

PREVIEW QUESTION BANK

Module Name : imb24-mg32 Innovation and Start up policy-ENG
Exam Date : 18-May-2024 Batch : 09:00-12:00

Sr. No.	Client Question ID	Question Body and Alternatives	Marks	Negative Marks
Objective Question				
1	13921001	<p>Innovation means</p> <ol style="list-style-type: none"> 1. New Ideas in laboratory 2. New technology without practical application 3. New ideas or technology with application at market place 4. Getting a Nobel Prize <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
Objective Question				
2	13921002	<p>Choose an example of product innovation</p> <ol style="list-style-type: none"> 1. Apple I phone 2. Salesforce software 3. Digital India 4. Digi Locker <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
Objective Question				
3	13921003	<p>Netflix is an example of</p> <ol style="list-style-type: none"> 1. Disruptive Innovation 2. Product Innovation 3. Process Innovation 4. Radical Innovation <p>A1 : 1</p> <p>A2 : 2</p>	2.0	0.00

		A3 : 3		
		A4 : 4		

Objective Question

4	13921004	<p>Who has written the book Innovation and Entrepreneurship?</p> <ol style="list-style-type: none"> 1. Peter Drucker 2. C K Prahalad 3. Jim Collins 4. Ratan Tata <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

5	13921005	<p>The concept of Disruptive Innovation has been formulated by</p> <ol style="list-style-type: none"> 1. Peter Drucker 2. C K Prahalad 3. Clayton Christensen 4. Steve Jobs <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

6	13921006	<p>Disruptive Innovation means</p> <ol style="list-style-type: none"> 1. The incumbent firm has brought down the cost and expanded the existing market making the business model of the existing firm redundant. 2. The Incumbent firm has disrupted the business model of existing firm by charging higher price 3. The incumbent firm's technology is superior to the existing firm 4. The concept is only applicable in high-technology products <p>A1 : 1</p> <p>A2 : 2</p>	2.0	0.00
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A3 : 3

A4 : 4

Objective Question

7	13921007	<p>An example of a company whose business got disrupted</p> <ol style="list-style-type: none">1. Kodak2. Microsoft3. Amazon4. Tesla <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

8	13921008	<p>Who has written the book " The Fortune at the Bottom of the Pyramid"?</p> <ol style="list-style-type: none">1. Peter Drucker2. Vijay Govindrajan3. Jim Collins4. C. K. Prahalad <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

9	13921009		2.0	0.00
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		<p>Innovation Hub has important institutions that foster innovation</p> <p>(A). Research Labs</p> <p>(B). Universities</p> <p>(C). Venture Capital Funds</p> <p>(D). Startups</p> <p>Choose the correct answer from the options given below:</p> <p>1. (A), (B) and (D) only.</p> <p>2. (A), (B) and (C) only.</p> <p>3. (A), (B), (C) and (D).</p> <p>4. (B), (C) and (D) only.</p> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

10	13921010	<p>Make in India program has been launched by</p> <p>1. Government of India</p> <p>2. Confederation of Indian Industry</p> <p>3. USA Government</p> <p>4. India Brand Equity Foundation</p> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

11	13921011	<p>Intellectual Property Rights protect Innovator's intellectual and financial interests through</p> <p>1. Giving the innovator exclusive right to use innovation for commercial purposes</p> <p>2. The government provides money to the innovator</p> <p>3. The banks provide interest on the innovation</p> <p>4. CII gives money to innovators</p> <p>A1 : 1</p> <p>A2 : 2</p>	2.0	0.00
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		A3 : 3		
		A4 : 4		

Objective Question

12	13921012	<p>Indian examples of frugal innovation</p> <p>A. Tata Nano</p> <p>B. ISRO Satellites</p> <p>C. Indian Railways</p> <p>D. Jaipur Foot</p> <p>1. (A), (B) and (D) only.</p> <p>2. (A), (B) and (C) only.</p> <p>3. (A), (B), (C) and (D).</p> <p>4. (B), (C) and (D) only.</p>	2.0	0.00
		A1 : 1		
		A2 : 2		
		A3 : 3		
		A4 : 4		

Objective Question

13	13921013	<p>Digital India is a program of</p> <p>1. Microsoft India</p> <p>2. Google India</p> <p>3. Tata Consultancy Services (TCS)</p> <p>4. The Government of India</p>	2.0	0.00
		A1 : 1		
		A2 : 2		
		A3 : 3		
		A4 : 4		

Objective Question

14	13921014	<p>Writing a business plan helps start ups to</p> <p>1. Recruit People from IITs and IIMs</p> <p>2. Raise money from the venture capital firms</p> <p>3. Get the government subsidy</p> <p>4. Get the export orders from importers</p>	2.0	0.00
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		A1 : 1 A2 : 2 A3 : 3 A4 : 4		
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Objective Question

15	13921015	<p>Which one is not an innovation hub in the world</p> <ol style="list-style-type: none"> 1. Silicon Valley, USA 2. Bengaluru, India 3. Tehran, Iran 4. Tel Aviv, Israel <p>A1 : 1 A2 : 2 A3 : 3 A4 : 4</p>	2.0	0.00
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Objective Question

16	13921016	<p>What are the instruments of Intellectual Property which protect innovators</p> <ol style="list-style-type: none"> A. Patents B. Copyrights C. Trademarks D. Geographical Maps <ol style="list-style-type: none"> 1. (A), (B) and (D) only. 2. (A), (B) and (C) only. 3. (A), (B), (C) and (D). 4. (B), (C) and (D) only. <p>A1 : 1 A2 : 2 A3 : 3 A4 : 4</p>	2.0	0.00
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Objective Question

17	13921017		2.0	0.00
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		<p>Which initiative is not part of Digital India?</p> <ol style="list-style-type: none"> 1. Digi locker 2. Unified Payment Interface (UPI) 3. Whatsapp 4. My gov. in <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

18	13921018	<p>Geographical Indications are</p> <ol style="list-style-type: none"> 1. Type of Intellectual Property 2. Place of the industrial designs 3. Government of India's initiative of Digital Maps 4. Ministry of Environment's maps <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

19	13921019	<p>Incubators help start-ups</p> <ol style="list-style-type: none"> 1. In getting space to start functioning 2. Connect with customers 3. provide help in shipping the consignment 4. Connecting with foreign companies <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

20	13921020		2.0	0.00
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		<p>Accelerators provide</p> <ol style="list-style-type: none"> 1. Access to Capital 2. Access to Technology from the Research labs 3. Access to potential customers 4. Access to government licenses <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

21	13921021	<p>Make in India initiative has been launched</p> <ol style="list-style-type: none"> 1. To promote Foreign companies in India 2. To promote manufacturing in India 3. To promote educational institutes in India 4. To promote agriculture in India <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

22	13921022	<p>What are the sources of Innovation according to Peter Drucker's article?</p> <ol style="list-style-type: none"> A. Unexpected Occurrences B. Incongruities C. Industry and Market Changes D. New Knowledge <ol style="list-style-type: none"> 1. (A), (B) and (D) only. 2. (A), (B) and (C) only. 3. (A), (B), (C) and (D). 4. (B), (C) and (D) only. <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p>	2.0	0.00
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		A4 : 4		
Objective Question				
23	13921023	<p>Silicon Valley has given rise to famous start-ups in the world. These are</p> <p>A. Google</p> <p>B. Facebook</p> <p>C. Microsoft</p> <p>D. Intel</p> <p>1. (A), (B) and (C) only.</p> <p>2. (A), (B) and (D) only.</p> <p>3. (A), (B), (C) and (D).</p> <p>4. (B), (C) and (D) only.</p> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
Objective Question				
24	13921024	<p>Who has written the book " Lean Startup "?</p> <p>1. Peter Drucker</p> <p>2. Eric Ries</p> <p>3. Michael Porter</p> <p>4. Clayton Christensen</p> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
Objective Question				
25	13921025	<p>A minimum viable product stands for</p> <p>1. A product with just enough features to be usable by early customers</p> <p>2. Creating a final product after a long research and then launch</p> <p>3. Creating a product by imitating the competitors</p> <p>4. A product developed through open innovation</p> <p>A1 : 1</p>	2.0	0.00

		A2 : 2		
		A3 : 3		
		A4 : 4		

Objective Question

26	13921026	<p>Unicorn stands for</p> <ol style="list-style-type: none"> 1. A privately held start-up that has reached the valuation of \$ 1 billion 2. A start-up that has reached the market valuation of \$ 10 billion 3. A company that has started ten start ups 4. A company dealing with corn business <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

27	13921027	<p>Identify the unicorns in India</p> <ol style="list-style-type: none"> A. OYO B. Byju's C. Ola Electric D. Tata Digital <ol style="list-style-type: none"> 1. (A), (B) and (C) only. 2. (A), (B) and (D) only. 3. (A), (B), (C) and (D). 4. (B), (C) and (D) only. <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

28	13921028		2.0	0.00
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		<p>The term of every patent granted to a company or an innovator is years from the date of filing of the application.</p> <ol style="list-style-type: none"> 1. 10 years 2. 20 years 3. 25 years 4. 50 years <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

29	13921029	<p>Angel Investors get involved with</p> <ol style="list-style-type: none"> 1. Early stage of a start up with seed capital 2. Start up as mentors but do not invest 3. Big companies providing their expertise 4. New venture of big firms <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

30	13921030	<p>India Angel Network is an organization</p> <ol style="list-style-type: none"> 1. of Angel Investors 2. of companies managing private equity 3. set up by the government of India to promote start-up India 4. Set up by the government of India to promote the cause of women entrepreneurs <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

31	13921031		2.0	0.00
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		<p>There are three important aspects of the Make in India program</p> <p>A. To make India a manufacturing nation and export</p> <p>B. Attract Foreign Direct Investment in India</p> <p>C. Improving Ease of doing business and hard infrastructure</p> <p>D. Create Niti Aayog to guide the industrial development</p> <p>1. (A), (B) and (C) only.</p> <p>2. (A), (B) and (D) only.</p> <p>3. (A), (B), (C) and (D).</p> <p>4. (B), (C) and (D) only.</p> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

32	I3921032	<p>India aims to becomelargest economy in the world by 2027.</p> <p>1. 6th</p> <p>2. 5th</p> <p>3. 4th</p> <p>4. 3rd</p> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

33	I3921033	<p>Which city is called the Silicon Valley of India?</p> <p>1. Mumbai</p> <p>2. Bengaluru</p> <p>3. Kolkata</p> <p>4. Hyderabad</p> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p>	2.0	0.00
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		A4 : 4		
Objective Question				
34	13921034	<p>Which nation is known as a start-up nation in the world ?</p> <ol style="list-style-type: none"> 1. India 2. USA 3. China 4. Israel <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
Objective Question				
35	13921035	<p>Identify the policies promoting Innovation and Start-up in India.</p> <ol style="list-style-type: none"> A. PM Relief Fund B. Digital India C. Startup India D. Tax exemptions for start-up <ol style="list-style-type: none"> 1. (A), (B) and (C) only. 2. (A), (B) and (D) only. 3. (A), (B), (C) and (D). 4. (B), (C) and (D) only. <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
Objective Question				
36	13921036	<p>Which company is considered to be the most innovative in the world?</p> <ol style="list-style-type: none"> 1. Hindustan Motors 2. Apple 3. Forbes 4. Boat <p>A1 : 1</p>	2.0	0.00

		A2 : 2		
		A3 : 3		
		A4 : 4		

Objective Question				
37	13921037	<p>Global Innovation Index has been developed by</p> <ol style="list-style-type: none"> 1. World Intellectual Property Organization (WIPO) 2. World Economic Forum (WEF) 3. United Nation's conference on Trade and Development (UNCTAD) 4. Confederation of Indian Industry (CII) <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00

Objective Question				
38	13921038	<p>MUDRA loans are meant for</p> <ol style="list-style-type: none"> 1. Small farmers 2. Non Corporate Small and Micro Enterprise 3. Medium-level companies in services sector 4. Industrial Clusters <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00

Objective Question				
39	13921039	<p>Process innovation is</p> <ol style="list-style-type: none"> 1. Improving the processes of an enterprise for better outcome 2. Improving the service component of an innovative product 3. Improving the Research and Development 4. It is about breakthrough technology <p>A1 : 1</p> <p>A2 : 2</p>	2.0	0.00

A3 : 3

A4 : 4

Objective Question

40	13921040	<p>MittiCool clay refrigerator is an example of</p> <ol style="list-style-type: none"> 1. Frugal innovation 2. Service Innovation 3. Radical innovation 4. Positioning Innovation <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

41	13921041	<p>Design Thinking is the tool that helps bring innovation. The steps of design thinking are</p> <ol style="list-style-type: none"> A. Empathise and Define the problem B. Idea Generation C. Prototype D. Test and Implement <ol style="list-style-type: none"> 1. (A), (B) and (C) only. 2. (A), (B) and (D) only. 3. (A), (B), (C) and (D). 4. (B), (C) and (D) only. <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

42	13921042		2.0	0.00
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		<p>IDEO is a firm known for</p> <ol style="list-style-type: none"> 1. Idea Generation 2. Innovation and Design Thinking 3. Research and Development 4. Patent Office <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

43	13921043	<p>R&D labs, Patents, and Venture capital are essential for</p> <ol style="list-style-type: none"> 1. Start up ecosystem 2. Growth of Big Firms 3. Multinational Corporations 4. Banks <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

44	13921044	<p>Customer Value Proposition is an essential component of</p> <ol style="list-style-type: none"> 1. Business Plan 2. Marketing 3. Operations 4. Human Resources Management <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

45	13921045		2.0	0.00
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		<p>The Start-up India program of the government of India has several components. Identify the important components</p> <p>A. Recognition of start-ups by DPIIT for availing the tax benefits</p> <p>B. Easier norms for bidding for government tenders for public procurement</p> <p>C. Seed Fund Scheme</p> <p>D. Mentoring</p> <p>1. (A), (B) and (C) only.</p> <p>2. (A), (B) and (D) only.</p> <p>3. (A), (B), (C) and (D).</p> <p>4. (B), (C) and (D) only.</p> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

46	13921046	<p>GeM stands for</p> <p>1. Government e Market place for Public procurement</p> <p>2. Government Agency for start up</p> <p>3. Government Policy for Women Entrepreneurs</p> <p>4. Government Mandi for farmers</p> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

47	13921047		2.0	0.00
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		<p>Incubators provide</p> <p>A. physical space for start-ups</p> <p>B. Access to Investors</p> <p>C. Mentorship</p> <p>D. Customers</p> <p>1. (A), (B) and (C) only.</p> <p>2. (A), (B) and (D) only.</p> <p>3. (A), (B), (C) and (D).</p> <p>4. (B), (C) and (D) only.</p> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>		
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Objective Question

48	13921048	<p>The objectives of Atal Innovation Mission is the flagship program of the government of India are-</p> <p>A. promote a culture of innovation and entrepreneurship in the country</p> <p>B. To create a problem-solving innovative mindset in schools</p> <p>C. To create an ecosystem of entrepreneurship in universities, research institutions, and private and MSME sectors</p> <p>D. To promote the ideas of the Prime Minister on Innovation</p> <p>1. (A), (B) and (C) only.</p> <p>2. (A), (B) and (D) only.</p> <p>3. (A), (B), (C) and (D).</p> <p>4. (B), (C) and (D) only.</p> <p>A1 : 1</p> <p>A2 : 2</p> <p>A3 : 3</p> <p>A4 : 4</p>	2.0	0.00
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Objective Question

49	13921049		2.0	0.00
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		Honey Bee Network has been started by 1. Prof. Anil Gupta 2. Prof. Vijay Govindrajan 3. Prof. C.K. Prahalad 4. Prof. Rishiksha Krishna A1 : 1 A2 : 2 A3 : 3 A4 : 4		
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Objective Question

50	13921050	Y-Combinator is a famous global 1. Incubator 2. Accelerator 3. Simulator 4. Investment Bank A1 : 1 A2 : 2 A3 : 3 A4 : 4	2.0	0.00
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