



BRAINWARE UNIVERSITY

Term End Examination 2020 - 21

Programme – Master of Business Administration

Course Name – Entrepreneurship Development & CSR

Course Code - MBA301

Semester / Year - Semester III

Time allotted : 75 Minutes

Full Marks : 60

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 60=60

1. *(Answer any Sixty)*

(i) Khadi and Village Industries Corporation is:

- | | |
|-------------------------------|------------------------------|
| a) District level institution | b) All India institution |
| c) State level institution | d) Village level institution |

(ii) Entrepreneurship is actually the process of

- | | |
|-----------------------------|-------------------|
| a) Creating new ventures | b) Doing business |
| c) Creating an organization | d) None of these. |

(iii) According to Schumpeter, an Entrepreneur is

- | | |
|---------------|--------------|
| a) Missionary | b) Visionary |
| c) Innovator | d) Initiator |

(iv) The institution(s) involved in entrepreneurship development is/are

- | | |
|--------------------------|-----------------------------|
| a) EDII | b) NIESBUD |
| c) Both EDII and NIESBUD | d) Neither EDII and NIESBUD |

(v) Achievement in McClelland's theory is associated with

- | | |
|-------------------|-----------------|
| a) Failure | b) Success |
| c) Nonperformance | d) Contribution |

(vi) MSME-DI is an organisation operating at

- a) State level
- b) Block level
- c) District level
- d) National level

(vii) 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

(viii) Intellectual Property laws can protect

- a) Trademarks
- b) Copyright
- c) Patents
- d) All of these

(ix) PMKVY stands for

- a) Prime Minister's Kaushal Vikas Yojana
- b) Pradhan Mantri Kaushal Vikas Yojana
- c) Prime Minister's Kristi Vikas Yojana
- d) Pradhan Mantri Kristi Vikas Yojana

(x) 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

(xi) GATT is established in 1947, under:

- a) German leadership
- b) U.S. leadership
- c) French leadership
- d) U.K. leadership

(xii) In real life, entrepreneurs are those that...

- a) Robbers that exploit their workers
- b) Generate business success
- c) Generate business success through hard and long hours of work
- d) Robbers that exploit their workers and generate business success

(xiii) 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

(xiv) Entrepreneurs qualities include:

- a) Perseverance
- b) Hard working
- c) Determination
- d) All of these

(xv) 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

(xvi) Which of the following is not something that can be invested:

- a) Energy
- b) Expertise
- c) Money
- d) Time

(xvii) What is the need of entrepreneurship:

- a) For new innovation
- b) To fill gap in growth
- c) For healthy competition
- d) All of these

(xviii) 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

(xix) The level at which an individual is viewed by society is called:

- a) Financial status
- b) Qualification
- c) Social Status
- d) Achievement

(xx) Which of the following does the term Corporate Social Responsibility relate to?

- a) Environmental practice
- b) Ethical conduct
- c) Human rights and employee relations
- d) All of these

(xxi) 'Social responsibility is to pursue those policies & decisions or to follow lines of actions which are desirable in terms of the objective & value of our society' - who said that?

- a) H R Bowen
- b) P F Deucker
- c) G A Steiner
- d) All of these

(xxii) 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

(xxiii) CSR that extends beyond legal mandates can help meet social expectations in the absence of:

- a) Statutory devices
- b) Social tool
- c) Cost tool & technique
- d) Science tool

(xxiv) 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

(xxv) CSR is positively correlated with revenue and profit because:

- a) Being ethical costs money
- b) Consumers respond positively to links between the organization and ethical and environmentally acceptable outcomes
- c) Consumers do not respond positively to links between the organization and ethical and environmentally acceptable outcomes
- d) An increase in demand will reduce revenue and profitability

(xxvi) The most common form of organization for a small business is:

- a) Partnerships
- b) Corporations
- c) Sole proprietorships
- d) Limited companies

(xxvii) Which of the following is the backbone of financial plan?

- a) Budgeting
- b) Capital
- c) Nature of business
- d) All of the given options

(xxviii) 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

(xxix) Which one of the following is NOT an important activity of Business Plan in a new venture?

- a) Background of the Entrepreneur
- b) Functional Plan
- c) Industry Analysis
- d) Company Name

(xxx) 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

(xxxii) If someone starts a new business that is a service station, this is an example of a(n):

- a) New concept/new business
- b) Existing concept/new business
- c) Existing concept/existing business
- d) New concept/existing business

(xxxiii) Newspapers, business periodicals, trade journals, and government publications are:

- a) Sources of information on economic opportunities.
- b) Sources of news but not economic data
- c) Poor sources for research because the information is too brief
- d) All of these

(xxxiii) Which one of the following is the first step in the entrepreneurial process?

- a) Developing successful business ideas
- b) Deciding to become an entrepreneur
- c) Growing the entrepreneurial firm
- d) Moving from an idea to an entrepreneurial firm

(xxxiv) Which one of the following may need the business plan.?

- a) Employees
- b) Investors
- c) Advisors
- d) All of these

(xxxv) 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

(xxxvi) Evaluation of your strengths and weaknesses:

- a) Self-Assessment
- b) Employee
- c) Entrepreneurship
- d) Entrepreneur

(xxxvii) 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

(xxxviii) Which of the following is NOT an example of a genuine business

innovation?

- a) Development of less polluting fuel
- b) Investment in alternative energy sources
- c) New product targeted at low-income customers
- d) Charitable donation to an ecological organization

(xxxix) Opportunities for social innovation are greatest when:

- a) CSR is aligned with a firm's core skills and capabilities
- b) CSR spending of a firm is larger than that of its competitors.
- c) CSR is pursued by a firm to improve its reputation
- d) CSR is pursued by a firm to enhance human capital.

(xl) 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

(xli) 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 merge

(xlii) The development of a new venture based on an inventor's work often requires _____.

- a) Expertise of an entrepreneur
- b) Heavy investment from financiers
- c) Skilled human resources
- d) Highly educated staff

(xliii) In which of the following, the ownership of venture is reflected by ownership of shares of stock?

- a) Partnership
- b) Limited partnership
- c) Corporation
- d) Proprietorship

(xliv) The idea and actions that explain how a firm will make its profits refer to:

- a) Mission
- b) Goal
- c) Strategy
- d) Objective

(xlv) LMM stands for:

- a) Locally Manufactured Machinery
- b) Locally Manufactured Marble
- c) Local Marble Market
- d) Local Meat Market

(xlvi) Which of the following is NOT essential part of the contract?

- a) All the parties involved should be named
- b) Transaction should be described in detail
- c) Obtain signatures of the persons involved
- d) Place where contract takes place

(xlvii) Normally sponsor links are used in which of the following type of promotion?

- a) Publicity
- b) Trade shows
- c) Personal selling
- d) Internet advertising

(xlviii) The Grameen Bank model is effectively used by which of the following institute?

- a) Education sector
- b) Finance Sector
- c) Rural Sector
- d) NGOs

(xlix) _____ is commonly used to measure the short-term solvency of the venture?

- a) Debt to equity ratio
- b) Current ratio
- c) Profitability ratio
- d) Activity ratio

(l) Which of the following is the most important for the entrepreneur, while starting a new venture, to make an assessment of?

- a) Risk
- b) Profit
- c) Market
- d) Competitors

(li) An entrepreneur doing business within the national border is called:-

- a) International entrepreneurship
- b) Intrapreneurship
- c) Domestic entrepreneurship
- d) Imports

(lii) Selling goods to another country by taking care of transactions is called:

- a) Indirect exporting
- b) Direct exporting
- c) Importing
- d) Management contract

(liii) Which of the following shows the example of collateral?

- a) Real State
- b) Shares
- c) Tangible property
- d) All of the given options

(liv) The difference in the entrepreneurial and managerial domains has contributed towards an increased interest in:

- a) Forming new firms
- b) Partnership
- c) Intrapreneurship
- d) Private firms

(lv) Which of the following firm achieves modest growth:-

- a) High potential growth firm
- b) Foundation firm
- c) Life style
- d) Public company

(lvi) Ms. Falguni Nayar is the founder of:

- a) Nykaa
- b) Biocon
- c) Urbanclap
- d) None of these

(lvii) 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

(lviii) CSR norms are applicable on companies which has net worth of: _

- a) 500 crore
- c) 250 crore

- b) 100 crore
- d) 50 crore

(lix) 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

(lx) Water pollution is caused by:

- a) Industrial discharge
- c) Industrial discharge and Domestic discharge
- b) Domestic discharge
- d) Neither Industrial discharge and Domestic discharge