



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
PGDMM/PGDSCM &L– Two Years Course

COMPUTER MARKED ASSIGNMENT (CMA) For **Jan-June 2020 semester.**

Semester 4
PAPER – 19
ENTERPRENUERSHIP

Instructions:

1. Answer all 50 questions (compulsory). Each question carries 2 marks **Total : 100 Marks**
 2. Read instructions given on the OMR answer sheet and answer the questions.
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1. Entrepreneurial behaviours includes:
 - (a) Solving problems
 - (b) Taking initiatives
 - (c) Taking responsibility
 - (d) All of above
2. Entrepreneurs attributes includes:
 - (a) Preservence
 - (b) Hard working
 - (c) Determination
 - (d) All of above
3. Entrepreneurs skills includes:
 - (a) Creative problem solving
 - (b) Persuading
 - (c) Negotiation
 - (d) All of above
4. The term “entrepreneurs” was applied to business initially by the French economist in the 18th century:
 - (a) Cantillon
 - (b) Jan Tinbergen
 - (c) J.S.Mill
 - (d) None of above
5. Which of the following is not something that can be invested:
 - (a) Energy
 - (b) Experties
 - (c) Money
 - (d) Time
6. From the following which one is factor affecting entrepreneurial growth:
 - (a) Social
 - (b) Economic
 - (c) Psychological
 - (d) All of above

7. What is the need of entrepreneurship:
- (a) For new innovation
 - (b) To fill gap in growth
 - (c) For healthy competition
 - (d) All of above
8. Which one of the following is the process of entrepreneur developing new products that over time make current products obsolete?
- (a) New business model
 - (b) Anatomization
 - (c) Creative Destruction
 - (d) None of above
9. From the following which one is not classification of entrepreneurs according to the types of business:
- (a) Wholesale trade
 - (b) Retail trade
 - (c) Exporter
 - (d) Rural entrepreneur
10. From the following which one is the classification of entrepreneurs according to gender and age.
- (a) Men entrepreneurs
 - (b) Women entrepreneurs
 - (c) Young entrepreneurs
 - (d) All of above
11. Basic problems of women entrepreneurs in India:
- (a) Lack of education skill
 - (b) Male dominating society
 - (c) Absence of listen bearing capacity
 - (d) All of the above
12. From the following, types of entrepreneur are:
- (a) Innovating entrepreneur
 - (b) Initiative entrepreneur
 - (c) Drone entrepreneur
 - (d) All of above
13. The key factor influencing the mobility of entrepreneurs are:
- (a) Resources
 - (b) Experience and Education
 - (c) Language and culture
 - (d) All of above
14. It's an institution to set up a network of technical consultancy organizations in the country.
- (a) TCO
 - (b) ITC
 - (c) EGB
 - (d) None of above

15. An Entrepreneurs refers to:
- (a) Initiator
 - (b) Motivator
 - (c) Visualizer
 - (d) All of above
16. Which of the following factor do influence entrepreneurship?
- (a) Technical Knowledge
 - (b) Entrepreneurial training
 - (c) Local manpower
 - (d) All of above
17. Which of the following shows the process of creating something new?
- (a) Business model
 - (b) Modeling
 - (c) Creative flexibility
 - (d) Innovation
18. Which one of the following gives suggestions for new product and also help to market new products?
- (a) Existing products and services
 - (b) Federal government
 - (c) Distribution Channels
 - (d) Consumers
19. Which of the following is used by entrepreneurs to acquire experience in an international market before making a major commitment?
- (a) Merger
 - (b) Minority Interest
 - (c) Joint venture
 - (d) Majority interest
20. GATT is established in 1947, under:
- (a) German leadership
 - (b) U.S. leadership
 - (c) French leadership
 - (d) U.K. leadership
21. A person who managed large project was termed as the entrepreneur in the _____.
- (a) Earliest period
 - (b) Middle ages
 - (c) 17th century
 - (d) 19th and 20th century
22. What is the process by which individuals pursue opportunities without regard to resources they currently control?
- (a) Startup management
 - (b) Entrepreneurship
 - (c) Financial analysis
 - (d) Feasibility planning
23. Having less than 50 percent of equity share in an international venture is called:
- (a) Joint Venture
 - (b) Majority interest
 - (c) Minority interest
 - (d) Exporting

24. Having more than 50% ownership position that provides the entrepreneur with managerial control is called:
- (a) Joint venture
 - (b) Majority interest
 - (c) Horizontal merger
 - (d) Diversified activity merger
25. Which of the following factors is the most important in forcing U.S companies to focus on new product development and increased productivity?
- (a) Entrepreneurship
 - (b) Hyper competition
 - (c) Governmental laws
 - (d) Organizational culture
26. Which of the following is alternatively called corporate venturing?
- (a) Entrepreneurship
 - (b) Intrapreneurship
 - (c) Act of stating a new venture
 - (d) Offering new products by an existing company
27. Individuals influencing an entrepreneur's career choice and style are known as which of the following?
- (a) Moral-support network
 - (b) Role model
 - (c) Professional support network
 - (d) Support system
28. The activity which occurs when the new venture is started is called:
- (a) Motivation
 - (b) Business skills
 - (c) Departure point
 - (d) Goal orientation
29. Which one of the following is an important source of idea generation due to their familiarity with the needs of market?
- (a) Existing products and services
 - (b) Distribution channels
 - (c) Federal government
 - (d) Consumers
30. Members of distribution channels are excellent sources for new ideas because:
- (a) They earn a handsome profit from new business
 - (b) They are familiar with the needs of the market
 - (c) They do not bother if entrepreneur bears a loss
 - (d) They have well-developed sales force
31. Which one of the following is the most important characteristic of a successful business website?
- (a) Innovation
 - (b) Speed
 - (c) Graphics
 - (d) Products

32. Which one of the following is the next stage to the Concept Stage of Product Planning and Development Process?
- (a) Idea Stage
 - (b) Product Planning Stage
 - (c) Product Development Stage
 - (d) Test Marketing Stage
33. Why should an entrepreneur do a feasibility study for starting a new venture
- (a) To identify possible sources of funds
 - (b) To see if there are possible barriers to success
 - (c) To estimate the expected sales
 - (d) To explore potential customers
34. Information regarding all of the following is related to operations, EXCEPT:
- (a) Location
 - (b) Promotion
 - (c) Raw materials
 - (d) Labor skills
35. A performance and credit rating scheme has been launched by the MSME Ministry to assess creditworthiness and capabilities of industries in the sector. What is it called?
- (a) Performance and Credit Rating Scheme
 - (b) Zero Defect Zero Effect Certification
 - (c) Performance and Economy Rating Scheme
 - (d) None of the above
36. A Micro Enterprise is an enterprise where investment in plant and machinery does not exceed (According to MSMED Act, 2006):
- (a) Rs. 15 Lakh
 - (b) Rs. 20 Lakh
 - (c) Rs. 25 Lakh
 - (d) Rs. 30 Lakh
37. 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?
- (a) Ecopreneur
 - (b) Technopreneur
 - (c) Intrapreneur
 - (d) Social Entrepreneur
38. A women entrepreneur is supposed to have a minimum financial interest in share capital of entrepreneur's enterprise:
- (a) 35 per cent
 - (b) 51 per cent
 - (c) 25 per cent
 - (d) None of the above
39. Family business always interested to handover the change of his business to:
- (a) Indian Administration Officers
 - (b) Professional Managers
 - (c) Next generation
 - (d) None of the above

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41. A _____ is a specialized firm that finances young, startup companies
- (a) Venture capital firm
 - (b) Finance company
 - (c) Small business finance co.
 - (d) Capital creation co.
42. Venture capital firms are usually organized as
- (a) Corporation
 - (b) Non-profit organisation
 - (c) Closed- end mutual funds
 - (d) Limited partnership
43. Which of the following is a characteristics of Venture capital firms
- (a) Developing portfolio of companies
 - (b) Allowing firm to use the funds as they see fit
 - (c) Having a short term investment horizon
 - (d) Holding Debts in the firm that are funded
44. The source of venture capital funding has
- (a) shifted from wealthy individuals to pension funds and corporations.
 - (b) shifted from pension funds and corporations to wealthy individuals.
 - (c) decreased since 1990.
 - (d) none of the above.
45. Which of the following is not a characteristic feature of venture capital firms?
- (a) Funding just one or a small number of firms.
 - (b) Holding equity in the firms that are funded.
 - (c) Having a long-term investment horizon.
 - (d) Providing advice and assistance to the firms that are funded.
46. The largest industry group receiving venture capital funding is
- (a) computer software.
 - (b) medical/health.
 - (c) computer hardware.
 - (d) none of the above.
47. Name the institution which is set up as an apex bank to provide direct/indirect financial assistance under different schemes and also coordinates the functions of other institutions in similar activities
- (a) SIDBI
 - (b) NSIC
 - (c) RSBDC
 - (d) None

48. If the investment in fixed assets or plant and machinery does not exceed one crore rupees, then that particular firm comes under the category of
- (a) Tiny industry
 - (b) Small scale industry
 - (c) Village industry
 - (d) Cottage industry
49. Name the institution which was set up in 1982 to promote integrated rural development.
- (a) NSIC
 - (b) NABARD
 - (c) SIDBI
 - (d) NCEUS
50. Finance companies
- (a) are money market intermediaries.
 - (b) borrow in large amounts, but lend in small amounts.
 - (c) are virtually unregulated.
 - (d) all of the above.
