



## BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Master of Business Administration

Course Name – Entrepreneurship Development & CSR

Course Code - MBA301

( Semester III )

Time : 1 Hr.15 Min.

Full Marks : 60

[The figure in the margin indicates full marks.]

### Group-A

(Multiple Choice Type Question)

1 x 60=60

Choose the correct alternative from the following :

- (1) Who among them is a successful entrepreneur?
  - a) Larry Page
  - b) Azim Premji
  - c) Henry Ford
  - d) All of them
- (2) Khadi and Village Industries Corporation is:
  - a) District level institution
  - b) All India institution
  - c) State level institution
  - d) Village level institution
- (3) Long term loan by an entrepreneur is taken from:
  - a) Financial institutions
  - b) Venture capitalists
  - c) Cooperative banks
  - d) Public sector banks.
- (4) The institution(s) involved in entrepreneurship development is/are
  - a) EDII
  - b) NIESBUD
  - c) Both EDII and NIESBUD
  - d) Neither EDII and NIESBUD
- (5) Small scale industry is usually
  - a) Labour intensive
  - b) Capital intensive
  - c) Technology intensive
  - d) None of these
- (6) Good sources of information for an entrepreneur about competitors can be obtained from
  - a) Websites
  - b) Product information leaflets
  - c) Company reports
  - d) All of these
- (7) Intellectual Property laws can protect
  - a) Trademarks
  - b) Copyright
  - c) Patents
  - d) All of these

- (8) As per McClelland's Need Theory, an entrepreneur should have:
- a) Need for power
  - b) Need for affiliation
  - c) Need for achievement
  - d) All of these
- (9) Which of the following shows the process of creating something new?
- a) Business model
  - b) Modeling
  - c) Creative flexibility
  - d) Innovation
- (10) GATT is established in 1947, under:
- a) German leadership
  - b) U.S. leadership
  - c) French leadership
  - d) U.K. leadership
- (11) The definition of entrepreneurship holds the promise of....
- a) Financial difficulties and hardship
  - b) Limited expansion
  - c) Growth, unlimited expansion and long-term financial gain
  - d) Growth, expansion and long term financial gain
- (12) Entrepreneurship can be defined as...
- a) Innovation
  - b) Risk aversion
  - c) Both Innovation and Risk aversion
  - d) Neither Innovation and Risk aversion
- (13) Entrepreneurial behaviours include:
- a) Solving problems
  - b) Taking initiatives
  - c) Taking responsibility
  - d) All of these
- (14) Entrepreneurs qualities include:
- a) Perseverance
  - b) Hard working
  - c) Determination
  - d) All of these
- (15) Which business function do experts agree, you should focus on first when preparing to start a business.
- a) Financing
  - b) Marketing vision
  - c) Operation
  - d) None of these
- (16) From the following which one is factor affecting entrepreneurial growth:
- a) Social
  - b) Economic
  - c) Psychological
  - d) All of these
- (17) What is the need of entrepreneurship:
- a) For new innovation
  - b) To fill gap in growth
  - c) For healthy competition
  - d) All of these
- (18) The level at which an individual is viewed by society is called:
- a) Financial status
  - b) Qualification
  - c) Social Status
  - d) Achievement
- (19) Which of the following statements about CSR is untrue?
- a) It has a strong impact on corporate reporting practices, investment strategies, SCM & public relations
  - b) It is about striking balance between economic performance, meeting stakeholders expectations & responsibility towards society.
  - c) It is about recognizing that no organisation is an island & must operate in partnership with the outside world
  - d) Its main concern is about maintaining a competitive edge in global market
- (20) Which is the element of social responsibility?



- a) Universal concept  
b) Supremacy of public interest  
c) It is related to business organization  
d) All of these
- (21) The relationship between standards of CSR & potential legal requirements governing corporate operation lies at the heart of the:  
a) The business community  
b) Unattainable  
c) Formulation  
d) The social activity
- (22) The most common form of organization for a small business is:  
a) Partnerships  
b) Corporations  
c) Sole proprietorships  
d) Limited companies
- (23) Which of the following possible financing options has become a popular choice for entrepreneurs?  
a) Angel Investors  
b) Credit Cards  
c) Venture Capitalists  
d) Public Offering
- (24) Which one of the following gives suggestions for new product but also helps to market new:  
a) Existing Products & Services  
b) Distribution channels  
c) Government  
d) Consumers
- (25) A network entrepreneur is an individual who identifies his or her business idea”  
a) On their own  
b) Through the assistance of a paid consultant  
c) Through social contacts  
d) With one or more partners
- (26) If an entrepreneur has an internal locus of control, this means that he/she:  
a) Has a high need for achievement  
b) Feels comfortable in an unstructured situation  
c) Believes that success or failure depends on his/her own actions  
d) Believes fate is a powerful force
- (27) Which one of the following may need the business plan?  
a) Employees  
b) Investors  
c) Advisors  
d) All of these
- (28) Which two work environments should be good for spawning the new enterprises,?  
a) Finance and marketing  
b) Finance and R&D  
c) Marketing and R&D  
d) Marketing and IT
- (29) Michael Porter and Mark Kramer said that:  
a) Social responsibility does not matter for firm strategies.  
b) Socially responsible firms act against the interests of shareholders.  
c) Social responsibility can help firms to discover future business opportunities.  
d) Social responsibility is a long-term investment in a company's advertising and public relations
- (30) An entrepreneur into the hosiery business found out the reason his hosiery was not selling was due to its color. What could be the best source of this information?  
a) Supplier  
b) Retailer  
c) Competition  
d) Government
- (31) In some countries, points of purchase displays are not allowed in retail stores. Such differences are studied by international entrepreneurs under \_\_\_\_\_ environment.  
a) Economic  
b) Political



- c) Cultural
- (32) LMM stands for:
- a) Locally Manufactured Machinery
- c) Local Marble Market
- (33) The Grameen Bank model is effectively used by which of the following institute?
- a) Education sector
- c) Rural Sector
- (34) Which one of the factors should be considered while assessing the space for business?
- a) Parking
- c) Delivery rates
- (35) Which one of the following should consider in economy while conducting environmental analysis,?
- a) GNP
- c) Unemployment
- (36) What is a target market?
- a) A group of customers a venture reaches by accident
- c) A specific group of potential customers toward which a venture aims its marketing plan
- (37) Which of the following is the most important for the entrepreneur, while starting a new venture, to make an assessment of?
- a) Risk
- c) Market
- (38) A typical inventor is usually \_\_\_\_\_:
- a) Highly creative & in love with the invention
- c) Willing to modify the invention in order to augment commercial benefit
- (39) Selling goods to another country by taking care of transactions is called:
- a) Indirect exporting
- c) Importing
- (40) In India, Public Limited Companies may have \_\_\_\_\_ Director/s
- a) 1
- c) 3
- (41) In which of the following situation the company is considered to be on breakeven point?
- a) No Profit no lose
- c) Expenses are higher than profits
- (42) Which of the following is NOT a requirement of Disclosure Document?
- a) Description of the invention
- c) Photos of invention
- (43) Professional support network includes following EXCEPT:
- a) Personal affiliations
- c) Trade associations
- d) Technological
- b) Locally Manufactured Marble
- d) Local Meat Market
- b) Finance Sector
- d) NGOs
- b) Access from roadways to facility
- d) All of the given options
- b) Disposable income
- d) Channel of distribution
- b) All consumers who purchase the venture's product
- d) A chain of discount stores
- b) Profit
- d) Competitors
- b) Does not encourage change
- d) None of the given options
- b) Direct exporting
- d) Management contract
- b) 2
- d) None of these
- b) Profits are higher than expenses
- d) None of the given options
- b) Claims for invention's usefulness
- d) Cover letter
- b) Mentor
- d) Friends



- (44) Which of the following promotional schemes use sponsor links:-
- a) Publicity
  - b) Trade shows
  - c) Personal selling
  - d) Internet advertising
- (45) The longest lasting trade agreement with the objective of liberalizing trade by eliminating or reducing tariffs, subsidies and quotas is:
- a) Free trade area – FTA
  - b) European community – EC
  - c) General agreement on tariffs and trade – GATT
  - d) The North American free trade agreement – NAFTA
- (46) In which of the following businesses, the records are needed to be maintained on the basis of monthly charges paid by the customers?
- a) Pharmaceutical
  - b) Service venture
  - c) Online venture
  - d) Auto industry
- (47) The entrepreneur's \_\_\_\_\_ depends on his perception of the opportunity.
- a) Commitment to opportunity
  - b) Commitment of resources
  - c) Control of resources
  - d) Strategic orientation
- (48) Which of the following are the key factors for choosing the type of financing?
- a) Availability of funds
  - b) Assets of the venture
  - c) Prevailing interest rates
  - d) All of the above options
- (49) The difference between the value of a country's imports and exports over time is called:
- a) Deficit exports
  - b) Deficit imports
  - c) Balance of payment
  - d) Balance of trade
- (50) Which is one of the most important leadership qualities among managers and employees in the organization>?
- a) Entrepreneurship
  - b) Communication
  - c) Motivation
  - d) Staffing
- (51) Which of the following contains large number of new ideas?
- a) Files of Patent office
  - b) Official Gazette
  - c) Government patent Board
  - d) All of the given option
- (52) Which of the following firm achieves modest growth:-
- a) High potential growth firm
  - b) Foundation firm
  - c) Life style
  - d) Public company
- (53) Ms. Vani Kola is the Founder and Managing Director of:
- a) Biocon
  - b) Nykaa
  - c) Kalaari Capital
  - d) None of these
- (54) Ms. Falguni Nayar is the founder of:
- a) Nykaa
  - b) Biocon
  - c) Urbanclap
  - d) None of these
- (55) The amended provisions for spending on CSR is stated in Section 135 of:
- a) Companies (Amendment) Act, 2019
  - b) Employees' Provident Fund and Miscellaneous Provisions Act
  - c) Companies Act, 1956
  - d) None of these
- (56) CSR norms are applicable on companies which has net profit of:>

- a) 5 core or more
- c) 25 crore or more

- b) 10 crore or more
- d) 50 crore or more

(57) EMS reduces environmental impact and:

- a) Increases operating efficiency
- c) Enhances compliance

- b) Achieves environmental goals
- d) All of these

(58) Environmental Impact Assessment (EIA) is conducted:

- a) Prior to project decision is taken
- c) At the completion of a project

- b) During the project
- d) None of these

(59) Environment (Protection) Act, 1986:

- a) Protects environmental quality
- c) Both Protects environmental quality and Controls environmental pollution

- b) Controls environmental pollution
- d) Neither Protects environmental quality and Controls environmental pollution

(60) Acid rain is caused by precipitation of:

- a) Sulfuric acid
- c) Both Sulfuric acid and Nitric acid

- b) Nitric acid
- d) Neither Sulfuric acid and Nitric acid