

Roll No: \_\_\_\_\_

**B.A. (Hons.) Business Economics (CBCS) / Semester III  
Entrepreneurial Skills  
House Examination, 2019**

*Duration: 2 Hrs.*

*All questions are compulsory*

*Max Marks: 50*

Q1) a) Who is an entrepreneur? What are the functions performed by an entrepreneur? (5x3)

b) How is an entrepreneur different from a Manager?

OR

How is an entrepreneur different from an Intra Manager?

c) Explain how Patents and Trademarks can be used to protect creativity and innovation?

Q2) a) What is meant by creativity? Why is it one of the most important elements of entrepreneurship? (5x3)

OR

What is innovation? What can be the various sources of innovation?

b) What are the impediments to creativity?

OR

Explain the various components of creativity.

c) Explain the process of creativity.

OR

Explain how patents and copyrights can be used to protect creativity and innovation?

Q3) a) Do you think that an entrepreneur firm can contribute towards the growth of a developing country? Justify your answer. (10x2)

b) State and explain any 6 types of entrepreneurs. What should be significant characteristics of these entrepreneurs?

**PROJECT: As a potential entrepreneur, how would you construct a business plan for an existing or a new product or service that you want to launch.**

## MCQ's

### (Answers are in bold)

- Q) "Angels" usually provide what type of financing?
- a) Debt
  - b) Equity**
  - c) Stock Sales
  - d) None of the given options
- Q) \_\_\_\_\_ is a radical redesign of the organization's business processes.
- a) Reengineering**
  - b) downsizing
  - c) Bankruptcy
  - d) Expanding
- Q) A \_\_\_\_\_ strategy would be most appropriate for producing high-volume, low-variety products.
- a) Processed-focused
  - b) Product-focused**
  - c) Repetitive Focused
  - d) Virtual-focused
- Q) A patent is granted for a specified amount of time because of the assumption
- a) That during this time firm will cover its development costs
  - b) That firm will earn a sufficient profit during this period
  - c) To limit the monopoly of the firm
  - d) That it will stimulate idea and development of a better product**
- Q) A short-term, internal source of funds can be obtained by reducing all of following EXCEPT
- a) short-term assets
  - b) cash
  - c) Fixed Assets**
  - d) Inventory
- Q) A system of marketing by which an organization communicates directly with customers to generate a response or transaction is the definition of:
- a) manufacturer's representatives
  - b) direct marketing**
  - c) agent wholesalers
  - d) basic wholesaling
- Q) A typical inventor is usually \_\_\_\_\_
- a) Highly creative & in love with the invention**
  - b) Does not encourage change
  - c) Willing to modify the invention in order to augment commercial benefit

d) None of the given options

Q) All of the following are important elements of the financial data and projections section of a business plan EXCEPT:

- a) SWOT analysis
- b) Projected income statements
- c) Break-even analysis**
- d) Cost controls

Q) As a business grows, time management continues to be an issue, but the entrepreneur's major concern usually becomes:

- a) setting goals
- b) finding, retaining, and motivating qualified employees**
- c) measuring performance.
- d) all of the above.

Q) As a company grows, the entrepreneur should focus on his/her:

- a) technical ability to complete a task
- b) written communication.
- c) management and motivation skills.**
- d) public speaking

Q) Banks are more likely to provide financing for a new product:

- a) once the product is developed**
- b) in the early stages of product development.
- c) while the entrepreneur is researching the demand for the product
- d) banks are likely to provide financing at any stage of product development

Q) Following are the types of foreign direct investment EXCEPT

- a) Joint Venture
- b) Management Contracts**
- c) Minority interest
- d) Merger

Q) If the entrepreneur pays for the first six months of insurance before the business opens, this is listed under start-up costs as:

- a) deposits
- b) inventory
- c) prepaid expenses**
- d) utilities

Q) New low-tech products and services:

- a) rarely make any money
- b) were only successful before the Internet became popular
- c) can be highly successful**
- d) do not need legal protection consideration

Q) The conclusion of the business plan will identify the:

- a) feasibility of the business
- b) purpose of the business**
- c) form of organization of the business
- d) business suppliers

Q) The most common form of organization for a small business is:

- a) partnerships
- b) corporations

**c) sole proprietorships**

d) limited companies

Q) Which of the following cannot be covered under the copyright protection?

a) Computer Software

**b) Computer Hardware**

c) Poems & Songs

d) Models and sculpture

Q) Which of the following has a contradictory relationship with an individual for being an entrepreneur?

**a) His birth order**

b) Parents' social status

c) Parents' occupation

d) Relationship with parents

Q) Which of the following is false?

a) A business plan is often prepared by an existing company to ensure that growth is properly managed.

**b) A business plan is usually not required when obtaining financing for a start-up.**

c) If a business plan is completed for a start-up, it may help the entrepreneur avoid costly mistakes.

d) All of the above.

Q) Which of the following is the backbone of financial plan?

**a) Budgeting**

b) Capital

c) Nature of business

d) All of the given options

Q) Which of the following possible financing options has become a popular choice for entrepreneurs?

a) Angel Investors

**b) Credit Cards**

c) Venture Capitalists

d) Public Offering

Q) Which one of the following is required to develop a good team for creating something new?

a) Relationship with team members

**b) Open discussion**

c) Non flexible behavior

d) Discouragement of team member's ideas

Q) Which one of the following is NOT an important activity of Business Plan in a new venture?

a) Background of the Entrepreneur

b) Functional Plan

c) Industry Analysis

**d) Company Name**

Q) "High potential venture" :

a) Has the same growth potential as a life style firm

b) Starts out like a life style firm

c) Draws the interest of private investors only

**d) None of the above**

Q) A network entrepreneur is an individual who identifies his or her business idea

- a) On their own
- b) Through the assistance of a paid consultant
- c) Through social contacts**
- d) With one or more partners

Q) Kumar Manglam Birla is what type of Entrepreneur?

- a) Founder
- b) Pure Entrepreneur
- c) Technical Entrepreneur
- d) Second Generation Entrepreneur**

Q) Newspapers, business periodicals, trade journals, and government publications are:

- a) Sources of information on economic opportunities.
- b) Sources of news but not economic data
- c) Poor sources for research because the information is too brief.
- d) All of the above**

Q) The entrepreneur must possess the abilities

- a) Creative
- b) Conceptualization
- c) Understanding Environment
- d) All of the above**

Q) User innovation is:

- a) Less likely than manufacturer innovation**
- b) More difficult to manage than other types of innovation
- c) When the developer expects to benefit by using it
- d) When the developer expects to benefit by selling it

Q) What are the four types of Innovation?

- a) Extension, Invention, Synthesis, Duplication
- b) Invention, Duplication, Copying, Extension
- c) Duplication, Invention, Creativity, Extension
- d) None of the above**

Q) Which of the following inputs is NOT involved in entrepreneurship?

- a) Opportunity
- b) Proactive individual(s)
- c) External locus of control**
- d) Risk

Q) Which of the following is idea generation method that focuses on parameters?

- a) Brainstorming
- b) Reverse brainstorming
- c) Creative problem solving**
- d) Synoptic

Q) Which of the following is the career solution for many underemployed managers?

- a) Fortune 500 companies
- b) Entrepreneurship**
- c) Downsizing
- d) To remain unemployed

Q) Which one is not the process of creativity?

- a) Incubation

- b) Validation
- c) Idea Generation
- d) Establish Vision**

Q) Which one of the following is alternatively called corporate venturing?

- a) Entrepreneurship
- b) Intrapreneurship**
- c) Act of stating a new venture
- d) Offering new products by an existing company

Q) Which one of the following is the first step in the entrepreneurial process?

- a) Developing successful business ideas
- b) Deciding to become an entrepreneur**
- c) Growing the entrepreneurial firm
- d) Moving from an idea to an entrepreneurial firm

Q) Which one of the following may need the business plan?

- a) Employees
- b) Investors
- c) Advisors
- d) All of the above**