

PREVIEW QUESTION BANK(Single)

Module Name : NCET Language: ENGLISH
 Section Name : 311-Entrepreneurship
 Exam Date : 29-Apr-2025 Batch : 15:00-18:00

Sr. No.	Client Question ID	Question Body and Alternatives	Marks	Ne M
Section : 311-Entrepreneurship				
Topic : Topic 94				
Q.Type : Objective Question				
1	6229	Which of the following is not an example of Macro Environment ? (1) Intermediaries (2) Economic (3) Legal (4) Political (A) 1 (B) 2 (C) 3 (D) 4	4.0	
Q.Type : Objective Question				
2	6230	Economic order quantity of Soham production house is 2000 units. Carrying cost is ₹ 2, annual demand for the product is 4,00,000 units, which of the following is the correct amount taken as cost of placing one order and receiving goods : (1) 100 (2) 10 (3) 1000 (4) 40 (A) 1 (B) 2 (C) 3 (D) 4	4.0	
Q.Type : Objective Question				
3	6231	Which is the first step in the innovative process ? (1) Organizing resources (2) Implementation (3) Commercial Application (4) Analytical Planning (A) 1 (B) 2	4.0	

		(C) 3	
		(D) 4	
Q.Type : Objective Question			
4	6232	What does the term 'market gap' refer to in an entrepreneurship ? (1) Lack of funding in the business (2) Surplus of similar product in the market (3) Need or demand that existing business are not meeting (4) Competitive market place (A) 1 (B) 2 (C) 3 (D) 4	4.0
Q.Type : Objective Question			
5	6233	In which of the following enterprises the concept of 'Mitaakshara' is studied ? (1) Partnership (2) Joint Hindu Family Business (3) Co-operative society (4) Departmental Undertaking (A) 1 (B) 2 (C) 3 (D) 4	4.0
Q.Type : Objective Question			
6	6234	EBITDA stands for (while calculating RoI, RoE) : (1) Amount arrived by adding Tax, Interest, Depreciation and amalgamation amount. (2) Earning before interest, Tax, Depreciation and Amortization. (3) Ensure brokerage, interest, tax, dividend and accountability towards organisation. (4) Earning before profit, interest, tax, dividend and Amortization (A) 1 (B) 2 (C) 3 (D) 4	4.0
Q.Type : Objective Question			
7	6235		4.0

		Which of the following is not an integral element of a Financial Plan ? (1) Investment decisions (2) Income statements (3) Balance sheet (4) Top management support (A) 1 (B) 2 (C) 3 (D) 4	
Q.Type : Objective Question			
8	6236	Identify the most popular form of franchising, in which a company provides a business owner with a proven method for operating a business using the name and trademark of the company (1) Business format franchise (2) Manufacturing franchise (3) Business franchise (4) Product franchise (A) 1 (B) 2 (C) 3 (D) 4	4.0
Q.Type : Objective Question			
9	6237	"Below the line" refers to a promotional strategy involving : (1) Direct marketing (2) Print advertising (3) Online advertising (4) Television advertising (A) 1 (B) 2 (C) 3 (D) 4	4.0
Q.Type : Objective Question			
10	6238	Which of the following is the quality of a good brand ? (1) Lengthy (2) Vulgar (3) Offensive (4) Linked to product (A) 1	4.0

		(B) 2	
		(C) 3	
		(D) 4	

Q.Type : Objective Question

11	6239	Identify the method of pricing in which the manufacturer charges a price to cover the cost of producing a product plus a reasonable profit ? (1) Penetration pricing (2) Skimming pricing (3) Variable pricing (4) Cost plus pricing (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

12	6240	Identify the format of Business Plan based on following "A hopeful, entertaining slide show and oral narrative that is meant to trigger discussion and interest potential investors in reading the written presentation and a few key graphs showing financial trends and key decision making". (1) Elevator pitch (2) A written presentation for external stake holders (3) A pitch deck with oral narrative (4) An internal operational plan (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

13	6241	When a purchasing company becomes a subsidiary of purchased company, the type of acquisition is : (1) Hostile (2) Reverse (3) Back Flip (4) Friendly (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

14	6242	Which franchise provide an organization with right to manufacture a product and sell it to public, using franchisor's name and trademark ? (1) Product franchise (2) Business franchise (3) Business format franchise (4) Manufacturing franchise (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

15	6243	Which of the following is the correct formula to calculate (B. E. P) Break even point in single product ? (1) $BEP_{(in\ units)} = \frac{Fixed\ Cost}{S.P. - V.C.}$ (S.P. = Selling Price, V. C. = Variable Cost) (2) $BEP_{(in\ units)} = \frac{Variable\ Cost}{Contribution\ Margin}$ (3) $BEP_{(in\ units)} = \frac{Fixed\ Cost}{Weighted\ Average\ Contribution\ Margin}$ (4) $BEP_{(in\ units)} = \sqrt{\frac{2PD}{C}}$ where P = Cost of placing an order, D = annual demand, C = Carrying Cost (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

16	6244	“Work your plan” Deepika, a young entrepreneur believes in this. While writing components of Business Plan, Deepika is working on component “Operational Plan” she is working on production of a smart device which can help people to track their pets if they are lost from their house Deepika explains exact route for manufacturing of this smart device, which has to follow from raw material till transformation into finished product i.e. this smart device. What element of plan is explained in the above example ? (1) Routing (2) Scheduling (3) Dispatching (4) Follow up (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

17	6245	Which of the following is not the quality of angel investors ? (1) Investing funds (2) Mentoring start-ups (3) Value creation (4) Passive advisor (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

18	6246	Which type of capital is required by an entrepreneur for conducting research at pre-commercialization stage ? (1) Start-up finance (2) Seed capital finance (3) Second-round finance (4) Pre-public stage (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

19	6247		4.0
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		Which of the following best describes the role of human resources in a business ? (1) Managing only administrative tasks (2) Reducing the need for intellectual resources (3) Ensuring that physical assets are well maintained (4) Providing innovation, operational efficiency and customer satisfaction (A) 1 (B) 2 (C) 3 (D) 4	
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Q.Type : Objective Question

20	6248	Arrange the given steps in the process of innovation in correct sequence : (A) Commercial Application (B) Implementation (C) Analytical Planning (D) Organizing Resources Choose the correct answer from the options given below : (1) (A), (B), (C), (D) (2) (D), (C), (A), (B) (3) (D), (A), (C), (B) (4) (C), (D), (B), (A) (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

21	6249	Arrange the given steps of a 'Project Interface' in correct order : (A) Environmental Scanning (B) Identifying a product or service (C) Opportunity spotting (D) Starting a project Choose the correct answer from the options given below : (1) (A), (C), (D), (B) (2) (A), (B), (C), (D) (3) (C), (A), (B), (D) (4) (B), (C), (A), (D) (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

22	6250	The correct order of the sequence of the 'three levels' of channels of distribution will be : (A) Wholesaler (B) Agent (C) Customer (D) Producer (E) Retailer Choose the correct answer from the options given below : (1) (A), (C), (E), (B), (D) (2) (D), (B), (A), (E), (C) (3) (C), (A), (B), (E), (D) (4) (B), (C), (A), (D), (E) (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

23	6251	Environmental scanning helps the entrepreneur to : (A) Gather information on changing conditions (B) Determine an organization's future viability (C) Tapping useful resources (D) Formulating strategies Choose the correct answer from the options given below : (1) (A), (B), (C) and (D) (2) (A) and (B) Only (3) (A), (B) and (D) Only (4) (A) Only (A) 1 (B) 2 (C) 3 (D) 4	4.0
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Q.Type : Objective Question

24	6252	Private Company is more desirable because of the following privileges : (A) Only two members are required to form a private company (B) Restrictions on appointment and reappointment of managing director do not apply (C) Directors of private company need to have qualification shares (D) Private company can commence its business immediately after incorporation Choose the correct answer from the options given below : (1) (A), (B) and (C) Only (2) (A), (B), (C) and (D) (3) (B), (C) and (D) Only (4) (A), (B) and (D) Only (A) 1	4.0
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		(B) 2											
		(C) 3											
		(D) 4											
Q.Type : Objective Question													
25	6253	Mergers and Acquisitions fail because of : (A) High leverage (B) Boardroom split (C) Unrealistic pricing (D) Synergies Choose the correct answer from the options given below : (1) (A), (B) and (C) Only (2) (A), (B), (C) and (D) (3) (B), (C) and (D) Only (4) (A), (B) and (D) Only (A) 1 (B) 2 (C) 3 (D) 4	4.0										
Q.Type : Objective Question													
26	6254	Match List - I with List - II . <table><tr><td>List - I</td><td>List - II</td></tr><tr><td>(A) Read Trends</td><td>(I) Make connections and observations</td></tr><tr><td>(B) Think Trends</td><td>(II) Read the leading publications regularly</td></tr><tr><td>(C) Watch Trends</td><td>(III) Attend shows to see what's hot</td></tr><tr><td>(D) Talk Trends</td><td>(IV) Pay attention to rating and review sites</td></tr></table> Choose the correct answer from the options given below : (1) (A)-(II), (B)-(I), (C)-(III), (D)-(IV) (2) (A)-(I), (B)-(II), (C)-(III), (D)-(IV) (3) (A)-(II), (B)-(I), (C)-(IV), (D)-(III) (4) (A)-(III), (B)-(IV), (C)-(I), (D)-(II) (A) 1 (B) 2 (C) 3 (D) 4	List - I	List - II	(A) Read Trends	(I) Make connections and observations	(B) Think Trends	(II) Read the leading publications regularly	(C) Watch Trends	(III) Attend shows to see what's hot	(D) Talk Trends	(IV) Pay attention to rating and review sites	4.0
List - I	List - II												
(A) Read Trends	(I) Make connections and observations												
(B) Think Trends	(II) Read the leading publications regularly												
(C) Watch Trends	(III) Attend shows to see what's hot												
(D) Talk Trends	(IV) Pay attention to rating and review sites												
Q.Type : Objective Question													
27	6255		4.0										

Match List - I with List - II.

List - I (Term)		List - II (Definition)	
(A)	Sole proprietorship	(I)	Mutual agency
(B)	Partnership	(II)	Dayabhaga
(C)	Company	(III)	Individual management and control
(D)	Joint Hindu Family	(IV)	Artificial person

Choose the **correct** answer from the options given below :

- (1) (A)-(II), (B)-(I), (C)-(III), (D)-(IV)
- (2) (A)-(I), (B)-(II), (C)-(III), (D)-(IV)
- (3) (A)-(II), (B)-(I), (C)-(IV), (D)-(III)
- (4) (A)-(III), (B)-(I), (C)-(IV), (D)-(II)

(A) 1

(B) 2

(C) 3

(D) 4

Q.Type : Objective Question

28 6256

4.0

Match List - I with List - II.

List - I (Term)		List - II (Definition)	
(A)	Distributive Negotiation	(I)	Win-Win
(B)	Integrative Negotiation	(II)	Win-Lose
(C)	Inductive Negotiation	(III)	Rely on established principles and formulas
(D)	Deductive Negotiation	(IV)	Starting on small details and working upward until a settlement is reached

Choose the **correct** answer from the options given below :

- (1) (A)-(II), (B)-(I), (C)-(III), (D)-(IV)
- (2) (A)-(I), (B)-(II), (C)-(III), (D)-(IV)
- (3) (A)-(II), (B)-(I), (C)-(IV), (D)-(III)
- (4) (A)-(III), (B)-(I), (C)-(IV), (D)-(II)

(A) 1

(B) 2

(C) 3

(D) 4