 Explain in briefly various functions of entrepreneur</p> <p>Q.4 Explain the concept of "Corporate Entrepreneur"</p>		Characteristics		Profile Attributes	1	Establishes a strong network	A	Confidence	2	An innovator	B	Risk taker	3	A go-getter	C	Relationship	4	Always ready to face consequences	D	Delegator	5	Identify & believe in other people's capabilities	E	Disruptor	5
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		<p>Q.5 Distinguish between entrepreneur & intrapreneur.</p> <p>Q.6 Discuss various factors which are related to entrepreneurship culture.</p>	
3	Applying	<p>Q.1 Illustrate the attributes & qualities required to be an entrepreneur? Prepare a detailed profile of an entrepreneur.</p> <p>Q.2 Narrate with examples the vital role played by different external factors which are responsible for keeping up the entrepreneurial motivation in the entrepreneurial ecosystem.</p> <p>Q.3 What is the role of women entrepreneur in the social form work and economic setting</p> <p>Q.4 “Developing entrepreneurship especially, rural entrepreneurship is not so easy, it is constraint by several problems”. Discuss.</p>	10



		<p>Q.5 Discuss with examples the causes of failure of an entrepreneurial venture due to varied reasons like product/service selection, market study, financing issues or managerial resilience.</p> <p>Ans. Explain at least 5 reasons with examples for 2 marks each</p> <p>Wrong Product pricing, ineffective marketing & advertising, shortage of capital, poor planning, non-feasible expectations, inappropriate location, lack of market & industry knowledge, lack of understanding of competition, poor HR skills, anti-entrepreneurial environment, lack of customer information & understanding, legal problems</p>	
4	Analyzing	<p>Q.1 Point out the importance of a behavioral set-up which is required to be an entrepreneur.</p> <p>Ans. Define entrepreneurial behaviour – 2 marks Elements of entrepreneurial behaviour – 6 marks Like self-analysis, personal efficacy, culture & values, risk taking behaviour & technology back-up Importance of certain behavioural set-up for an entrepreneur – 2 marks</p> <p>Q.2 Classify the internal and external factors influencing entrepreneurial motivation.</p> <p>Ans. Internal factors like ambitions, money making aspirations, independence, self-employment drive, social status & prestige, creative desire – 5 marks External factors like unemployment, use of idle funds, use of technical professional skills, family circumstances, acquired experience, morale support, success stories, availability of finance – 5 marks</p> <p>Q.3 Analyze the parameters that contributes to an entrepreneurial ecosystem.</p> <p>Ans. Explain 5 parameters for 2 marks each</p> <p>Q.4 Comprehend major strategic decision areas an entrepreneur may need to attend to, for the following products/services: (a) An electric bicycle (b) A multipurpose app for all travel related solutions</p> <p>Ans. Identify major strategic areas – 4 marks Apply to electric bicycle – 3 marks</p>	10

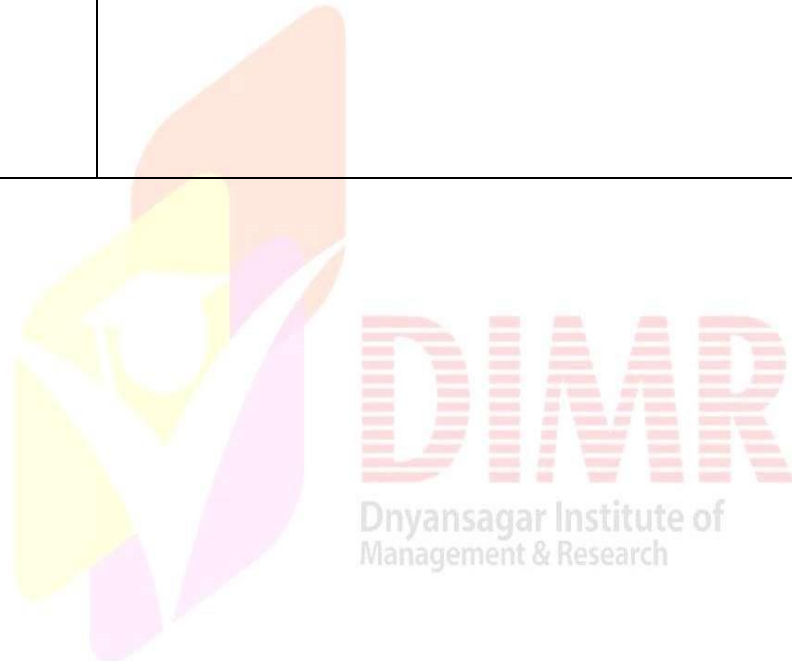
		<p>Apply it to travel app start-up – 3 marks</p> <p>Q.5 Comment on how to make a start-up market ready? How poor analysis of product and market conditions could pose a threat of failure?</p> <p>Ans. How to incorporate a start-up and to make it market ready: steps involved like business idea generation, opportunity recognition, environmental scanning, industry & competitor analysis, feasibility analysis, business plan preparation, project report preparation – 6 marks Poor product and market analysis – 4 marks</p>	
5	Evaluating	<p>Q.1 “External factors are unpredictable & uncontrollable, but what makes a person an entrepreneur are the things within him & within his reach.” Defend this by citing an importance of internal factors which keeps the entrepreneurial motivation.</p> <p>Ans. Define entrepreneurial motivation – 2 marks Internal factors of motivation – 4 marks Evaluate & Justify the statement – 4 marks</p> <p>Q.2 Appraise the current status of the entrepreneurial ecosystem in India. What suggestions would you give in to develop an ideal and sustainable start-up ecosystem?</p> <p>Ans. Define entrepreneurial ecosystem – 2 marks Elements of entrepreneurial ecosystem – 4 marks Suggestions for ideal ecosystem – 4 marks</p> <p>Q.3 Evaluate what according to you are the important factors which would make ‘entrepreneurship’ sustainable, in present scenario.</p> <p>Ans. Define entrepreneurial sustainability – 2 marks Elements/factors of entrepreneurial sustainability – 4 marks Explanation & examples of present scenario – 4 marks</p> <p>Q.4 Justify how poor financial planning could result into a failure of an entrepreneurial venture in spite of having a good idea or product.</p> <p>Ans. Importance of financial planning for a venture – 5 marks Explanation with Examples – 5 marks</p>	10
6	Creating	<p>Q.1 Create a model of an ‘Entrepreneurial Ecosystem’ by hypothecating an agricultural start-up in the Indian context. Consider all the parameters contributing to an ideal ecosystem for the proposed venture</p> <p>Ans. Define entrepreneurial ecosystem – 2 marks Hypothecation of a start-up – 2 marks Parameters of ideal ecosystem & its contribution to the success of venture – 6 marks</p>	10

UNIT-II: Theories of Entrepreneurship

Sr. No.	Question Type	Question	Marks
1	Remembering	Q.1 For an entrepreneur, innovation is an important criterion is stated by A. Peter Drucker B. Richard Cantillon C. David McClelland D. Joseph A. Schumpeter	2
		Q.2 Entrepreneurs are capitalist as stated by A. Jean Baptiste Say B. Adam Smith C. David McClelland D. Peter Drucker	
		Q.3 According to Hagen's Theory, for entrepreneur motivation, emphasis is given on A. Religious faith B. Profit C. Social value D. Economic conditions	
		Q.4 According to whom, the Economic theories of underdevelopment are inadequate? A. Frank Knight B. David McClelland C. Everette Hagen D. Harvey Leibenstein	
		Q.5 Who stated that the entrepreneur's activity is the key element of social transformation and economic growth? A. Joseph Schumpeter B. Richard Cantillon C. Frank Knight D. Everette Hagen	
		Q.6 Who proposed that the economic growth is a product of social and political change? A. Everette Hagen B. Harvey Leibenstein C. David McClelland D. Frank Knight	
		Q.7 Which theory of entrepreneurship rejected the idea that the solution to economic development lies in imitating western technology? A. Theory of social change by Everette Hagen B. Economic theory by Richard Cantillon C. Innovation theory by Joseph Schumpeter D. Imitating theory of high achievement by David McClelland	

		<p>Q.8 According to Everette Hagen, 'withdrawal of status respect' leads to following behavioural patterns except one: A. Retreatism B. Ritualism C. Rebellion D. Rationalization</p> <p>Q.9 Richard Cantillon illustrated _____ as an entrepreneur A. Contractor B. Farmer C. Business man D. Leader</p> <p>Q.10 Innovation theory of entrepreneurship was proposed by A. Joseph Schumpeter B. David McClelland C. Frank Knight D. Richard Cantillon</p> <p>Q.11 'Desire to control others and influence their behaviour' shows which need of an entrepreneurial personality as described by David McClelland A. Need for power B. Need for reward C. Need for achievement D. Need for affiliation</p>	
2	Understanding	<p>Q.1 Write a note on Schumpeter theory</p> <p>Q.2 Define the concept of negative profit</p> <p>Q.3 Write a note on RTAT (Thematic Appreciation Test)</p> <p>Q.4 Write a note on Efficiency & effectiveness</p> <p>Q.5 Define the term 'Immobility of productive services'</p>	5

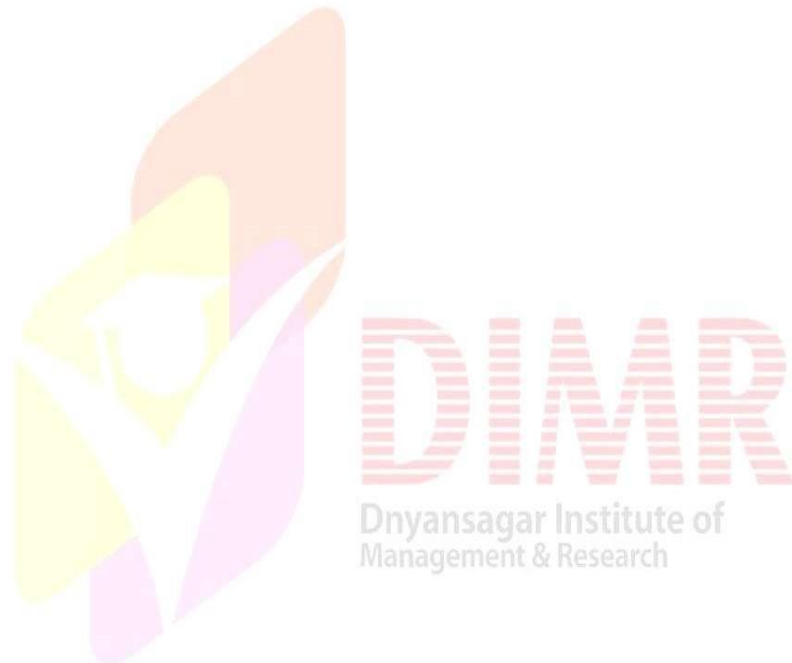
		<p>Q.6 Define Withdrawal of Status Report</p>	
		<p>Q.7 What is creative innovation?</p>	
3	Applying	<p>Q.1 “Innovation is the hallmark of entrepreneurship”. Discuss critically.</p>	10
		<p>Q.2 “Established firms may be protected from new entry by institutional or legal barriers”. Discuss.</p>	



4	Analyzing	Q.1 Analyse critically McClelland's views on entrepreneurship	10
		Q.2 Analyse critically Theory of Profit by Knight	
		Q.3 Analyse critically Schumpeter's views on entrepreneurship	



5	Evaluating	Q.1 'The profit estimates of entrepreneurship outside an industry may be zero or negative' Explain the causes for the same.	10
		Q.2 Explain the psychological factors which contribute to entrepreneurial motivation.	
6	Creating	Q.1 How do entrepreneurial values affect attitude, motivation and competency?	10
		Q.2 Enumerate the term 'pure profit' and 'economic rent' related to theory of profit	



UNIT-III: Entrepreneurship Development

Sr. No.	Question Type	Question	Marks
1	Remembering	Q.1 The key benefit of Entrepreneurship Development is, achievement of A. Ever increasing profits B. Enhanced shareholders' value C. Economic development D. Business development	2
		Q.2 The General Manager who heads DIC is in the rank of A. Assistant Director of industries B. Joint Director of industries C. Departmental officer D. Non-departmental officers	
		Q.3 Design thinking approach of problem solving focuses more on _____ A. Solution B. Results C. Human values D. Ideas	
		Q.4 Which of the following statements is TRUE with respect to the 'Design thinking' process? A. Design thinking is a linear process B. Design thinking process help to track & measure progress & outcome C. Design thinking process provides solution to every problem in the organization D. The outcomes of design thinking process can't be measured	
		Q.5 In design thinking process, conducting extensive market research to understand your users' needs is done at which of the following stages? A. Ideate B. Empathize C. Define D. Prototype	
		Q.6 Which of the following is NOT one of the factors fostering Innovation, according to Stephen Robbins? A. Lower external control B. Lower tolerance of risk C. Acceptance of ambiguity D. Low division of labour	
		Q.7 Which of the following is NOT one of the outside sources of innovative opportunity as classified by Peter Drucker? A. Process needs B. Demographics	

		<p>C. Change in perception D. New knowledge</p> <p>Q.8 Which of the following best characterizes the Research related problem of small enterprises? A. Dependency on the research activities in the market B. Setting up of own R & D C. Outsourcing research to R & D agencies D. Having no qualms about research</p> <p>Q.9 Entrepreneurs normally face following problems related to Human Resources EXCEPT A. Ignorance of employee engagement B. Performance management C. Managing & Controlling monthly expenses D. Deciding the Pay</p> <p>Q.10 Name four schemes by government for ED</p> <p>Q.11 Define Pradhan Mantri Mudhra Yojna</p>	
2	Understanding	Q.1 Explain the concept of Entrepreneurship Development	5

		<p>Q.2 Write detailed note on “ identification of entrepreneurial competencies”</p> <p>Q.3 ‘Entrepreneurial supply and obstacles’ Write a note.</p> <p>Q.4 Write a detailed note on NEDB</p> <p>Q.5 Write a detailed note on ‘Seven streams of innovative opportunities’</p> <p>Q.6 Distinguish between innovation & invention</p> <p>Q.7 Explain the types of mentoring programme.</p> <p>Q.8 Write a detailed note on NIESBUD.</p> <p>Q.9 Explain the meaning of entrepreneurship mentoring</p> <p>Q.10 Write a detailed note on factors in mobility.</p>	
3	Applying	<p>Q.1 “Training aimed at developing entrepreneurial competence in potential individuals” Explain.</p> <p>Q.2 “Successful companies develop skills of the workforce so as to help them acquire competence to achieve the vision & goals”. Discuss.</p>	10
4	Analyzing	<p>Q.1 Define “Entrepreneurial Competency”. Explain the “Panchsutri” of developing competency.</p> <p>Q.2 Explain the term “Design Thinking Process”. What are six stages of Design thinking process?</p> <p>Q.3 Explain the Role of MSDE in ED highlighting the significance of various schemes of MSDE</p> <p>Q.4 Discuss Entrepreneurial change with the principles governing implementation of change.</p> <p>Q.5 Contrast various alternative sources of funding for a start-up citing their advantages and disadvantages</p>	10
5	Evaluating	<p>Q.1 Summarize Entrepreneurship Mentoring and its importance</p>	10

		<p>Q.2 Evaluate the major HR problems faced by an entrepreneur.</p>	
		<p>Q.3 Summarize the role of consultancy organization in promoting entrepreneurs with its types</p>	
6	Creating	<p>Q.1 Discuss the case of any successful entrepreneur.</p>	10
		<p>Q.2 Evaluate the McClelland's theory of high achievement and distinguish the same from the Innovation theory of Schumpeter.</p>	



**UNIT-IV: Role of Central Government &
State Government in Promoting
Entrepreneurship**

Sr. No.	Question Type	Question	Marks
1	Remembering	<p>Q.1 A small scale unit wishing to export has to obtain exporter's code number from</p> <p>A. The Central Bank of India B. The Reserve Bank of India C. Any Nationalized bank D. Any International Bank.</p> <p>Q.2 EXIM Bank is a</p> <p>A. Regional level institution B. State level institution C. National level institution D. International institution</p> <p>Q.3 Which of the following is NOT one of the objectives of the Export Oriented Units (EOUs) Scheme</p> <p>A. Transfer of latest technologies B. To generate additional employment C. To stimulate direct foreign investment D. Import substitution</p> <p>Q.4 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>A. To generate more employment B. To correct regional imbalances in development C. To provide competitive strength, survival and growth D. To promote entrepreneurship and strengthen the entrepreneurial base in the economy</p> <p>Q.5 Incentives are the financial and promotional assistance provided by the government particularly to _____</p> <p>A. Developed areas for more industrial development B. Urban areas for rapid development C. Rural areas to exploit its rich resources D. Backward areas for industrial development</p>	2

		<p>Q.6 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> <ul style="list-style-type: none">A. BountyB. IncentiveC. Untied grantD. Tied grant		
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		<p>Q.7 As compared to SEZ the Export Oriented Units (EOUs) Scheme offers a wide options in locations with reference to the following factors except one: A. Availability of Human Resource B. Existence of an industrial base C. Availability of technological skills D. Need for a larger area of land for the project</p> <p>Q.8 A single lump sum which is given by a government to an industry which is considered essential in the national interest is known as A. Concession B. Grant C. Subsidy D. Bounty</p> <p>Q.9 The granting of cash subsidy on the capital investment is called A. Quantum of Subsidy B. Central Investment Subsidy C. Interest Subsidy D. Concessional finance</p>	
2	Understanding	<p>Q.1 Explain the role of Government in promoting 'Export oriented units'.</p> <p>Q.2 Write a detailed note on Role of Women Entrepreneur in economy.</p> <p>Q.3 Summarize in brief types of multiple tax benefits available to entrepreneurs.</p> <p>Q.4 Discuss briefly various schemes by MSDE to support Start-ups</p> <p>Q.5 Demonstrate the concept of crowd funding</p> <p>Q.6 Paraphrase the advantages & disadvantages of Venture capital as a source of funding for a start-up</p> <p>Q.7 Interpret the concept of financial continuum shareholding</p> <p>Q.8 Identify are the elements of a perfect investment pitch</p> <p>Q.9 Compare Venture Capital and Private Equity as sources of funding for a start-up</p> <p>Q.10 Indicate the steps involved in budgeting for start-up</p>	5

		success	
3	Applying	Q.1 Sketch a financial road map for an entrepreneur with appropriate examples and assumptions	10
		Q.2 Illustrate how various stages and different types of business ventures demand different board models with varying purpose and need.	
		Q.3 Show how to budget for start-up success with relevant examples	
		Q.4 Demonstrate the critical elements of a perfect investment pitch for preparing an effective investor presentation	
		Q.5 Choose the best combination of alternative sources of funding for a hybrid learning start-up, offering online job-oriented, skill-based certification programs.	
4	Analyzing	Q.1 Differentiate between various ways of a start-up funding like crowd funding, venture capital and private equity. Explain the advantages and limitations of each funding source for a start-up	10

		<p>Q.2 Connect elements of the perfect investment pitch while preparing for an investor presentation</p> <p>Q.3 Explain the Role of MSDE in ED highlighting the significance of various schemes of MSDE</p> <p>Q.4 Analyze the reasons for preparing a start-up budget by pointing out its significance in present scenario</p> <p>Q.5 Contrast various alternative sources of funding for a start-up citing their advantages and disadvantages</p>	
5	Evaluating	<p>Q.1 Do compare between the private sources of funding against the government support through various schemes for a start-up. Explain pros and cons of both the sources in setting up a start-up.</p>	10
		<p>Q.2 Summarize the Role of Government in ED by evaluating the entrepreneurial ecosystem and current start-up scenario in India.</p> <p>Q.3 "Women are less paid than their male colleagues" Discuss.</p>	
6	Creating	<p>Q.1 Design a pitching plan and a perfect investment pitch for the following start-up: As the online learning proliferated during Covid-19 pandemic, a start-up is offering customized technological solutions for virtual learning and all sort of services for the hassle free education. It is looking for the investors to raise funds to strengthen their product portfolio and cover a pan India market. Ans. Importance of investor pitch – 2 marks Elements of perfect investment pitch – title, problem, solution, business model, underlying magic, marketing & sales, competition, management team, financial projections and key metrics, current status, accomplishments to date, timeline & use of funds - 4 marks Prepare a pitch for the said start-up – 4 marks</p> <p>Q.2 Design a financial roadmap for an 'electric bicycle' company with a proper financial planning and budgeting for the start-up success, looking at the changing modes, habits and practices of transportation. Ans. Importance of financial planning – 2 marks Meaning & importance of budgeting – 2 marks Steps for developing a financial roadmap for the said start-up – set financial objectives, design financial policies, formulate financial procedures, develop financial plans, review financial plan – 6 marks</p>	10

UNIT-V: Enterprise Promotion

Sr. No.	Question Type	Question	Marks
1	Remembering	Q.1 Which of the following is NOT one of the 'Outputs' of a project? A. Manpower B. Employment potential C. Revenue D. Goods & Services	2
		Q.2 Conceiving project idea after reading a magazine, newspaper, newsletter, product catalogue, book or journal is an example of A. Personal informal source B. Impersonal written source C. Personal formal source D. Impersonal verbal source	
		Q.3 Family, friends, relatives are _____ sources of information for conceiving project ideas A. Impersonal verbal B. Personal formal C. Impersonal written D. Personal informal	
		Q.4 Which of the following is NOT one of the 'Inputs' of a project? A. Energy B. Revenue C. Manpower D. Organizational set-up	
		Q.5 Which of the following is NOT one of the 'Outputs' of a project? A. Manpower B. Employment potential C. Revenue D. Goods & Services	
		Q.6 Enumerate four disadvantages of business planning	
		Q.7 Recall four characteristics of an ideal business plan	
		Q.8 Memorize the points that constitute executive summary of a business plan	
		Q.9 Define 'Vision' and 'Mission'	
		Q.10 Discover the sources of risk in Risk Analysis of a business	
2	Understanding	Q.1 Explain the need and objectives of a business plan	5
		Q.2 Describe briefly the process of Market analysis.	
		Q.3 Describe briefly the stages of product / idea development.	

		Q.4 Discuss in brief the contents of a business plan	
		Q.5 Demonstrate how to write an Executive Summary of a business plan.	
		Q.6 Discuss in brief product development choices.	
		Q.7 Summarize the attributes of strategic resources.	
		Q.8 Identify the factors need to be considered for success of Opportunity analysis.	
		Q.9 Distinguish between innovator & imitator	

3	Applying	Q.1 Prepare a resume of an entrepreneur to be added into the business plan by assuming a business venture and the experience, educational qualification and skills.	10
		Q.2 Illustrate the vital components of a Business Model and the way a business model should be described in a business plan.	
		Q.3 Sketch a marketing and sales strategy for any entrepreneurial venture highlighting the important components to be presented in a business plan.	
		Q.4 Show how business plan is a vital tool in the hands of an entrepreneur by highlighting its pros and cons.	
4	Analyzing	Q.1 Analyze the nine components of the business model canvas	10
		Q.2 Point out the importance of innovator & imitator with an example.	
		Q.3 Analyze bottom of pyramid(BoP) and also discuss the business opportunities of the bottomof pyramid.	
5	Evaluating	Q.1 "Entrepreneurship is about opportunity & strategy". Discuss.	10
		Q.2 "Porter's model can be applied to any segment of the economy to understand the level of competition". Discuss.	
		Q.3 Evaluate the Business Model Canvas (BMC).	

6	Creating	<p>Q.1 Hypothecate an entrepreneurial venture and prepare a business plan with relevance to Risk analysis and possible exit strategies.</p> <p>Q.2 Write an elevator pitch for a rural & well educated entrepreneur, having a post graduate degree in Agricultural Science and experience of working in an agriculture MNC, for his business venture of solar-powered farm equipment. Suggest the ways of building a strong presentation.</p> <p>Q.3 Formulate competitive advantage for an entrepreneurial venture in the tourism industry, highlighting the importance of competitive advantage and a proper competitor analysis of the chosen service offering.</p>	10
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