

Subject:	Entrepreneurship
Set Name:	V2_SET3
Code:	311
Exam Date:	18-04-2026
SLOT:	1

Question ID	262310
Question Type	MCQ
Question	Arrange the following in the correct sequence of opportunity-project interface. (A) Starting project (B) Scanning of environment (C) Identification of product/service (D) Spotting an opportunity Choose the correct answer from the options given below: 1. (B), (D), (A), (C) 2. (D), (B), (C), (A) 3. (A), (C), (B), (D) 4. (C), (D), (A), (B)
Options	
A	1
B	2
C	3
D	4

Question ID	262311
Question Type	MCQ
Question	Which one of the following is NOT a factor of MACRO environment 1. Foreign trade regulations 2. Technological factors 3. Environment protection law 4. Competitors
Options	
A	1
B	2
C	3
D	4

Question ID	262312
Question Type	MCQ
Question	Arrange the elements of the innovation process in the correct sequence. (A) Implementation (B) Organising resources (C) Commercial Application (D) Analytical planning Choose the correct answer from the options given below: 1. (D), (B), (A), (C) 2. (C), (A), (B), (D) 3. (B), (D), (C), (A) 4. (B), (A), (D), (C)

Options	
A	1
B	2
C	3
D	4

Question ID	262314
Question Type	MCQ
Question	Arrange the following steps of creative process in correct sequence. (A) Verification (B) Illumination (C) Preparation and Incubation (D) Idea Germination Choose the correct answer from the options given below: 1. (D), (C), (B), (A) 2. (C), (B), (A), (D) 3. (B), (D), (A), (C) 4. (A), (C), (D), (B)
Options	
A	1
B	2
C	3
D	4

Question ID	262315
Question Type	MCQ
Question	Which of the following is a type of indirect tax levied on goods imported to India? 1. Customs Duty 2. Excise Duty 3. Value Added Tax (VAT) 4. Sales Tax
Options	
A	1
B	2
C	3
D	4

Question ID	262316
Question Type	MCQ
Question	Which of the following statement is correct in context of marketing plan? (A) It describe market conditions and strategies (B) It is a guideline regarding marketing objectives, strategy and activities (C) It needs to take decisions regarding sources of funds (D) It needs to consider the strengths and weaknesses of the new product (E) Its components are proforma balance sheet and income statements Choose the correct answer from the options given below:

1. (C) and (E) only
2. (A), (B) and (D) only
3. (A), (B) and (E) only
4. (B), (C) and (D) only

Options

A	1
B	2
C	3
D	4

Question ID 262318

Question Type MCQ

Match **List-I** with **List-II**

List-I	List-II
(A) Inspection	(I) Issuing necessary order / information to work
(B) Dispatching	(II) Evaluation and appraisal of work performed
(C) Routing	(III) Comparison of standard with actual
(D) Follow up	(IV) Determining exact path to convert raw material into finished product

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

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

Options

A	1
B	2
C	3
D	4

Question ID 262319

Question Type MCQ

Which of the following statement are best suited for operational plan?

- (A) Ensuring flow of materials for smooth production
- (B) When and by whom work shall be done
- (C) Describing the flow of goods/ services from production to consumers
- (D) Introducing a proper system of quality control
- (E) Coordinating various functions

Choose the correct answer from the options given below:

1. (C), (D) and (E) only
2. (A), (B), (D) and (E) only
3. (A), (C), (D) and (E) only
4. (A), (B) and (C) only

Options

A	1
B	2
C	3
D	4

Question ID	262320
Question Type	MCQ
Question	Which of the following approaches is not used for the promotion of the product? 1. Above-the-line 2. Below-the-line 3. Between-the-line 4. Through-the-line
Options	
A	1
B	2
C	3
D	4

Question ID	262321
Question Type	MCQ
Question	Which of the following is an example of family brand name? 1. Lux 2. SX4 3. Scorpio 4. AMUL
Options	
A	1
B	2
C	3
D	4

Question ID	262322
Question Type	MCQ
Question	The amount spent on production of one pen is ₹30, Radhika fixed the price of pen at ₹33 to have 10% profit margin. Which of the following pricing method is used by Radhika: 1. Cost plus method 2. Penetration pricing 3. Skimming pricing 4. Variable price method
Options	
A	1
B	2
C	3
D	4

Question ID	262323
Question Type	MCQ
Question	Which of the following is Not a component of AIDA model? 1. Incentive 2. Interest 3. Attention 4. Action

Options	
A	1
B	2
C	3
D	4

Question ID	262325
Question Type	MCQ
Question	"It is the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organisation and the society att large" Identify which of following term is explained here?
Options	
A	1
B	2
C	3
D	4

Question ID	262326
Question Type	MCQ
Question	Which of the following is Not an ingredient of the franchise agreement?
Options	
A	1
B	2
C	3
D	4

Question ID	262327
Question Type	MCQ
Question	Which of the following are types of acquisitions?
Options	
A	1
B	2

C	3
D	4

Question ID	262328
Question Type	MCQ
Question	These types of franchises provide an organisation the right to make a product and sell it to the public, using franchisor's name and trademark. They are mostly found in food and beverage industry. Identify type of franchising explained here: 1. Manufacturing franchise 2. Product franchise 3. Business franchises opportunity ventures 4. Business format franchise
Options	
A	1
B	2
C	3
D	4

Question ID	262329
Question Type	MCQ
Question	Which of the following is Not a type of merger? 1. Vertical merger 2. Horizontal merger 3. Diagonal merger 4. Conglomerate merger
Options	
A	1
B	2
C	3
D	4

Question ID	262331
Question Type	MCQ
Question	The merger between athletic shoes and soft drink companies is an example of: 1. Horizontal merger 2. Market-extension merger 3. Vertical merger 4. Conglomerate merger
Options	
A	1
B	2
C	3
D	4

Question ID	262332
Question Type	MCQ
Question	Contribution is calculated as: 1. sales (-) fixed cost 2. sales (-) total cost 3. sales (-) profit 4. sales (-) variable cost
Options	

A	1
B	2
C	3
D	4

Question ID 262333

Question Type MCQ

Question	Annual quantity of shoes sold by a shop is 1,000 units. Cost of placing an order is ₹800 per order. Inventory holding cost is ₹40 per annum. Find out the economic order quantity (EOQ) for the shopkeeper
Options	
A	1
B	2
C	3
D	4

Question ID 262334

Question Type MCQ

Question

A factory produces 3 products A, B, C

Particular	A	B	C
Sales	30	45	52
Variable Cost (VC)	6	9	12
Sales Mix	0.3	0.3	0.4

Fixed cost for the entire production is ₹1,02,000 calculate Break Even Point (in units)

1. 1000 units

2. 2000 units

3. 3000 units

4. 4000 units

Options

A

1

B

2

C

3

D

4

Question ID 262335

Question Type MCQ

Question	Which of the following refer to the unit cost? 1. Average billing per customer 2. $\frac{\text{Total billed amount}}{\text{Number of customers}}$ 3. $\frac{\text{Total sale}}{\text{Number of units sold}}$ 4. Selling price per unit minus cost price per unit
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Options	
A	1
B	2
C	3
D	4

Question ID	262336
Question Type	MCQ
Question	Which of the following is Not an element of operating cycle for trading business? 1. Inventory 2. Sales 3. Debtors 4. Creditors
Options	
A	1
B	2
C	3
D	4

Question ID	262337										
Question Type	MCQ										
Question	Match List-I with List-II <table> <tr> <th>List-I</th><th>List-II</th></tr> <tr> <td>(A) Weight average contribution margin</td><td>(I) Sales - variable cash</td></tr> <tr> <td>(B) Profit Volume Ratio</td><td>(II) Contribution/ Sales</td></tr> <tr> <td>(C) Break even point</td><td>(III) $\frac{\text{Total contribution}}{\text{Total units}}$</td></tr> <tr> <td>(D) Contribution margin</td><td>(IV) $\frac{\text{Fixed cost}}{\text{Weight average contribution}}$</td></tr> </table> Choose the correct answer from the options given below: 1. (A) - (I), (B) - (III), (C) - (IV), (D) - (II) 2. (A) - (III), (B) - (II), (C) - (IV), (D) - (I) 3. (A) - (II), (B) - (I), (C) - (IV), (D) - (III) 4. (A) - (IV), (B) - (III), (C) - (II), (D) - (I)	List-I	List-II	(A) Weight average contribution margin	(I) Sales - variable cash	(B) Profit Volume Ratio	(II) Contribution/ Sales	(C) Break even point	(III) $\frac{\text{Total contribution}}{\text{Total units}}$	(D) Contribution margin	(IV) $\frac{\text{Fixed cost}}{\text{Weight average contribution}}$
List-I	List-II										
(A) Weight average contribution margin	(I) Sales - variable cash										
(B) Profit Volume Ratio	(II) Contribution/ Sales										
(C) Break even point	(III) $\frac{\text{Total contribution}}{\text{Total units}}$										
(D) Contribution margin	(IV) $\frac{\text{Fixed cost}}{\text{Weight average contribution}}$										
Options											
A	1										
B	2										
C	3										
D	4										

Question ID	262338
Question Type	MCQ
Question	National bank for agriculture and rural development was established in which year? 1. 1982 2. 1964 3. 1980

3. 1989
4. 1991

Options

- | | |
|---|---|
| A | 1 |
| B | 2 |
| C | 3 |
| D | 4 |

Question ID 262339
Question Type MCQ

Question

Seed capital, prestart up and stat up financing are related to:

1. Pre-public stage
2. Second round financing
3. Early stage financing
4. Third round financing

Options

- | | |
|---|---|
| A | 1 |
| B | 2 |
| C | 3 |
| D | 4 |

Question ID 262340
Question Type MCQ

Question

Match **List-I** with **List-II**

List-I	List-II
(A) Private Placement	(I) Enables employees to become shareholders
(B) Right issue	(II) offering securities to existing shareholders
(C) Offer to employees	(III) Sale of securities to a limited number of investors
(D) Public Issue	(IV) Most popular method of raising capital by issuing prospectus

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

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

Options

- | | |
|---|---|
| A | 1 |
| B | 2 |
| C | 3 |
| D | 4 |

Question ID 262341
Question Type MCQ

Question

The cost that a company incurs when it makes a new issue of stocks or bonds is called:

1. Floatation cost
2. Sunk cost
3. Opportunity cost
4. Fixed cost

Options	
A	1
B	2
C	3
D	4