

SET	TYPE	MARKS	QUESTION	CO	PI	Bloom's Level	Accessible For	ANSWER-ONE	ANSWER-ONE-STATUS	ANSWER-TWO	ANSWER-TWO-STATUS	ANSWER-THREE	ANSWER-THREE-STATUS	ANSWER-FOUR	ANSWER-FOUR-STATUS
A	SINGLE-CORRECT	1	Which of the following is probably true in respect of entrepreneurs? A:Entrepreneurs could be characterized by either extraversion or introversion. B:Entrepreneurs need not necessarily be formally educated or highly skilled	CO1		Apply	My Institute	Neither A nor B is true	Incorrect	Both A and B are true	Correct	A is true but B is False	Incorrect	B is true but A is False	Incorrect
A	SINGLE-CORRECT	1	The process of creating something new is called	CO2		Apply	My Institute	Creative flexibility	Incorrect	Management	Incorrect	Business	Incorrect	Innovation	Correct
A	SINGLE-CORRECT	1	Which among these is a money manager who is involved in making risk investments from equity capital with the objective of gaining better returns?	CO1		Apply	My Institute	Entrepreneur	Incorrect	Business Person over a competitor's business	Incorrect	Buyer shares to individuals and instututio	Incorrect	Venture Capitalist prices of his/her products and	Correct
A	SINGLE-CORRECT	1	Which of these actions of an entrepreneur will most likely result in creative destruction?	CO2		Apply	My Institute	Developing a new product	Correct		Incorrect		Incorrect		Incorrect
A	SINGLE-CORRECT	1	Which of these is also known as corporate venturing?	CO1		Apply	My Institute	Intrapreneurship	Correct	Mergers Joseph Schumpeter	Incorrect	Entrepreneurship	Incorrect	Acquisition	Incorrect
A	SINGLE-CORRECT	1	Who is considered the father of entrepreneurship?	CO1		Apply	My Institute	Paul Reynolds and knowledge aquired	Incorrect	protection of proprietary Desire to be independe	Correct	Bill Gates to reproduce ones own	Incorrect	Elon Musk Brand Identity	Incorrect
A	SINGLE-CORRECT	1	Trademarks relate to	CO2		Apply	My Institute		Incorrect		Incorrect		Incorrect		Correct
A	SINGLE-CORRECT	1	What can motivate an individual to start a new business venture?	CO1		Apply	My Institute	Financial Rewards	Incorrect		Incorrect	Risk Taking	Incorrect	All the Above	Correct
A	SINGLE-CORRECT	1	Innovation can be best defined as	CO2		Apply	My Institute	The generation of new ideas	Incorrect	The evolution of new ideas	Incorrect	The opposite of creativity	Incorrect	The successful exploitation of new ideas	Correct
A	SINGLE-CORRECT	1	Members of distribution channels are excellent sources for new ideas because:	CO2		Apply	My Institute	They are familiar with the needs of the market	Correct	They earn a handsome profit from new business	Incorrect	They do not bother if entrepreneur bears a loss	Incorrect	They have well-developed sales force	Incorrect

A	SINGLE-CORRECT	1 The word entrepreneur is derived from	CO1	Apply	My Institute	Entrepreneur	Incorrect	Enterprise	Incorrect	Entrepreneur	Incorrect	Entrepreneur	Correct
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A	SINGLE-CORRECT	In under developed countries, local mobile phone companies use the same technology used by big companies to manufacture their products. Which of the following type of Entrepreneurs is highlighted above:	CO1	Apply	My Institute	Trading Entrepreneur	Incorrect	Imitative Entrepreneur	Correct	First generation entrepreneur	Incorrect	Innovative Entrepreneur	Incorrect
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A	SINGLE-CORRECT	1 Intrapreneurship often takes the form of	CO1	Apply	My Institute	A semi-autonomous group (e.g. an internal venture team), operating within the overarching structure of the parent organization.	Correct	A spin-out venture from a university to commercialize a new invention.	Incorrect	A subsidiary of a large corporation developing a new product	Incorrect	A semi-autonomous group operating outside the overarching structure of the parent organization.	Incorrect
A	SINGLE-CORRECT	Each of the following are ways to identify an opportunity EXCEPT:	CO2	Apply	My Institute	Observing trends	Incorrect	Solving a problem	Incorrect	Trying out alternative uses of existing products	Correct	Finding gaps in the market place	Incorrect
A	SINGLE-CORRECT	All of the following are characteristics shared by those who excel at recognizing opportunities EXCEPT:	CO2	Apply	My Institute	Brainstorming	Correct	Prior Experience	Incorrect	Entrepreneurial alertness	Incorrect	Social contacts and ties with others	Incorrect
A	SINGLE-CORRECT	1 Innovation and creativity are	CO2	Apply	My Institute	Same	Incorrect	Similar	Correct	Different	Incorrect	Opposite to each other	Incorrect

A	SINGLE-CORRECT	1 Design thinking does not help in:	CO2	Apply	My Institute	Organisational change in culture	Incorrect	Reinventing business model	Incorrect	Shifting behaviours and markets	Incorrect	Controlling of Stock Exchange	Correct
A	SINGLE-CORRECT	Copying material from internet for completing assignment 1 is violation of	CO2	Apply	My Institute	Patent	Incorrect	Copyright	Incorrect	Trademark	Incorrect	College Rules	Correct
A	SINGLE-CORRECT	1 What is the main goal of design thinking?	CO2	Apply	My Institute	To maximize profits	Incorrect	To create innovative solutions for complex problems	Correct	To reduce product development time	Incorrect	To increase customer satisfaction	Incorrect
A	SINGLE-CORRECT	As an iterative process, design thinking has how many 1 stages?	CO2	Apply	My Institute		2 Incorrect		4 Incorrect		5 Correct		7 Incorrect
A	SINGLE-CORRECT	1 Which of the following is not a process of design thinking?	CO2	Apply	My Institute	Linear process	Correct	Human-centred	Incorrect	Collaborative	Incorrect	Iterative	Incorrect

A	SINGLE-CORRECT	During the "Test" stage in Design Thinking, what should be 1 evaluated?	CO2	Apply	My Institute	The efficiency of the team	Incorrect	The project's timeline and Budget	Incorrect	The feasibility of the prototype	Correct	The performance of the product in the market	Incorrect
A	SINGLE-CORRECT	Which stage of Design Thinking involves understanding the 1 needs and wants of the end-users?	CO2	Apply	My Institute	Ideation	Incorrect	Prototype	Incorrect	Empathize	Correct	Define	Incorrect
A	SINGLE-CORRECT	Intrapreneurship allows an employee to act like an 1 entrepreneur	CO1	Apply	My Institute	Within nation	Incorrect	Within Company	Correct	Within the region	Incorrect	Within similar nature of business but in different company	Incorrect
A	SINGLE-CORRECT	1 Strategic Business Unit (SBU) is an example of:	CO1	Apply	My Institute	Entrepreneurship	Incorrect	Intrapreneurship	Correct	Both	Incorrect	None	Incorrect
A	SINGLE-CORRECT	1 A prototype isof a product	CO2	Apply	My Institute	An initial creation	Correct	The finished state of a product to be examined by the Government	Incorrect	The final state of the product	Incorrect	The ready to use state of the product	Incorrect

A SINGLE-CORRECT 1 To become an entrepreneur the most important subject is CO1 Apply My Institute Marketing and Sales Incorrect IT and Analytics Incorrect HR Incorrect All are important Correct

A SINGLE-CORRECT 1 The use of information and ideas protected by IPR are of CO2 Apply My Institute Cultural Value Incorrect Social Value Incorrect Commercial Value Correct Moral Value Incorrect

A SINGLE-CORRECT Which Industrial sector promotes small-scale businesses and entrepreneurship and has lower barriers to market 1 entry CO1 Apply My Institute Service Correct Manufacturing Incorrect Distribution Incorrect Agriculture Incorrect

A	SINGLE-CORRECT	The family condition and impact of the parents is the main base for the personality of a person. Later it might be changed by _____	CO1	Apply	My Institute	Thinking	Incorrect	External Influences	Correct	Own Ability	Incorrect	Learning experiences	Incorrect
A	SINGLE-CORRECT	1 The disadvantage of self-employment is	CO1	Apply	My Institute	Limited Income	Incorrect	Dependence on others	Incorrect	Monotonous job	Incorrect	Income fluctuation	Correct
A	SINGLE-CORRECT	Which of the following would not be included in PESTLE analysis?	CO2	Apply	My Institute	Political Stability	Incorrect	Demographic changes	Incorrect	Reduction in interest rates	Incorrect	Competitor's analysis	Correct

A	SINGLE-CORRECT	A business arrangement where one party allows another party to use a business name and sell its products or services is known as.....	CO1	Apply	My Institute	A cooperative	Incorrect	A franchise	Correct	An owner-manager business	Incorrect	A limited company	Incorrect
A	SINGLE-CORRECT	Which of these statements best describes the context for entrepreneurship?	CO1	Apply	My Institute	Entrepreneurship takes place in small businesses	Incorrect	Entrepreneurship takes place in large businesses	Incorrect	Entrepreneurship takes place in a wide variety of contexts	Correct	Entrepreneurship does not take place in social enterprises	Incorrect
A	SINGLE-CORRECT	1 What are wicked problems in design thinking?	CO2	Apply	My Institute	Problems that have a clear solution	Incorrect	Problems that have a definitive formulation	Incorrect	Problems that are difficult to define and have no true/false solution	Correct	None of these	Incorrect

A	SINGLE-CORRECT	Hema is creating a new product for architectural college students. She takes a design thinking approach. She starts with addressing who she is creating the product for and conducts research on understanding the target market. What is this step in design thinking?	CO2	Apply	My Institute	Define	Incorrect	Ideate	Incorrect	Empathise	Correct	Prototype	Incorrect
A	SINGLE-CORRECT	1 Which of the following is not an activity in design thinking?	CO2	Apply	My Institute	Idea generation	Incorrect	Brainstorming	Incorrect	Market Analysis	Correct	User Testing	Incorrect
A	SINGLE-CORRECT	1 Which of the following is an entrepreneurial brand of recent times in India?	CO1	Apply	My Institute	Whirlpool	Incorrect	ITC	Incorrect	Thyrocare	Correct	ABB	Incorrect

A	SINGLE-CORRECT	Significant value destruction by entrepreneurial ventures, including bankruptcies, happened in the following industry 1 in India:	CO1	Apply	My Institute	Automobile Industry	Incorrect	Corporate Hospital Industry	Incorrect	Banking Industry	Incorrect	Airlines Industry	Correct
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A	SINGLE-CORRECT	The value chain of a start-up firm tends to get built in 1 reality based on:	CO1	Apply	My Institute	Aspirations that the firm would like to have	Incorrect	Competencies that the firm builds	Correct	Emotions that bind the founders	Incorrect	The perceptions of investors	Incorrect
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ANSWER- FIVE	ANSWER- FIVE- STATUS	ANSWER- SIX	ANSWER- SIX- STATUS
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