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Paper:	ENTREPRENEURSHIP
Set Name:	ENT75
Exam Date:	30 Aug 2022
Exam Shift:	1
Langauge:	English

Section:	ENTREPRENEURSHIP
Item No:	1
Question ID:	**9230101**
Question Type:	MCQ
Question:	Jiya is planning to start her pre-school. Which of the following pre-requisites of business opportunity should she primarily consider ? (a) Potential of future growth (b) There is a good market for the service she is going to provide (c) The rate of return on the investment is attractive (d) Huge competition Choose the **most appropriate** answer from the options given below : (1) (a), (b) and (c) only (2) (a) and (d) only (3) (a) and (c) only (4) (b) and (d) only
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	2
Question ID:	**9230102**
Question Type:	MCQ
Question:	Bingo airline is planning to expand over the next five years. Some of the board of directors are resistant to airport expansion citing impact of carbon emission from jet engines. Identify from the following the MACRO environmental factor highlighted in the above case. (1) Legal factor (2) Economic factor (3) Ecological factor (4) Social factor
A:	1
B:	2
C:	3

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D:	4

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Section:	ENTREPRENEURSHIP
Item No:	3
Question ID:	**9230103**
Question Type:	MCQ
Question:	One of the first task of an entrepreneur is to manifest creative ability through the conceiving of new product - market opportunities and unique value propositions. Which of the following option is correct in reference to steps of creativity process ? (a) Preparation (b) Verification (c) Incubation (d) Illumination (e) Idea germination Choose the **most appropriate** answer from the options given below : (1) (a), (b), (c), (d), (e) (2) (a), (c), (b), (d), (e) (3) (e), (b), (a), (c), (d) (4) (e), (a), (c), (d), (b)
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	4
Question ID:	**9230104**
Question Type:	MCQ
Question:	Which of the following is the first stage in the process of innovation ? (1) Idea germination (2) Analytical planning (3) Creativity (4) Commercial application
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	5

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Question ID:	**9230105** aglasem.com
Question Type:	MCQ
Question:	Trend spotting will help the entrepreneur to understand the market and produce goods or provide services in sync with the market trends. So every budding entrepreneur makes it a point to regularly observe where their target customers hang out. Identify from the following options, the way to spot trend highlighted in above statement. (1) Read Trends (2) Talk Trends (3) Watch Trends (4) Think Trends
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	6
Question ID:	**9230106**
Question Type:	MCQ
Question:	Identify the statments that are true. (a) The risk element keeps a business person vigilant and going. (b) All businesses guarantee for return of principal amount invested or profit. (c) One time transaction is not business. (d) A business can involve goods servicer purchased for self consumption (e) dividend is the reward for undertaking a business activity Choose the **most appropriate** answer from the options given below : (1) (a), (c) only (2) (a), (e) only (3) (b), (c) only (4) (c), (d) only
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	7
Question ID:	**9230107**
Question Type:	MCQ
Question:	Identify the characteristics of sole proprietorship where the business and the owner exists

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Question:	together : (1) Sole Beneficiary (2) Unlimited liability (3) No separate legal entity (4) Mutual Agency
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	8
Question ID:	**9230108**
Question Type:	MCQ
Question:	Identify which one is not the characteristics of sole proprietorship ? (1) Complete control (2) Unlimited liability (3) Easy formation and closure (4) Profit sharing
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	9
Question ID:	**9230109**
Question Type:	MCQ
Question:	Match **List - I** with **List - II**. **List - I (Characteristics)** / **List - II (Concept)** (a) Artificial person — (i) Independent status (b) Common seal — (ii) Binding on the company (c) Separate legal entity — (iii) Created by law (d) Transferability of shares — (iv) Restrictions in private companies Choose the **correct answer** from the options given below : (1) (a) - (iii), (b) - (ii), (c) - (i), (d) - (iv) (2) (a) - (i), (b) - (iii), (c) - (ii), (d) - (iv) (3) (a) - (ii), (b) - (i), (c) - (iv), (d) - (iii) (4) (a) - (iv), (b) - (ii), (c) - (iii), (d) - (i)
A:	1
B:	2

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C:	3
D:	4

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Section:	ENTREPRENEURSHIP
Item No:	10
Question ID:	**9230110**
Question Type:	MCQ
Question:	Arun, who is an avid football player, thought of setting up his own Football Academy. For this he requires to create interest in the minds of potential investors and so he drafts few key graphs showing financial trends and key decision making benchmark. He also prepared a slide show and oral narrative meant to trigger discussion. Identify the format of Business plan discussed above : (1) Elevator pitch (2) Pitch Deck with oral narrative (3) Written Presentation for external Stakeholders (4) Internal Operational Plan
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	11
Question ID:	**9230111**
Question Type:	MCQ
Question:	"Review of past performance and achievements of the enterprise are a part of this step in preparing the marketing plan. "Identify the correct step. (1) Business situation analysis (2) Identify the target market (3) Establish goals (4) Implementation and monitoring of the plan
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	12
Question ID:	**9230112**
Question Type:	MCQ

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Question:	Cost of controlling the Environmental Damage is : (1) Fixed cost (2) Abatement cost (3) Variable cost (4) Development cost
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	13
Question ID:	**9230113**
Question Type:	MCQ
Question:	Transporting apples from orchards of Kashmir to markets of New Delhi results in : (1) Place utility (2) Time utility (3) Form utility (4) Object utility
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	14
Question ID:	**9230114**
Question Type:	MCQ
Question:	Different channels of distribution are used by the producer. Identify the correct sequence of channels. (a) Producer - Retailer - Customer (b) Producer - Retailer - Wholesaler (c) Producer - Agent - Wholesaler - Retailer - Consumer (d) Producer - Wholesaler - Agent - Retailer - Consumer (e) Producer - Consumer - Wholesaler Choose the **most appropriate** answer from the options given below : (1) (b), (e) (2) (a), (c) (3) (a), (b) (4) (d), (e)

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A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	15
Question ID:	**9230115**
Question Type:	MCQ
Question:	Identify the one which is not a component of Branding ? (1) Brand mark (2) Brand name (3) Copy right (4) Trade mark
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	16
Question ID:	**9230116**
Question Type:	MCQ
Question:	While selecting channels of distribution, entrepreneur takes care of certain factors. Which of the following are considerations related to market ? (a) Packaging (b) Goodwill (c) Buying quantity (d) Type of buyers (e) Cost Choose the **most appropriate** answer from the options given below : (1) (c), (d) only (2) (a), (b) only (3) (d), (e) only (4) (c), (a) only
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP

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Item No:	17
Question ID:	**9230117**
Question Type:	MCQ
Question:	_____ is an identifying symbol for a product or business. (1) Brand Name (2) Logo (3) Tagline (4) Brand Mark
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	18
Question ID:	**9230118**
Question Type:	MCQ
Question:	Match **List - I** with **List - II**. **List - I (Pricing Methods)** / **List - II (Features)** (a) Cost Plus Pricing — (i) Different price charged from different customers for same goods and services (b) Penetration Pricing — (ii) Helps in recovering the research and development cost (c) Skimming Price — (iii) Initial price of the product is kept low (d) Variable Price — (iv) Cost of production plus profit Choose the **correct answer** from the options given below : (1) (a) - (ii), (b) - (iv), (c) - (i), (d) - (iii) (2) (a) - (iii), (b) - (i), (c) - (ii), (d) - (iv) (3) (a) - (i), (b) - (iv), (c) - (iii), (d) - (ii) (4) (a) - (iv), (b) - (iii), (c) - (ii), (d) - (i)
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	19
Question ID:	**9230119**
Question Type:	MCQ
Question:	Sales strategy comprises of a plan to gain a competitive advantage. It consists of : (a) Sales knowledge and skills (art)

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Question:	(b) Size of market and buying quantity (c) Goodwill and financial strength (d) Market knowledge and customer know ledge (e) Unit value of product and perishability Choose the **most appropriate** answer from the options given below : (1) (b), (c) only (2) (c), (d) only (3) (a), (d) only (4) (d), (e) only
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	20
Question ID:	**9230120**
Question Type:	MCQ
Question:	Match **List - I** with **List - II**. **List - I (Sales Promotion)** — **List - II (Targets)** (a) Loyalty reward programs — (i) Trade Promotion (b) Conference presentations — (ii) Business Promotions (c) Corporate entertainment — (iii) Consumer Promotions (d) Commissions — (iv) Sales force promotions Choose the **correct answer** from the options given below : (1) (a) - (i), (b) - (iv), (c) - (iii), (d) - (ii) (2) (a) - (iii), (b) - (ii), (c) - (i), (d) - (iv) (3) (a) - (ii), (b) - (iv), (c) - (iii), (d) - (i) (4) (a) - (i), (b) - (iv), (c) - (ii), (d) - (iii)
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	21
Question ID:	**9230121**
Question Type:	MCQ
	_____ is a powerful advertising medium because it creates impact through sights, sound and movement.

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Question:	(1) Press advertising (2) Radio (3) Television (4) Window display
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	22
Question ID:	**9230122**
Question Type:	MCQ
Question:	Examples of internal expansion are : (a) Increasing production capacity (b) Franchising (c) Issue of more share capital (d) Diversification (e) Mergers Choose the **most appropriate** answer from the options given below : (1) (a), (c), (d) only (2) (b), (d), (e) only (3) (a), (c), (e) only (4) (b), (c), (d) only
A:	1
B:	2
C:	3
D:	4

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Section:	ENTREPRENEURSHIP
Item No:	23
Question ID:	**9230123**
Question Type:	MCQ
Question:	Match **List - I** with **List - II**. **List - I (Definition)** / **List - II (Concept/Term)** (a) An arrangement where the manufacturer gives exclusive rights to retailers for a payment — (i) Franchisee agreement (b) Legal document that binds the franchisor and franchisee — (ii) Franchisee (c) Person offering the franchise — (iii) Franchising (d) Person taking the franchise — (iv) Franchisor Choose the **correct** answer from the options given below :

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	Choose the **correct answer** from the options given below : (1) (a) - (i), (b) - (iv), (c) - (ii), (d) - (iii) (2) (a) - (ii), (b) - (i), (c) - (iii), (d) - (iv) (3) (a) - (iii), (b) - (i), (c) - (iv), (d) - (ii) (4) (a) - (iv), (b) - (iii), (c) - (ii), (d) - (i)
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	24
Question ID:	**9230124**
Question Type:	MCQ
Question:	The merger between Glaxco and Smithkhine Beecham, not only helped gain a market share but also helped in eliminating competition between both the companies. Identify the type of merger between the companies. (1) Horizontal merger (2) Conglomerate merger (3) Vertical merger (4) Market extension merger
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	25
Question ID:	**9230125**
Question Type:	MCQ
Question:	Tata was one of the low cost steel producers in the world and had self sufficiency in raw material. Corus was fighting to keep its production costs under control and was on the lookout of iron ore. Identify the most appropriate reason for such a combination between TATA and Corus. (1) Acquiring new technology (2) Entry into new markets (3) Operating synergy (4) Financial synergy
A:	1
B:	2

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C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	26
Question ID:	**9230126**
Question Type:	MCQ
Question:	Citi group was created after the merger of Citicorp and travelers Insurance group. Identify the form of Merger ? (1) Absorption (2) Amalgamation (3) Vertical merger (4) Conglomerate
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	27
Question ID:	**9230127**
Question Type:	MCQ
Question:	When a firm with accumulated losses or unabsorbed depreciation merges with a profitable firm and the combined firm can set off such losses against its profits is referred as _____. (1) Operating synergy (2) Economic synergy (3) Tax Shield (4) Tax Rebate
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	28
Question ID:	**9230128**
Question Type:	MCQ
	Formula for Calculating ROE is : Net Income

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Question:	(1) $\frac{\text{Net Income}}{\text{Income} - \text{Tax}} \times 100$ (2) $\frac{\text{Net Income}}{\text{Debt} + \text{Equity}} \times 100$ (3) $\frac{\text{Net Income}}{\text{Equity}} \times 100$ (4) $\frac{\text{Net Profit}}{\text{Total Capital Invested}} \times 100$
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	29
Question ID:	**9230129**
Question Type:	MCQ
Question:	Annual quantity of school bags sold by a shop is 50,000 per annum. Cost of placing an order and receiving the consignment is Rs. 1,000 per order. Inventory holding cost is Rs. 100 per annum. What is the EOQ for the shop keeper ? (1) 100 bags (2) 150 bags (3) 1000 bags (4) 1500 bags
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	30
Question ID:	**9230130**
Question Type:	MCQ
Question:	While calculating EOQ, P stands for ? (1) Annual demand for the item (2) Cost of placing and receiving one order (3) Safety stock level of the item (4) Price per unit for the item
A:	1
B:	2

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C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	31
Question ID:	**9230131**
Question Type:	MCQ
Question:	Calculate the Net Working Capital, from the following information of Mr. Sahib. (a) Short term loan - 1,00,000/- (b) Debtors - 65,000/- (c) Creditors - 35,000/- (d) Prepaid Expense - 15,000/- (e) Cast at Bank - 80,000/- (1) 20,000/- (2) 10,000/- (3) 25,000/- (4) 15,000/-
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	32
Question ID:	**9230132**
Question Type:	MCQ
Question:	Calculate the Reorder point for Mr. Sonu from the following information. If takes 7 days for Mr. Sonu to receive an order placed, and his Average daily usage rate is 200 units, he keeps 2 days of stock as safety stock. (1) 1,000/- (2) 1,400/- (3) 1,800/- (4) 1,200/-
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	33

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Question ID:	9230133 aglasem.com
Question Type:	MCQ
Question:	Entrepreneurs both from Public Limited and Private Limited sector, bank heavily upon raising funds through the issue of varied financial instrument as they do not with to disclose information to the open market. Identify the method of raising capital from the primary market. (1) Public Issue (2) Rights Issue (3) Private Placement (4) Offer to employees
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	34
Question ID:	9230134
Question Type:	MCQ
Question:	Harish is working as the Chief Accountant in XYZ infrastructure Pvt. Ltd. He came to know that the company is planning for an IPO (Initial Public Offer). What reward would Harish get in case he invests in the IPO ? (1) Increment in salary (2) Higher efficiency (3) Dividends and capital appreciation (4) Wider funds availability
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	35
Question ID:	9230135
Question Type:	MCQ
	Identify the correct sequence of events that happen while seeking funds from a venture capital in the start up finance stage. (a) A management team is formed to run the venture. (b) A prototype is being developed and fully tested.

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Question:	(c) If the company has a board of directors, a person from the VC will take seats at the BOD. (d) The management team establishes a feasible production line to produce the product. (e) A Business Plan is presented by the entrepreneur to the ventures capital firm. Choose the **most appropriate** answer from the options given below : (1) (e), (a), (c), (d), (b) (2) (a), (e), (c), (b), (d) (3) (e), (c), (b), (a), (d) (4) (e), (b), (a), (d), (c)
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	36
Question ID:	**9230136**
Question Type:	MCQ
Question:	Capital markets are the most important source of raising finance for the entrepreneur as this market can : (a) Increasing accountability to public shareholders (b) Mobilise the financial resources on a nationwide scale (c) Increasing costs in complying with higher level of reporting requirements (d) Secure the required capital and know how to promote economic growth at a faster rate (e) Relinquishing some control of the company following the public offering Choose the **most appropriate** answer from the options given below : (1) (b), (d) only (2) (a), (c) only (3) (b), (e) only (4) (c), (d) only
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	37
Question ID:	**9230137**
Question Type:	MCQ
	Right from the very beginning i.e. conceiving an idea; finance is **not** required for : (1) Promote or establish the business

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Question:	(2) Develop product (3) Purchase of Personal House (4) Acquire fixed assets
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	38
Question ID:	**9230138**
Question Type:	MCQ
Question:	They fill the gap in start up or early stage financing between 'friends and family'. (1) Banks (2) Financial Institutions (3) Angel Investors (4) Venture Capitalist
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	39
Question ID:	**9230139**
Question Type:	MCQ
Question:	Which of the following is **not** a feature of venture capital ? (1) It is basically equity finance in relatively new companies. (2) They not only provide capital but also business skills to investee firms. (3) They nave continuous involvement in the business after making the investment (4) The venture capital is a permanent capital
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	40
Question ID:	**9230140**

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Question Type:	MCQ

Question:

Match **List - I** with **List - II**.

	List - I		List - II
(a)	Public Issue	(i)	Direct sale by a company of its securities to a limited number of investors
(b)	Rights Issue	(ii)	Raising of funds directly from public
(c)	Private Placement	(iii)	Raising additional finance from existing shareholders
(d)	Offers to employees	(iv)	Employees become share holders and share the company's profit

Choose the **correct answer** from the options given below :

(1) (a) - (i), (b) - (ii), (c) - (iii), (d) - (iv)

(2) (a) - (ii), (b) - (iii), (c) - (i), (d) - (iv)

(3) (a) - (ii), (b) - (iv), (c) - (iii), (d) - (i)

(4) (a) - (i), (b) - (iii), (c) - (ii), (d) - (iv)

A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	41
Question ID:	9230141
Question Type:	MCQ

Question:

Read the passage given below to answer the questions :

A successful food entrepreneur today, Debashish Majumdar belonged to a lower middle class back ground, studied to become a banker. He got his first job as an office assistant. He rose from being an office assistant to the chief accountant and later on pursued a career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos.

With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' is 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached inverters, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation become better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Gujrat, Uttar Pradesh and Madhya Pradesh.

'Momomia' provides employment to over 200 people across 50 + outlets. Mean while Momomia's customers can choose from 100 difference kinds of momos.

As Mr. Debashish named his firm as "Momomia's", which legal protection should he have also taken ?

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	have also taken ? (1) Brand Name (2) Brand Mark (3) Trade Mark (4) Patent
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	42
Question ID:	9230142
Question Type:	MCQ
Question:	**Read the passage given below to answer the questions :** A successful food entrepreneur today, Debashish Majumdar belonged to a lower middle class back ground, studied to become a banker. He got his first job as an office assistant. He rose from being an office assistant to the chief accountant and later on pursued a career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos. With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' is 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached inverters, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation become better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Gujrat, Uttar Pradesh and Madhya Pradesh. 'Momomia' provides employment to over 200 people across 50 + outlets. Mean while Momomia's customers can choose from 100 difference kinds of momos. As per the case study, calculate total sales in the first year of operations and also calculate the interest paid by him over 5 years on the loans taken by him respectively. (a) 1,50,000 (b) 18,00,000 (c) 15,000 (d) 75,000 (e) 1,80,000 Choose the **most appropriate** answer from the options given below : (1) (a) and (b) (2) (b) and (d) (3) (d) and (e) (4) (b) and (e)

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	(4) (b) and (c)
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	43
Question ID:	9230143
Question Type:	MCQ
Question:	**Read the passage given below to answer the questions :** A successful food entrepreneur today, Debashish Majumdar belonged to a lower middle class back ground, studied to become a banker. He got his first job as an office assistant. He rose from being an office assistant to the chief accountant and later on pursued a career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos. With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' is 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached inverters, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation become better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Gujrat, Uttar Pradesh and Madhya Pradesh. 'Momomia' provides employment to over 200 people across 50 + outlets. Mean while Momomia's customers can choose from 100 difference kinds of momos. As given in case study, the monthly sales are 1,50,000/-, if the profit Margin is 20% of the Annual sales; what will be the profit for Mr. Debashish at the year end ? (1) 35,000/- (2) 30,000/- (3) 3,60,000/- (4) 3,50,000/-
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	44
Question ID:	9230144

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Question Type:	MCQ

Question:

Read the passage given below to answer the questions :

A successful food entrepreneur today, Debashish Majumdar belonged to a lower middle class back ground, studied to become a banker. He got his first job as an office assistant. He rose from being an office assistant to the chief accountant and later on pursued a career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos.

With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' is 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached inverters, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation become better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Gujrat, Uttar Pradesh and Madhya Pradesh.

'Momomia' provides employment to over 200 people across 50 + outlets. Mean while Momomia's customers can choose from 100 difference kinds of momos.

As given the case study, Mr. Debashish has taken a loan of Rs. 3.5 lakh at on interest rate of 10 per cent.

Identify the sources from where Mr. Debashish has generated capital/finance ?

(1) Equity share
(2) Preference share
(3) Borrowed fund
(4) Debenture

A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	45
Question ID:	**9230145**
Question Type:	MCQ

Question:

Read the passage given below to answer the questions :

A successful food entrepreneur today, Debashish Majumdar belonged to a lower middle class back ground, studied to become a banker. He got his first job as an office assistant. He rose from being an office assistant to the chief accountant and later on pursued a career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos.

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Question:	With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' is 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached inverters, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation become better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Gujrat, Uttar Pradesh and Madhya Pradesh. 'Momomia' provides employment to over 200 people across 50 + outlets. Mean while Momomia's customers can choose from 100 difference kinds of momos. Debashish was arraying funds to give practical shape to his idea. Identify the stage of creativity mentioned here : (1) Idea Generation (2) Incubation (3) verification (4) Illumination
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	46
Question ID:	**9230146**
Question Type:	MCQ
Question:	**Read the passage given below to answer the questions :** A successful food entrepreneur today, Debashish Majumdar belonged to a lower middle class back ground, studied to become a banker. He got his first job as an office assistant. He rose from being an office assistant to the chief accountant and later on pursued a career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos. With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' is 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached inverters, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation become better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Gujrat, Uttar Pradesh and Madhya Pradesh. 'Momomia' provides employment to over 200 people across 50 + outlets. Mean while Momomia's customers can choose from 100 difference kinds of momos.

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	Debashish opened his momos outlet in a prime location to ensure good footfall. Which element of business opportunity is depicted here ? (1) Practicability of idea (2) Competence of entrepreneur (3) Assured market scope (4) Acceptable rate of return
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	47
Question ID:	**9230147**
Question Type:	MCQ
Question:	**Read the passage given below to answer the questions :** A successful food entrepreneur today, Debashish Majumdar belonged to a lower middle class back ground, studied to become a banker. He got his first job as an office assistant. He rose from being an office assistant to the chief accountant and later on pursued a career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos. With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' is 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached inverters, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation become better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Gujrat, Uttar Pradesh and Madhya Pradesh. 'Momomia' provides employment to over 200 people across 50 + outlets. Mean while Momomia's customers can choose from 100 difference kinds of momos. The idea field used to Debashish to launch the momo business was : (1) Natural resource (2) Trading related (3) Service related (4) Technology related
A:	1
B:	2
C:	3
D:	4

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Section:	ENTREPRENEURSHIP
Item No:	48
Question ID:	9230148
Question Type:	MCQ
Question:	**Read the passage given below to answer the questions :** A successful food entrepreneur today, Debashish Majumdar belonged to a lower middle class back ground, studied to become a banker. He got his first job as an office assistant. He rose from being an office assistant to the chief accountant and later on pursued a career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos. With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' is 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached inverters, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation become better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Gujrat, Uttar Pradesh and Madhya Pradesh. 'Momomia' provides employment to over 200 people across 50 + outlets. Mean while Momomia's customers can choose from 100 difference kinds of momos. Debashish approached investors when he had already entered the market and faced competition. He sought financing at _____ stage. (1) Pre-start up (2) Seed capital (3) Second round financing (4) Pre-public stage
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	49
Question ID:	9230149
Question Type:	MCQ
	Read the passage given below to answer the questions : A successful food entrepreneur today, Debashish Majumdar belonged to a lower middle class back ground, studied to become a banker. He got his first job as an office assistant. He rose from being an office assistant to the chief accountant and later on pursued a

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Question:	career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos. With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' is 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached inverters, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation become better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Gujrat, Uttar Pradesh and Madhya Pradesh. 'Momomia' provides employment to over 200 people across 50 + outlets. Mean while Momomia's customers can choose from 100 difference kinds of momos. Franchising type used by Debashish is most likely be : (1) Product franchise (2) Manufacturing franchise (3) Business franchise (4) Business format franchise
A:	1
B:	2
C:	3
D:	4

Section:	ENTREPRENEURSHIP
Item No:	50
Question ID:	**9230150**
Question Type:	MCQ
Question:	**Read the passage given below to answer the questions :** A successful food entrepreneur today, Debashish Majumdar belonged to a lower middle class back ground, studied to become a banker. He got his first job as an office assistant. He rose from being an office assistant to the chief accountant and later on pursued a career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos. With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' is 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached inverters, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation become better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Gujrat, Uttar Pradesh and Madhya

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	Pradesh. 'Momomia' provides employment to over 200 people across 50 + outlets. Mean while Momomia's customers can choose from 100 difference kinds of momos. According to the case main advantage of franchise model for "Momomia" was : (1) Cost advantage (2) Quick expansion (3) Management expansion (4) Product acceptance
A:	1
B:	2
C:	3
D:	4

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