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Barasat, Kolkata -700125

BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Diploma in Electrical Engineering

Course Name – Industrial Project and Entrepreneurship Development

Course Code - DEE505

(Semester V)

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) Which of the following shows the process of creating something new?
 - a) Business Model
 - b) Creative flexibility
 - c) Innovation
 - d) Discovery
- (2) The terms entrepreneur and owner manager is used interchangeable and describes a person that...
 - a) Manages a small business
 - b) That starts up a small business
 - c) That starts up and manages a small business
 - d) Unity of Command
- (3) An acquisition is same as
 - a) Take over
 - b) Integration
 - c) Diversification
 - d) Alliance
- (4) Long term Planning is called
 - a) Vision
 - b) Mission
 - c) Strategy
 - d) Smart Goal
- (5) Why does project feasibility include a project cost estimate?
 - a) So that all project resources and team members can be paid
 - b) The cost estimate will inform project investors what they must invest.
 - c) In order to ensure that the project will not exceed budget and possibly result in failure.
 - d) Project feasibility does not require a cost estimate.
- (6) Skills required for the team management activity include:
 - a) Communication
 - b) Defining and sequencing activities;
 - c) Conflict resolution.
 - d) All
- (7) An organization increases its sales through a great marketing effort by opening more retail stores. Its growth is achieved through
 - a) Diversification
 - b) Vertical integration

- c) Business expansion
d) Conglomeration
- (8) Which one is not component of feasibility report?
a) Profit Margin
b) Works Cost
c) Overhead
d) None
- (9) A feasibility study examines the
a) practicability of a proposal
b) Business venture or idea.
c) focus on the project
d) All
- (10) The entrepreneur utilizes the resources through
a) Implementing the business plan
b) Developing a business plan
c) Symbolic analysis
d) Identifying and evaluating the opportunity
- (11) A/an _____ is an online connection between the company and its customers.
a) Internet advertising
b) Website
c) E-Commerce
d) World Wide Web
- (12) Which one of the following is the next stage to the Concept Stage of Product Development Process?
a) Test Marketing Stage
b) Product Development Stage
c) Short-term research Stage
d) Idea Stage
- (13) Bottom line of any business plan is
a) Marketing Plan
b) Financial Plan
c) Strategic Plan
d) Production Plan
- (14) The business plan is prepared by:
a) Entrepreneur himself
b) Entrepreneur and his friends
c) Entrepreneur along with his Technical experts and Consultants
d) Only Consultants
- (15) What does the acronym SMART stand for?
a) Suitable, measurable, actionable, rewarded and timely
b) Specific, measurable, actionable, resourced and timely
c) Standardized, measurable, achievable, rewarded, and timely
d) Specific, measurable, achievable, Relevant and timely
- (16) A clearly defined and measurable outcome to be achieved over a specified timeframe
a) Goal
b) Objective
c) Aim
d) Feedback
- (17) 'T' in SWOT analysis
a) Timely
b) Technological
c) Two factor theory
d) None.
- (18) Primary data of a 'Project' is_____
a) The printed data of the product in the web, booklets and magazine
b) First and old data about the innovation
c) Second hand data received from the market
d) New data specifically collected for a project
- (19) Entrepreneurs are motivated by _____
a) Status and Recognition
b) Fame and Money
c) the successful exploitation of new ideas in the market
d) All
- (20) Which of the following is least likely to influence the timing of new business births?
a) Government Policy
b) Profitability.

- c) Consumer expenditure
- (21) Which of the following statements is false?
- a) Market segmentation is a useful process for small businesses to undertake.
- b) It is a good idea for small businesses to compete solely on price.
- c) Consumer Behaviour is one of the main factors of innovating new product
- d) Selling is essentially a matching process.
- (22) Goods or services reach the market place through _____
- a) Marketing channels
- b) Multiplication
- c) Advertisements
- d) None
- (23) Which of the following is a function of SIDBI?
- a) Extension of seed capital.
- b) Discounting of bills
- c) Providing factoring services
- d) All
- (24) Which of the following is an assumption of rationality to rational decision making?
- a) Preferences are clear
- b) Final choice will maximize payoff
- c) The problem is clear and unambiguous
- d) All of these
- (25) Factors contribute to the creation of new venture EXCEPT:
- a) Make sure that there is match between cost and benefit
- b) Government
- c) High interest rates
- d) None
- (26) A contract for business deal must be signed by
- a) Both the parties and witness
- b) Contract is not necessary at all
- c) By the witness only
- d) None
- (27) Selling goods to another country by taking care of transactions is called:
- a) Direct Exporting
- b) International Entrepreneurship
- c) Management contract
- d) None
- (28) Professional support network of an Entrepreneur includes following EXCEPT:
- a) Project Team
- b) Friends
- c) Trade Association
- d) None
- (29) The _____ leadership style in an Entrepreneur is an expression of the leader's trust in the abilities of his subordinates.
- a) Participative
- b) Democratic
- c) Delegative
- d) All
- (30) The philosophy of an Entrepreneur that guides an organization's policies towards his employees and customers is an important part of
- a) Management strategy
- b) Business Strategy
- c) Organizational culture
- d) Organization development
- (31) Strategic Planning as a broad concept consist of
- a) Corporate Strategy and Business Strategy
- b) Strategy Formulation and Implementation
- c) SWOT analysis
- d) Market and Finance Analysis
- (32) Communication ends with
- a) Feedback
- b) Decoding
- c) Encoding
- d) Channel Selection
- (33) The Problem Solving Process of a product generation begins with
- a) Isolation of the cause
- b) Identification of the root cause
- c) Establishment of alternatives
- d) Clarification of the situation

- (34) Which one of the following is NOT a factor of micro environment?
a) Performance target
b) Work Culture
c) Human Relation
d) Marketing
- (35) The other two terms India witnessed along with Globalization are
a) Democracy - Privatization
b) Participative – Liberalization
c) Liberalization -Privatization
d) Democratic – Participative
- (36) Responsibility always flows from
a) Superior to subordinate
b) Subordinate to superior
c) One department to another
d) None
- (37) Which of the following is NOT a characteristic of a marketing plan for a new product?
a) Plan is long and detailed
b) Plan is flexible
c) Plan is based on research and figures
d) None
- (38) Entrepreneurship is a _____ and _____ process.
a) Continuous and Systematic
b) Creative and Continuous
c) Leadership and Responsible Process
d) Systematic and Elongated Process
- (39) What does an Entrepreneur specify that his organization will achieve?
a) Goals
b) Profit
c) Market Share
d) Customers
- (40) Which of the following is NOT an example of collecting primary data of Project?
a) Internet
b) Focus Group
c) Observation
d) Interview
- (41) Positive motivation makes people willing to do their work in the best way they can and improve their _____.
a) Skills
b) Performance
c) Knowledge
d) Competence
- (42) For the success of business plan the goals should be
a) Imaginary
b) Limitless
c) Specific
d) None
- (43) The non-financial motivator for an employee would be
a) Encouragement
b) Freedom
c) Recognition
d) Picnic
- (44) A new venture's business plan is important because _____.
a) Internal
b) External
c) Work
d) Cultural
- (45) Good sources of information for an entrepreneur about competitors can be obtained from _____.
a) Website and Secondary Data
b) Market Research
c) Supplier Retailer and Customers
d) All
- (46) _____ is a process of influencing people
a) Motivation
b) Leadership..
c) Cultural Activities
d) Delegation
- (47) A business arrangement where one party allows another party to use a business name and sell its products or services is known as _____.
a) Franchise
b) An owner-manager business.

- c) A cooperative. d) None
- (48) Which could provide an individual with the motivation to start a new business venture?
 a) The financial rewards b) Desire to be independent
 c) Risk Taking d) All
- (49) The idea of innovation can be created
 a) By Analysis b) By product
 c) By process d) All
- (50) 'The Person' in conceptual model is
 a) John Kao b) Competitor
 c) The Entrepreneur d) All
- (51) From the following which one is factor affecting entrepreneurial growth:
 a) Social b) Technological
 c) Legal d) All
- (52) The Recognition in the appraisal process may be shown in the form of
 a) Assignment of more interesting tasks b) Promotion
 c) A pat on the back of employee d) All
- (53) Which of the following is not something that can be invested:
 a) Product Design b) Energy
 c) Expertise d) Money
- (54) Which business function do experts agree, you should focus on first when preparing to start a business
 a) Financing b) Training
 c) Marketing vision d) All
- (55) Decisions taken by an entrepreneur on behalf of his enterprise are known as
 a) Organizational decisions b) Personal decisions
 c) Strategic decisions d) None
- (56) Entrepreneurs attributes includes?
 a) Leadership b) Perseverance
 c) Determination d) All
- (57) Which of the following option is not the factor that hinders with the planning process?
 a) Unite the perspectives of all managers b) Time horizons
 c) Environmental uncertainties d) Type and quality of forecasting information
- (58) People who work for someone else
 a) Employee b) Entrepreneurs
 c) Intrapreneur d) Apprentice
- (59) People who own, operate, and take risk of a business venture
 a) Businessmen b) Researcher
 c) Entrepreneur d) Supervisor
- (60) Which one is NOT an advantage of family Entrepreneurship?
 a) Entrepreneur is creative b) Can choose a business of interest
 c) Making own decision before establishment d) Becoming rich

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