**University of Mumbai**

Program: **ALL\_Institute Level Optional Course 2**

**Question Bank**

Curriculum Scheme: Rev2016

Examination: BE Semester VIII

Course Code: ILO 8023 and Course Name: Entrepreneurship Development and management

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**Objective Questions**

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| **Q1.** | **Choose the correct option for following questions. All the Questions are compulsory and carry equal marks** |
| 1. | Which of the following is not a function of an entrepreneur related to technology? |
| Option A: | Acquiring & set up of a factory |
| Option B: | Marketing of the product & responding to competition |
| Option C: | Upgrading process & product quality |
| Option D: | Introduction of new production techniques & products |
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| 2. | The 'T' in a PESTLE analysis refers to, |
| Option A: | Technology |
| Option B: | Time |
| Option C: | Training |
| Option D: | Task |
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| 3. | BCG matrix is also referred as, |
| Option A: | Growth-sell matrix |
| Option B: | Business-cost matrix |
| Option C: | Growth-Share Matrix |
| Option D: | Business-share matrix |
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| 4. | The entrepreneur who has neither the will nor the desire to introduce and adopt new methods is called as, |
| Option A: | imitating entrepreneur |
| Option B: | adoptive entrepreneur |
| Option C: | fabian entrepreneur |
| Option D: | innovative entrepreneur |
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| 5. | Combining of two or more businesses to try and achieve synergy to achieve more overall gains is referred as, |
| Option A: | Merger Deal |
| Option B: | Team Building |
| Option C: | Franchise Setup |
| Option D: | Partnership Deal |
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| 6. | To convince a financial entity and an angel investor that the business can produce enough revenue to make a satisfactory profit and therefore attractive as an investment opportunity is called as, |
| Option A: | Future plan |
| Option B: | Profit-loss statement |
| Option C: | Balance statement |
| Option D: | Business plan |
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| 7. | The three pillars of sustainable development for the entrepreneurial ecosystem are |
| Option A: | Environment , Economy, Society |
| Option B: | Ecology, Economy, Society |
| Option C: | Environment , Ecology, Equity |
| Option D: | Equity, Environment , Society |
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| 8. | Which of the following is the responsibility of the government when it is in promotional role for encouraging entrepreneurship |
| Option A: | Build up and strengthen the necessary development infrastructures such as power, transport, finance, marketing, institutions for training and guidance. |
| Option B: | It should see to it that the national resources are directed to the right purpose. |
| Option C: | Set up State Owned Enterprises (SOEs) |
| Option D: | Encourage or Discourage certain activities through monetary and fiscal incentives and disincentives |
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| 9. | As per MSME, the investment in plant and machinery under manufacturing sector does not exceed ---- and in equipment under service sector does not exceed ----. |
| Option A: | 5 Lakhs - 10 Lakhs |
| Option B: | 10 Lakhs -15 Lakhs |
| Option C: | 25 Lakhs - 10 Lakhs |
| Option D: | 50 Lakhs - 10 Lakhs |
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| 10. | In order for entrepreneurial couples to avoid problems with power and decision making, it is best to |
| Option A: | designate one person as the legal owner of the company. |
| Option B: | work different hours in the business |
| Option C: | assign specific areas of responsibility. |
| Option D: | work in different locations. |
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| 11. | A corporate manager who starts a new initiative for their company which entails setting up a new distinct business unit and board of directors can be regarded as? |
| Option A: | Ecopreneur |
| Option B: | Technopreneur |
| Option C: | Intrapreneur |
| Option D: | Entrepreneur |
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| 12. | A women entrepreneur is supposed to have a minimum financial interest in share capital of entrepreneur’s enterprise: |
| Option A: | 35 per cent |
| Option B: | 51 per cent |
| Option C: | 25 per cent |
| Option D: | 31 per cent |
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| 13. | Why should an entrepreneur do a feasibility study for starting a new venture |
| Option A: | To identify possible sources of funds |
| Option B: | To see if there are possible barriers to success |
| Option C: | To estimate the expected sales |
| Option D: | To explore potential customers |
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| 14. | What is not the characteristics of PPP’s |
| Option A: | Focuses of goods |
| Option B: | Resources |
| Option C: | Sharing |
| Option D: | Continuity |
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| 15. | Trademarks relate to \_\_\_\_\_\_\_. |
| Option A: | Practice and knowledge acquired through experience |
| Option B: | The protection of proprietary information of commercial value |
| Option C: | The right to reproduce one’s own original work |
| Option D: | Brand identity |
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| 16. | The use of informal networks by entrepreneurs to gather information is known as \_\_\_\_\_\_\_. |
| Option A: | Secondary research. |
| Option B: | Entrepreneurial networking |
| Option C: | Marketing |
| Option D: | Informal parameters |
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| 17. | Innovation can best be defined as\_\_\_\_\_\_\_. |
| Option A: | the generation of new ideas |
| Option B: | the evolution of new ideas |
| Option C: | the opposite of creativity. |
| Option D: | the successful exploitation of new ideas. |
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| 18. | \_\_\_\_\_\_\_\_ is the first development bank of the country. |
| Option A: | ICICI |
| Option B: | IDBI |
| Option C: | SFC |
| Option D: | IFCI |
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| 19. | PERT stands for \_\_\_\_\_\_\_\_\_\_. |
| Option A: | Programme Evaluation and Research Techniques. |
| Option B: | Project Evaluation and Review Techniques. |
| Option C: | Project Evaluation and Research Techniques |
| Option D: | Program Evaluation Review Techniques |
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| 20. | A business arrangement where one party allows another party to use a business name and sell its products or services is known as\_\_\_\_\_\_\_\_\_\_. |
| Option A: | A cooperative |
| Option B: | A franchise |
| Option C: | An owner-manager business |
| Option D: | A limited company |

**Subjective Questions**

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| 1 | |  | | --- | | Explain the various stages in SME growth cycle | |
| 2 | |  | | --- | | Give the role of state government in MSME growth with help of examples | |
| 3 | What do you mean by a business plan? Explain the issues to be addressed in a business plan? |
| 4 | Write a note on the various initiatives by GOI for women entrepreneurs. |
| 5 | Give the impact on the marketing aspects of a product by entrepreneur by the use of Digital Marketing |
| 6 | Explain the various risk faced by MSME with a highlight on Economic, Legal, Operational and Strategic. |
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| 7 | Discuss various issues faced by Micro and Small Enterprises. |
| 8 | Explain the role of PPP in national growth |
| 9 | Explain the process of closing your business? |
| 10 | What are the functions of an entrepreneur in entrepreneurial development? |
| 11 | What are the Four types of firm level growth strategy? |
| 12 | Role of Public Private Partnership in national growth. |
| 13 | Explain the steps on harvesting or closing small business. |
| 14 | Note on Capital and its importance to entrepreneur. |
| 15 | State the Importance of MSME’s towards national growth. |
| 16 | How can E-Marketing be used to promote marketing of a product by entrepreneur? |
| 17 | What are the issues and problems faced by micro and small enterprise? |
| 18 | Explain the role of an entrepreneur towards society. |