

Subject:	Entrepreneurship
Set Name:	V1_Set04
Code:	311
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SLOT:	2

Question ID	1270
Question Type	MCQ
Question	Arrange the following in the correct sequence of entrepreneurship process. A. Finding creative solution B. Setting up a project/ business C. Identifying a problem D. Creating product/ service prototype Choose the correct answer from the options given below: 1. A, C, D, B 2. A, B, C, D 3. C, A, D, B 4. C, B, D, A
Options	
A	1
B	2
C	3
D	4

Question ID	1274
Question Type	MCQ
Question	Arrange following elements of innovation process in correct sequence. A. Implementation B. Commercial application C. Analytical planning D. Resource organisation Choose the correct answer from the options given below: 1. C, D, A, B 2. B, C, D, A 3. B, D, C, A 4. D, C, A, B
Options	
A	1
B	2
C	3
D	4

Question ID	1276
Question Type	MCQ
Question	Which of the following is Not an element of Micro Environment? 1. Intermediaries 2. Competitors 3. Social factors 4. Suppliers
Options	
A	1
B	2
C	3

D	4
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Question ID	1281
Question Type	MCQ
Question	Bobby is procuring water bottles from North Delhi in wholesale and supplying to banks in West Delhi at 10% profit margin. Identify the idea field in this case. 1. Demand driven 2. Creative efforts 3. Trading related idea 4. Natural resources
Options	
A	1
B	2
C	3
D	4

Question ID	1285
Question Type	MCQ
Question	Bobby is planning to start his own enterprise and wants to bear all profits and losses alone, he is searching for a way with minimum formalities and regulations to start the venture. Bobby is having enough funds to invest. Which of the following form of business is best suited for him? 1. Joint Stock Company 2. Partnership 3. Sole proprietorship 4. Co-operative society
Options	
A	1
B	2
C	3
D	4

Question ID	1288
Question Type	MCQ
Question	Which of the following are the features of a Joint Stock Company? A. Separate legal entity B. Unlimited liability C. Diffusion of ownership and management D. Artificial legal person E. Mutual Agency Choose the correct answer from the options given below: 1. B, C, E Only 2. A, C, D Only 3. A, B, C Only 4. A, D only
Options	
A	1
B	2
C	3
D	4

Question ID	1290
Question Type	MCQ
Question	Which of the following is Not a component of traditional Business Plan? 1. Compensation Plan

1. Organisational Plan
2. Production Plan
3. Operational Plan
4. Sustainability Plan

Question

Options

A	1
B	2
C	3
D	4

Question ID 1292

Question Type MCQ

Question

Which of the following is a tax on manufacture or production of goods?

1. Value Added Tax (VAT)
2. Sales Tax
3. Excise Tax
4. Customs Duty

Options

A	1
B	2
C	3
D	4

Question ID 1297

Question Type MCQ

Question

Which of the following are features of Advertising to a large audience.

- A. Cinema advertising
- B. Mass audience
- C. Establishing brand identity
- D. It can lead to actual sale
- E. Difficult to measure

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

1. A, B, C and E Only
2. B, C, D and E Only
3. A, B, C and D Only
4. B, C and D Only

Options

A	1
B	2
C	3
D	4

Question ID 1299

Question Type MCQ

Question

In which pricing strategy, the price of a product initially set lower than the market price, to attract new customer?

1. Skimming Pricing
2. Penetration Pricing
3. Variable Price Method
4. Cost-Plus-Pricing

Options

A	1
B	2
C	3

D

4

Question ID

1302

Question Type

MCQ

Question

Match the **LIST-I** with **LIST-II**

LIST-I		LIST-II	
A.	Individual Brand name	I.	i10
B.	Alpha-numeric names	II.	Amul
C.	Corporate names	III.	Lux
D.	Family Brand name	IV.	Tata

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

1.

A-II, B-IV, C-I, D-III

2.

A-III, B-I, C-IV, D-II

3.

A-III, B-II, C-IV, D-I

4.

A-I, B-IV, C-II, D-III

Options

A

1

B

2

C

3

D

4

Question ID

1305

Question Type

MCQ

Question

Promotion strategy that include public relations, sales promotion, personal selling and direct marketing is known as:

1.

Through the line

2.

Above the line

3.

Below the line

4.

On the line

Options

A

1

B

2

C

3

D

4

Question ID

1308

Question Type

MCQ

Question

Which of the following statement is NOT true for 'logo' ?

1.

Either purely graphic or are composed of the name of the organisation.

2.

It create a memorable dramatic phrase that will sum up the product

3.

Acts a key visual component of an enterprise's overall brand identity

4.

A graphical presentation

Options

A

1

B

2

C

3

D

4

Question ID

1312

Question Type

MCQ

Question

Match the **LIST-I** with **LIST-II**

LIST-I		LIST-II	
A.	A merger between firms that are	I.	Horizontal merger
B.	A merger between firms that are	II.	Vertical merger
C.	A merger between firms that are	III.	Concentric merger
D.	A merger between firms that are	IV.	Conglomerate merger

Question	A.	Product extension merger	I.	A merger between firms that are involved in totally unrelated business
	B.	Market extension merger	II.	A merger between companies in the same industry
	C.	Conglomerate merger	III.	A merger between companies that deals in same product but in separate markets
	D.	Horizontal merger	IV.	A merger between companies that deal in related products in the same market

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

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

Options	
A	1
B	2
C	3
D	4

Question ID	1318
Question Type	MCQ

Match the **LIST-I** with **LIST-II**

LIST-I		LIST-II	
A.	Amalgamation	I.	Cost savings that come through increased sales and profits
B.	Operating Synergy	II.	A + B = A, where company B is merged into company A
C.	Reverse Acquisition	III.	A private company takes over a public company
D.	Absorption	IV.	A+B=C (A & B merged to form C)

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

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

Options	
A	1
B	2
C	3
D	4

Question ID	1320
Question Type	MCQ

Who introduced the concept of Value chain analysis?

1. Peter F. Drucker
2. Michael Porter
3. Max Weber
4. Henri Fayol

Options	
A	1
B	2
C	3
D	4

Question ID	1323
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Question Type	MCQ
Question	Which of the following are reasons for failure of merger and acquisitions? A. Low price paid for target B. Overstated synergies C. Poor due diligence D. Human resource issues E. Acquisition Choose the correct answer from the options given below: 1. A and C Only 2. A, B and C Only 3. B, C and D Only 4. A, B and D Only
Options	
A	1
B	2
C	3
D	4

Question ID	1326
Question Type	MCQ
Question	In which of the following forms of acquisition the purchasing company becomes the subsidiary of the purchased company? 1. Hostile acquisition 2. Friendly acquisition 3. Reverse acquisition 4. Back-flip acquisition
Options	
A	1
B	2
C	3
D	4

Question ID	1330
Question Type	MCQ
Question	Arrange the steps to calculate BEP for multiple products (sales mix), in proper sequence. A. Calculate number of units of all different products (at BEP) B. Calculate break even point in Rupees C. Calculate Weighted Average Contribution Margin per unit for sales mix D. Calculate contribution margin per unit for each product E. Calculate total units of sales mix required to break even Choose the correct answer from the options given below: 1. B, A, C, E, D 2. D, C, E, A, B 3. C, D, A, B, E 4. E, B, C, A, D
Options	
A	1
B	2
C	3
D	4

Question ID	1332
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Question Type	MCQ
Question	Annual quantity of books sold by a shop is 1,00,000 units. Cost of placing an order is ₹ 180 per order. Inventory holding cost is ₹ 100 per annum. Find out the Economic order quantity (EOQ) for the shopkeeper. 1. 600 units 2. 800 units 3. 1000 units 4. 1200 units
Options	
A	1
B	2
C	3
D	4

Question ID	1337
Question Type	MCQ
Question	From the following data, calculate Net working capital of the firm. Stock ₹ 20,000 Debtors ₹ 30,000 Cash ₹ 10,000 Trade creditors ₹ 20,000 Short term loans ₹ 30,000 Outstanding expenses ₹ 10,000 Short term investment 5,000 1. 60,000/- 2. 5,000/- 3. 65,000/- 4. 1,25,000/-
Options	
A	1
B	2
C	3
D	4

Question ID	1340
Question Type	MCQ
Question	The duration between buying the raw material and receiving the cash from the customer is known as: 1. Operating cycle 2. Business cycle 3. Debtor cycle 4. Inventory cycle
Options	
A	1
B	2
C	3
D	4

Question ID	1343
Question Type	MCQ

The sum total of all Current assets of the business is known as:

Question

1. Net worth
2. Net working capital
3. Gross working capital
4. Share capital

Options

A	1
B	2
C	3
D	4

Question ID 1345

Question Type MCQ

Question

Manvi spend ₹3,00,000 to open a shop and make a net profit of ₹ 30,000/- in the year 2025. Her annual RoI (Return on Investment) equals :-

1. 1%
2. 10%
3. 20%
4. 30%

Options

A	1
B	2
C	3
D	4

Question ID 1351

Question Type MCQ

Question

Vikas owns a retreat center in Dehradun, earning a lot. He has knowledge, expertise and funds. He helped Shreyansh to start this type of retreat center in South India by providing funds, proactive advice, guidance and mentoring. Identify the type of Investor Vikas is:

1. Philanthropist
2. Venture capitalist
3. Angel Investor
4. Institutional Investor

Options

A	1
B	2
C	3
D	4

Question ID 1354

Question Type MCQ

Question

Which of the following is a state level financial institution?

1. SIDBI
2. NABARD
3. IFCI
4. SIDC

Options

A	1
B	2
C	3
D	4

Question ID 1356

Question Type	MCQ
Question	The cost that a company incurs when it makes a new issue of either stocks or bonds is known as: 1. Fixed cost 2. Variable cost 3. Floatation cost 4. Start up cost
Options	
A	1
B	2
C	3
D	4

Question ID	1358
Question Type	MCQ
Question	"It is a type of equity capital provided to early stage, high growth potential, high risk, companies/ entrepreneurs who lack the necessary experience and funds to give shape to their ideas." Identify the type of Capital explained here :- 1. Private equity 2. Share capital 3. Venture capital 4. Grant
Options	
A	1
B	2
C	3
D	4