

# QUESTION BANK

## Entrepreneurship Development and Business Communication

Course code: ASEE 3103 (1+1)

1. What is entrepreneurship? Distinguish between entrepreneur and entrepreneurship.
2. 'Entrepreneurship is a process of giving birth to an enterprise'. Discuss.
3. In the Indian context, explain the specific role that entrepreneurship has fulfilled in the economic development of the country.
4. 'Entrepreneur and entrepreneurship are catalysts in the process of economic development of a country'. Explain.
5. Define rural entrepreneurship. Appreciate the need for and importance of rural entrepreneurship in India.
6. Give an account of the Government policy measures taken over the period for developing rural entrepreneurship.
7. Write a note on the role of NGOs in Rural Entrepreneurship.
8. What factors do influence the emergence and development of entrepreneurship?
9. Write notes on the followings: a. Capital, b. Labour c. Need Achievement d. Withdrawal of status respect e. Social Mobility.
10. Explain how non-economic factors help in developing entrepreneurship?
11. What is meant by entrepreneurial motivation? Is it necessary for a successful entrepreneur?
12. What are the factors that motivate people to go into business?
13. What do you understand by the term entrepreneurial competency? Can they be acquired?
14. 'Entrepreneurs are made not born'. Discuss
15. Discuss the qualities of a successful entrepreneur.
16. Define small scale industry. What are its chief characteristics?
17. What is SWOT analysis? How would you use SWOT analysis to identify and select a project for small-scale industry?
18. Define quality and Total Quality Management. Why is TQM needed in small enterprises?
19. 'TQM is a continuous process for continuous improvement in organizational performance'. Explain.
20. What do you understand by project appraisal? Why is it done?
21. Define the term 'project.' How will you classify the projects?
22. What do you understand by project identification? Discuss, with examples, the process involved in project identification.
23. Describe the steps involved in identification and selection of a project.
24. How are projects classified? In your view, which criterion seems to be more rational and acceptable for classification of projects?
25. What is supply chain management?
26. Define the characteristics of successful entrepreneurs.

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### 1. Multiple choice questions (compulsory)

- i. The word 'entrepreneurship' derived from
  - a. Greek
  - b. French
  - c. English
  - d. Latin
- ii. Entrepreneurs often known as
  - a. High risk bearing
  - b. Moderate risk taker
  - c. Low risk bearer
  - d. Prefer risk free business
- iii. Which is more suited with the word 'Motivation'
  - a. An inner urge
  - b. Demonstration system
  - c. A characteristic
  - d. All the above
- iv. 'Esteem Needs' falls in the which stage of Need Hierarchy theory of Maslow
  - a. Second
  - b. Third
  - c. Fourth
  - d. Fifth
- v. Follow-up session in an Entrepreneurship Development Programme associated with
  - a. Pre-training phase
  - b. Training phase
  - c. Post-training phase
  - d. Not a part of it
- vi. Synonym for "doing things before being asked or forced by events" is
  - a. Initiative
  - b. Assertiveness
  - c. Monitoring
  - d. Staffing
- vii. Which of the following is least likely to influence the timing of new business births?
  - a. Government policies
  - b. Profitability
  - c. Consumer expenditure
  - d. Weather conditions
- viii. Enterprise is a
  - a. Business unit
  - b. Community firm
  - c. Group activity
  - d. All the above
- ix. Difference between an entrepreneur and manager is
  - a. Ownership
  - b. Innovativeness
  - c. Motivation
  - d. All the above
- x. Full form of SSI
  - a. Small Scale Industries
  - b. Supplemental Security Income
  - c. Small Scale Infrastructure
  - d. None of the above

### 2. Fill in the blanks (compulsory)

- i. \_\_\_\_\_ and Risk-Bearing are regarded as two basic elements involved in entrepreneurship.
- ii. \_\_\_\_\_ may be defined as goal seeking or goal directed behaviour or activity.
- iii. \_\_\_\_\_ means collection and retention of information in one's mind.
- iv. \_\_\_\_\_ entrepreneurs are conservative or orthodox in outlook.
- v. A \_\_\_\_\_ entrepreneur is one who undertakes those ventures which go well along with the changing demand in the market.
- vi. \_\_\_\_\_ are characteristics of the business or a team that give it an advantage over others in the industry.
- vii. \_\_\_\_\_ is a framework for identifying and analyzing the internal and external factors that can have an impact on the viability of a project, product, place or person.
- viii. \_\_\_\_\_ theory suggests that individuals learn needs from their culture.
- ix. \_\_\_\_\_ refers to the tendency or ability to generate and recognize new ideas, alternatives or possibilities that may be useful in solving existing problem.
- x. The key to \_\_\_\_\_ successfully is giving employees ownership of the work you assign them.

### 3. Match the following (compulsory)

#### Column A

- a. The Economic Theory
- b. The Sociological Theory
- c. Entrepreneurship Innovation Theory
- d. Theory of Achievement
- e. Theory of Social Change
- f. Pure Entrepreneur
- g. Spontaneous Entrepreneur
- h. Growth Entrepreneur
- i. Super-Growth Entrepreneur
- j. Motivated Entrepreneur

#### Column B

- i. David McClelland
- ii. take up a high growth industry
- iii. Max Weber
- iv. motivated by psychological and economic rewards
- v. Jean Baptiste
- vi. business out of their natural talents and instinct
- vii. Joseph Schumpeter
- viii. motivated by the desire for self-fulfillment
- ix. Richard Cantillon
- x. shown enormous growth of performance in their venture

**4. Identify the statements as true or false (compulsory)**

- i. Controlling is concerned with guiding, teaching, stimulating and actuating the members to work efficiently.
- ii. Entrepreneur's performance is influenced by his attitude towards his occupation, role expectation held by sanctioning groups, operational requirements of the job and society's values.
- iii. Organizing includes manpower planning and manpower management.
- iv. A common time management mistake is to try to use your memory to keep track of too many details leading to information overload.
- v. Total quality management cover everything from production to product development to the information systems needed to direct these undertakings.
- vi. Supply chains describes a management approach to long-term success through customer satisfaction.
- vii. Economic development is the effect for which entrepreneurship is a cause.
- viii. A competency is an underlying characteristic of an individual that is casually related to criterion-referenced effective and/or superior performance in a job or situation.
- ix. Entrepreneurs consider themselves as having a greater capacity for persuasion.
- x. Entrepreneur searches for change, responds to it & exploits as opportunity.

**5.** Who is an entrepreneur? Discuss the qualities of a successful entrepreneur.

**6.** What is Supply Chain Management? What are the benefits of SCM? Discuss the stages in SCM.

**7.** Define Entrepreneurship. Explain the role of entrepreneurship in economic development.

**8.** What is SWOT analysis? How would you use SWOT analysis to identify and select a project for small-scale industry?

**9.** What is Entrepreneurship Development Programme? Describe the phases in EDP.

**10.** Write short notes on

- a. Project report preparation
- b. Financial planning

**11.** Write short notes on

- a. Business leadership skills
- b. Problem solving skills

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| S. NO | MCQ | Instructions   |     |  |
|-------|-----|--|-----|--|
| 1.    |     | The word “Entrepreneur” is derived from  |     |  |
|       |     | Latin  |     |  |
|       |     | Portuguese   |     |  |
|       |     | Greek  |     |  |
|       |     | French   | Yes |  |
| 2.    |     | An individual/a person who has generate new ideas and motivation to set up a business or enterprise of his own is known as |     |  |
|       |     | Manager  |     |  |
|       |     | Entrepreneur   | Yes |  |
|       |     | Entrepreneurship   |     |  |
|       |     | Enterprise   |     |  |
| 3.    |     | These kind of entrepreneurs introduce new ideas, new technology, new markets and creating new organizations                |     |  |
|       |     | Imitative Entrepreneur   |     |  |
|       |     | Fabian Entrepreneur  |     |  |
|       |     | Innovative Entrepreneur  | Yes |  |
|       |     | Drone Entrepreneur   |     |  |
| 4.    |     | According to these entrepreneur, if there is no challenge in life, there is no charm in life                               |     |  |
|       |     | Challengers  | Yes |  |
|       |     | Buyers   |     |  |
|       |     | Life timers  |     |  |
|       |     | Active partner   |     |  |
| 5.    |     | Functions of management given by   |     |  |
|       |     | Wison & Gallup   |     |  |
|       |     | J. P. Leagan   |     |  |
|       |     | Luther Gulick  | Yes |  |
|       |     | Henry Fayol  |     |  |
| 6.    |     | Person who render his service in an enterprise already set up by someone is known as                                       |     |  |
|       |     | Manager  | Yes |  |
|       |     | Entrepreneur   |     |  |
|       |     | Entrepreneurship   |     |  |
|       |     | Enterprise   |     |  |
| 7.    |     | Full form of SWOT is   |     |  |
|       |     | strengths, weaknesses, opportunities, and threats  | Yes |  |
|       |     | strong, weaknesses, opportunities, and threats   |     |  |
|       |     | strengths, weaknesses, opportunities, and thread   |     |  |

|     |  |   |     |  |
|-----|--|---|-----|--|
|     |  | strengths, weaknesses, opposite, and threats  |     |  |
| 8.  |  | -----as an inner state of our mind that moves or activates or energizes and directs our behaviour towards our goals is known as |     |  |
|     |  | Motivation  | Yes |  |
|     |  | Attitude  |     |  |
|     |  | Quality   |     |  |
|     |  | Personality   |     |  |
| 9.  |  | Full form of LPG  |     |  |
|     |  | Liquefied, Petroleum, Gas   |     |  |
|     |  | Liberalization, Privatization, Globalization  | Yes |  |
|     |  | Liberty, Privatization, Globalization   |     |  |
|     |  | Liquefied, Purified, Gas  |     |  |
| 10. |  | In which model of entrepreneurship Govt. role is restricted/limited   |     |  |
|     |  | Guided individualism model  |     |  |
|     |  | Social Democrat model   |     |  |
|     |  | Free market model   | Yes |  |
|     |  | All of the above  |     |  |
| 11. |  | Which one is not a Phases of EDP  |     |  |
|     |  | Pre-training phase  |     |  |
|     |  | Training phase  |     |  |
|     |  | Monitoring phase  | Yes |  |
|     |  | Post-training phase   |     |  |
| 12. |  | The Sociological Theory of Entrepreneurship is developed by   |     |  |
|     |  | Jean Baptiste   | Yes |  |
|     |  | Max Weber   |     |  |
|     |  | David McClelland  |     |  |
|     |  | Joseph Schumpeter   |     |  |
| 13. |  | The ability to combine ideas in a unique is called  |     |  |
|     |  | Creativity  | Yes |  |
|     |  | Motivation  |     |  |
|     |  | Desire  |     |  |
|     |  | Innovativeness  |     |  |
| 14. |  | Factor/s affecting for Entrepreneurship development   |     |  |
|     |  | Economic Factors  |     |  |
|     |  | Psychological Factors   |     |  |
|     |  | Social Factors  |     |  |
|     |  | All of the above  | Yes |  |
| 15. |  | .....is a person who is passionate about an idea and convinces others to make it happen   |     |  |
|     |  | Intrapreneur  |     |  |
|     |  | Mobile Entrepreneur   |     |  |
|     |  | Extrapreneur  | Yes |  |

|     |  |   |     |  |
|-----|--|---|-----|--|
|     |  | Ultrapreneur  |     |  |
| 16. |  | -----is a good quality of an entrepreneur   |     |  |
|     |  | Moderate risk taker   | Yes |  |
|     |  | High risk taker   |     |  |
|     |  | Low risk taker  |     |  |
|     |  | None  |     |  |
| 17. |  | -----is a process for bringing ideas into reality   |     |  |
|     |  | Idea generation   |     |  |
|     |  | Idea incubation   | Yes |  |
|     |  | Idea commercialization  |     |  |
|     |  | None  |     |  |
| 18. |  | n-Ach need proposed by  |     |  |
|     |  | B. F. Skinner   |     |  |
|     |  | Abraham Maslow  |     |  |
|     |  | David McClelland  | Yes |  |
|     |  | Douglas <i>McGregor</i>   |     |  |
| 19. |  | According to B. Arthur H. Cole classification of entrepreneur/s is/are  |     |  |
|     |  | Empirical   |     |  |
|     |  | Rational  |     |  |
|     |  | Cognitive   |     |  |
|     |  | All of the above  | Yes |  |
| 20. |  | Entrepreneurs who undertake agricultural activities as raising and marketing of crops, fertilizers and other inputs of agriculture are known as |     |  |
|     |  | Corporate Entrepreneur  |     |  |
|     |  | Industrial Entrepreneur   |     |  |
|     |  | Technical Entrepreneur  |     |  |
|     |  | Agricultural Entrepreneur   | Yes |  |

| S. NO | MCQ | Instructions   |     |  |
|-------|-----|--|-----|--|
| 21.   |     | An individual who initiates, creates and manages a new business can be called _____.   |     |  |
|       |     | A leader   |     |  |
|       |     | A manager  |     |  |
|       |     | An entrepreneur  | Yes |  |
|       |     | A professional   |     |  |
| 22.   |     | Which could provide an individual with the motivation to start a new business venture? |     |  |
|       |     | The financial rewards  |     |  |
|       |     | A desire to be independent   |     |  |
|       |     | Risk-taking  |     |  |
|       |     | All the above  | Yes |  |
| 23.   |     | <b>The word 'entrepreneurship' derived from</b>  |     |  |
|       |     | Greek  |     |  |

|     |  |  |     |  |
|-----|--|--|-----|--|
|     |  | French   | Yes |  |
|     |  | English  |     |  |
|     |  | Latin  |     |  |
| 24. |  | The word <b>entrepreneurship</b> first used by             |     |  |
|     |  | Jamshedji Tata   |     |  |
|     |  | Max Weber  |     |  |
|     |  | Joseph Luft  |     |  |
|     |  | Richard Cantilon   | Yes |  |
| 25. |  | Entrepreneurship is mainly a                               |     |  |
|     |  | Product  |     |  |
|     |  | Process  | Yes |  |
|     |  | Profession   |     |  |
|     |  | Partnership  |     |  |
| 26. |  | Entrepreneur often viewed as                               |     |  |
|     |  | Risk-bearer  |     |  |
|     |  | Organizer  |     |  |
|     |  | Innovator  |     |  |
|     |  | All the above  | Yes |  |
| 27. |  | Enterprise is a  |     |  |
|     |  | Business unit  | Yes |  |
|     |  | Community firm   |     |  |
|     |  | Group activity   |     |  |
|     |  | All the above  |     |  |
| 28. |  | Entrepreneurs often known as                               |     |  |
|     |  | High risk bearing  |     |  |
|     |  | Moderate risk taker  | Yes |  |
|     |  | Low risk bearer  |     |  |
|     |  | Prefer risk free business                                  |     |  |
| 29. |  | Why are small businesses important to a country's economy? |     |  |
|     |  | They give an outlet for entrepreneurs.                     |     |  |
|     |  | They can provide specialist support to larger companies.   |     |  |
|     |  | They can be innovators of new products.                    |     |  |
|     |  | All the above.   | Yes |  |
| 30. |  | Full form of EDP   |     |  |
|     |  | Entrepreneurship Development Programme                     | Yes |  |
|     |  | Electronic Data Processing                                 |     |  |
|     |  | Educational Development Plan                               |     |  |
|     |  | Engineering Design Process                                 |     |  |
| 31. |  | Which is more suited with the word 'Motivation'            |     |  |
|     |  | An inner urge  | Yes |  |

|     |  |  |     |  |
|-----|--|--|-----|--|
|     |  | Demonstration system   |     |  |
|     |  | A characteristic   |     |  |
|     |  | All the above  |     |  |
| 32. |  | Innovation can best be defined as_____.                                    |     |  |
|     |  | the generation of new ideas.   |     |  |
|     |  | the evolution of new ideas.  |     |  |
|     |  | the opposite of creativity.  |     |  |
|     |  | the successful exploitation of new ideas.                                  | Yes |  |
| 33. |  | “Fall seven times; stand up eight”- this Japanese proverb related with     |     |  |
|     |  | Persistence  | Yes |  |
|     |  | Persuasive   |     |  |
|     |  | Ambitious  |     |  |
|     |  | Assertiveness  |     |  |
| 34. |  | Full form of SSI   |     |  |
|     |  | Small Scale Industries   | Yes |  |
|     |  | Supplemental Security Income   |     |  |
|     |  | Small Scale Infrastructure   |     |  |
|     |  | None of the above  |     |  |
| 35. |  | Main element of production   |     |  |
|     |  | Land   |     |  |
|     |  | Labour   |     |  |
|     |  | Capital  |     |  |
|     |  | All the above  | Yes |  |
| 36. |  | ‘Theory of need achievement’ given by                                      |     |  |
|     |  | David McClelland   | Yes |  |
|     |  | Herzberg   |     |  |
|     |  | Maslow   |     |  |
|     |  | Richard Cantillon  |     |  |
| 37. |  | ‘Esteem Needs’ falls in the which stage of Need Hierarchy theory of Maslow |     |  |
|     |  | Second   |     |  |
|     |  | Third  |     |  |
|     |  | Fourth   | Yes |  |
|     |  | Fifth  |     |  |
| 38. |  | Process of motivation include  |     |  |
|     |  | Goal   |     |  |
|     |  | Motive   |     |  |
|     |  | Behavior   |     |  |
|     |  | All the above  | Yes |  |
| 39. |  | Entrepreneurs fulfill dominant role like                                   |     |  |
|     |  | Economic Change  |     |  |
|     |  | Social Change  |     |  |
|     |  | Technological Change   |     |  |



|     |  |  |     |  |
|-----|--|--|-----|--|
|     |  | All the above  | Yes |  |
| 40. |  | Others will trust you only when you trust yourself- related with                       |     |  |
|     |  | Self confidence  | Yes |  |
|     |  | Risk bearing ability   |     |  |
|     |  | Innovative proneness   |     |  |
|     |  | All the above  |     |  |
| 41. |  | Difference between an entrepreneur and manager is                                      |     |  |
|     |  | Ownership  |     |  |
|     |  | Innovativeness   |     |  |
|     |  | Motivation   |     |  |
|     |  | All the above  | Yes |  |
| 42. |  | Follow-up session in an Entrepreneurship Development Programme associated with         |     |  |
|     |  | Pre-training phase   |     |  |
|     |  | Training phase   |     |  |
|     |  | Post-training phase  | Yes |  |
|     |  | Not a part of it   |     |  |
| 43. |  | Enterprise is a  |     |  |
|     |  | Business unit  | Yes |  |
|     |  | Community firm   |     |  |
|     |  | Group activity   |     |  |
|     |  | All the above  |     |  |
| 44. |  | “Economic development is the effect for which .....is a cause”                         |     |  |
|     |  | Rebellion  |     |  |
|     |  | Entrepreneurship   | Yes |  |
|     |  | Dictatorship   |     |  |
|     |  | Slavery  |     |  |
| 45. |  | Which of the following is least likely to influence the timing of new business births? |     |  |
|     |  | Government policies.   |     |  |
|     |  | Profitability.   |     |  |
|     |  | Consumer expenditure.  |     |  |
|     |  | Weather conditions.  | Yes |  |
| 46. |  | Which of the following is not a characteristic of entrepreneur?                        |     |  |
|     |  | Systematic planning  |     |  |
|     |  | Dealing with failure   |     |  |
|     |  | Information seeking  |     |  |
|     |  | None of the above  | Yes |  |
| 47. |  | Which of the following is not a function of entrepreneur?                              |     |  |
|     |  | Function of initiation   |     |  |
|     |  | Function of coordination   |     |  |

|     |  |  |     |  |
|-----|--|--|-----|--|
|     |  | Function of innovation   |     |  |
|     |  | None of the above  | Yes |  |
| 48. |  | An entrepreneur is   |     |  |
|     |  | Born   |     |  |
|     |  | Made   |     |  |
|     |  | Both born and made   |     |  |
|     |  | All of the above   | Yes |  |
| 49. |  | Sustainability is the main concern for                               |     |  |
|     |  | Rural-entrepreneurs  |     |  |
|     |  | Women-entrepreneurs  |     |  |
|     |  | Social-entrepreneurs   |     |  |
|     |  | Agri-entrepreneurs   | Yes |  |
| 50. |  | Synonym for “doing things before being asked or forced by events” is |     |  |
|     |  | Initiative   | Yes |  |
|     |  | Assertiveness  |     |  |
|     |  | Monitoring   |     |  |
|     |  | Staffing   |     |  |