

**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

**Objective Questions**

Q1.	<b>Choose the correct option for following questions. All the Questions are compulsory and carry equal marks</b>
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
2.	The 'T' in a PESTLE analysis refers to,
Option A:	Technology
Option B:	Time
Option C:	Training
Option D:	Task
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
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
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
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
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
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
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
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.
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
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
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
14.	What is not the characteristics of PPP's
Option A:	Focuses of goods
Option B:	Resources
Option C:	Sharing
Option D:	Continuity
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
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
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.
18.	_____ is the first development bank of the country.
Option A:	ICICI
Option B:	IDBI
Option C:	SFC
Option D:	IFCI
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
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
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### Subjective Questions

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.
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.