

MCQ Booklet**MODULE - 1**

Q.1 Barriers to entrepreneurship are :

- a. Lack of technical knowhow
- b. Lack of business knowledge
- c. Lack of motivation
- d. All of the above

Q.2 Characteristics of an entrepreneur :

- a. Assumes all the risk associated with a venture
- b. Have the perseverance
- c. Positive thinker
- d. All of the above

Q.3 The Law of Patience and Perseverance is applicable for _____.

- a. Managing projects
- b. Navigating change
- c. Mastering a skill
- d. All of the above

Q.4 Entrepreneurs can follow the rules :

- a. Accept failure and take it as a lesson for future moves.
- b. Stick to something and stay on course despite difficulties.
- c. Tolerance is the most essential component of an entrepreneur.
- d. All of the above

Q.5 A good decision maker should not be

- a. Objective and practical
- b. Systematic and logical
- c. Negative thinker
- d. None of the above

Q.6 The ability or self-efficacy for entrepreneurship is also called

- a. Entrepreneur self-efficacy (ESE)
- b. Entrepreneurial self-efficacy (ESE)
- c. Entrepreneurial self-efficiency (ESE)
- d. Enterprise self-efficacy (ESE)

Q.7 Which of the following factors affect the capital structure?

- a. Company life cycle
- b. Cost of capital
- c. Use of leverage
- d. All of the above

Q.8 The pillar of inbound marketing is -

- a. Content
- b. Social
- c. Search
- d. All of the above

Q.9 When platforms like Facebook, Instagram and LinkedIn are used for marketing it is known as?

- a. Social Media Marketing
- b. Video Marketing
- c. Voice Marketing
- d. None of the above

Q.10 Entrepreneurship involves -

- a. Decision making
- b. Innovation
- c. Forecasting of the future
- d. All of the above

Q.11 Entrepreneurship is a

- a. Dynamic process
- b. Risky process
- c. Both (a) and (b)
- d. None of the above

Q.12 Entrepreneurship involves a

- a. Fusion of capital
- b. Technology
- c. Human talent
- d. All of the above

Q.13 Entrepreneurship is equally applicable to

- a. Big businesses
- b. Economic and non-economic activities
- c. Small businesses
- d. All of the above

Q.14 Entrepreneurship is the attitude of mind to

- a. Seek opportunities
- b. Take calculated risks
- c. Derive benefits by setting up a venture
- d. All of the above

Q.15 Which one of the following is not driving force for development?

- a. Management
- b. Opportunity
- c. Resources
- d. Talent

Answers

Q.1	<i>(d)</i>	Q.6	<i>(b)</i>	Q.11	<i>(c)</i>
Q.2	<i>(d)</i>	Q.7	<i>(d)</i>	Q.12	<i>(d)</i>
Q.3	<i>(d)</i>	Q.8	<i>(d)</i>	Q.13	<i>(d)</i>
Q.4	<i>(d)</i>	Q.9	<i>(a)</i>	Q.14	<i>(d)</i>
Q.5	<i>(c)</i>	Q.10	<i>(d)</i>	Q.15	<i>(d)</i>

MODULE - 2

Q.16 Which following condition is beneficial for entrepreneurship?

- a. Good Infrastructure
- b. Less regulatory environment
- c. Tax benefits
- d. All of the above

Q.17 Stratup India was launched in the year

- a. 2016
- b. 2017
- c. 2018
- d. 2019

Q.18 Which of the following is a pillar of Start-up India?

- a. Handholding
- b. Funding support
- c. Industry-Academia partnership
- d. All of the above

Q.19 SAMRIDH scheme was launched on

- a. 1st January 2021
- b. 25th August 2021
- c. 15th August 2021
- d. 25th December 2021

Q.20 Full form of ASPIRE is

- a. A Scheme for Promotion of Innovation, Rural Industries and Entrepreneurship
- b. A Scheme for Promotion of Industries, Rural Innovation and Entrepreneurship
- c. A Scheme for Promotion of Innovation, Rural Industries and Enterprise
- d. None of the above

Q.21 ATAL Innovation Mission was launched in

- a. 2015
- b. 2016
- c. 2017
- d. 2018

Q.22 *Permanent working capital is alternatively known as*

- a. *Rigid*
- b. *Fixed*
- c. *Regular*
- d. *All of the above*

Q.23 *Temporary working capital is also known as –*

- a. *Variable*
- b. *Seasonal*
- c. *Flexible*
- d. *All of the above*

Q.24 *Payables or Trade Credits may be expressed in*

- a. *Open Accounts*
- b. *Promissory Notes*
- c. *Bills Payable*
- d. *All of the above*

Q.25 *As per Section 3 (2) of the Companies Act, A company formed under sub-section (1) may be either*

- a. *a company limited by shares*
- b. *a company limited by guarantee*
- c. *an unlimited company*
- d. *All of the above*

Q.26 *Nine principles of entrepreneurial ecosystem are suggested by _____ .*

- a. *Isenberg (2009)*
- b. *Isenberg (2010)*
- c. *Isenberg (2011)*
- d. *Isenberg (2012)*

Q.27 *The Geographical Indications of Goods (Registration and Protection) Act passed in India in –*

- a. *1999*
- b. *2000*
- c. *2001*
- d. *1991*

Q.28 CGPDTM stands for

- a. Commerce General of Patent, Trademark and Design
- b. Controller General of Patent, Trademark and Development
- c. Controller General of Patent, Trademark and Design
- d. Controller Genera of Patent, Tariff and Design

Answers

Q.16	(d)	Q.17	(a)	Q.18	(d)	Q.19	(b)	Q.20	(a)
Q.21	(a)	Q.22	(d)	Q.23	(d)	Q.24	(d)	Q.25	(d)
Q.26	(b)	Q.27	(a)	Q.28	(c)				

MODULE - 3

Q.29 The important guidelines for monetizing of the product are outlined below:

- a. Emphasizing customer experience
- b. Long-term thinking process
- c. Creative in approach
- d. All of the above

Q.30 _____ describes a situation in which an entrepreneur starts a company with little capital, relying on money other than outside investments.

- a. Bootstrapping
- b. Angel Investing
- c. Venture
- d. None of the above

Q.31 Important features of bootstrapping are mentioned below:

- a. no outside investment.
- b. depends on personal savings, personal debt
- c. flexibility in the early growth phase
- d. all of the above

Q.32 Which one of the following is not Angel Investor in India?

- a. Angel Network
 - b. Mumbai Angels
 - c. Angel Kolkata
 - d. Hyderabad Angels
- Q.33 Preparation of project report by the entrepreneur is**
- a. essential
 - b. useful function
 - c. both (a) and (b)
 - d. not essential
- Q.34 A project report is _____ document.**
- a. an operating
 - b. a financing
 - c. a research
 - d. all of the above
- Q.35 Data analytics is the science of integrating _____ data from diverse sources, drawing inferences, and making predictions to enable innovation, gain competitive business advantage, and help strategic decision-making.**
- a. Heterogeneous
 - b. Homogeneous
 - c. Static
 - d. Dynamic
- Q.36 _____ entails analyzing the relationship between dependent variables to determine how a change in one may affect the change in another.**
- a. Regression analysis
 - b. Factor analysis
 - c. Time Series Analysis
 - d. Cohort Analysis
- Q.37 _____ takes a large data set and shrinking it to a smaller data set. The goal of this technique is to attempt to discover hidden trends that would otherwise have been more difficult to see.**
- a. Regression analysis
 - b. Factor analysis

- c. Time Series Analysis
- d. Cohort Analysis

Q.38 _____ is the process of breaking a data set into groups of similar data, often broken into a customer demographic. This allows data analysts and other users of data analytics to further dive into the numbers relating to a specific subset of data.

- a. Regression analysis
- b. Factor analysis
- c. Time Series Analysis
- d. Cohort Analysis

Q.39 _____ tracks data over time and solidifies the relationship between the value of a data point and occurrence of the data point. This data analysis technique is usually used to spot cyclical trends or to project financial forecasts.

- a. Regression analysis
- b. Factor analysis
- c. Time Series Analysis
- d. Cohort Analysis

Answers									
Q.29	(d)	Q.30	(a)	Q.31	(d)	Q.32	(c)	Q.33	(c)
Q.34	(a)	Q.35	(a)	Q.36	(a)	Q.37	(b)	Q.38	(d)
Q.39	(c)								

MODULE - 4



- Q.40** *A lean startup is a strategy used _____ on behalf of a present entrepreneur.*
- a. to initiate a new company
 - b. to launch a new product
 - c. to initiate a new company or launch a new product
 - d. none of these
- Q.41** _____ *is a powerful blend of structured meetings, strategic tools, and experienced leadership.*
- a. Marketing Traction
 - b. Marketing Management
 - c. Marketing Strategy
 - d. Marketing Trick
- Q.42** _____ *is the act of designing a company's offering and image to occupy a distinctive place in the minds of the target market.*
- a. Positioning
 - b. Targeting
 - c. Marketing Traction
 - d. Marketing innovation
- Q.43** *Product positioning is the process of determining new products' position in the minds of consumers.*
- a. Product Positioning
 - b. Targeting
 - c. Marketing Traction
 - d. Marketing innovation
- Q.44** *Innovative ideas come from several sources, including*
- a. Unreasonable demands
 - b. Goals and time pressures
 - c. Unreasonable demands or goals and time pressures
 - d. Reasonable demands or goals and time pressures
- Q.45** *An _____ process is a set of steps between an idea's conception and its implementation.*
- a. Innovation

- b. Research
- c. Startup
- d. Conceptualisation

Q.46 Organization for Economic Cooperation and Development called four types of innovations. Which one is not included in these four types of innovations?

- a. Marketing innovation
- b. Product innovation
- c. Organizational innovation
- d. Price innovation

Q.47 Through the design thinking process, what we do?

- a. We work on breaking down the business problem into smaller aspects
- b. We start thinking from the base level to come up with various solutions
- c. We work on breaking down the business problem into smaller aspects and then start thinking from the base level to come up with various solutions
- d. Something else

Q.48 In startup world, _____ is a powerful tool for honing in on a real consumer need and by passing costly hours and resources hypothesizing and experimenting with different solutions.

- a. Design thinking
- b. Planned thinking
- c. Startup thinking
- d. Design planning

Q.49 Most entrepreneurs are inherent _____.

- a. Planned thinkers
- b. Startup thinkers
- c. Design planners
- d. Design thinkers

Q.50 A lean startup attempts to solve the problem scientifically by using specific _____.

- a. principles
- b. processes
- c. principles and processes both

d. technology

Q.51 The benefits of product positioning are:

- a. Identifying key benefits of a product and matching them with customers' needs.
- b. Finding a competitive advantage even when the market changes.
- c. Meeting customers' expectations.
- d. All of the above

Q.52 Positioning Process is the_____ process which companies do to ensure strong, positive & stable positioning in a consumer's mind.

- a. continuous
- b. reiterative
- c. continuous and reiterative
- d. sporadic

Q.53 _____ is used by wholesalers and by manufacturers, businesses that deals with direct sales.

- a. Disintermediation Model
- b. Marketplace model
- c. On demand model
- d. Freemium model

Q.54 Examples of Brand Positioning -

- a. The brand "Bisleri" stands for purity.
- b. The brand "Ceat Tyre" stands for better grip.
- c. Both of the above
- d. None of the above

Answers									
Q.40	(c)	Q.41	(a)	Q.42	(a)	Q.43	(a)	Q.44	(c)
Q.45	(a)	Q.46	(d)	Q.47	(d)	Q.48	(a)	Q.49	(d)
Q.50	(c)	Q.51	(d)	Q.52	(c)	Q.53	(a)	Q.54	(c)

MODULE - 5

Q.55 _____ is the example of crowdfunding.



- a. Donation Crowdfunding
- b. Debt Crowdfunding
- c. Rewards Crowdfunding
- d. All of the above

Q.56 Scaling strategies includes -

- a. Streamlining
- b. Automation
- c. Create a franchise
- d. All of the above

Q.57 Steps of Elevator Speech consists of

- a. Purpose of identifying
- b. Explanation of what makes
- c. Unique selling proposition of identification
- d. All of the above

Q.58 Scaling up people is not including -

- a. Leaders
- b. Vendors
- c. Teams
- d. Manager

Q.59 _____ includes in steps to Scaling the Business.

- a. Evaluate and Plan
- b. Find the Money
- c. Invest in Technology
- d. All of the above

Q.60 Berkus Method is created by American venture capitalist and angel investor

_____.

- a. Dave Berkus
- b. H. Berkus
- c. Lave Berkus
- d. Nany Berkus

Answers

Q.55	(d)	Q.56	(d)	Q.57	(d)	Q.58	(b)	Q.59	(d)	Q.60	(a)
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MODULE - 6

- Q.61** *Credit risks typically arise because_____ .*
- a. customers fail to pay for goods supplied on credit.
 - b. customers fail to receive for goods supplied on credit.
 - c. suppliers fail to pay for goods supplied on credit.
 - d. suppliers fail to pay for goods supplied on credit.
- Q.62** *Choose the one which is not a type of Risk Monitoring*
- a. Voluntary
 - b. Obligatory
 - c. Interest rate risk
 - d. Obligatory
- Q.63** *Choose which is related to Unsystematic Risk from the options –*
- a. Business Risk
 - b. Financial Risk
 - c. Default Risk
 - d. All of the above
- Q.64** *A project can be divided into five phases, which is not related with this from the followings*
- a. Initiation
 - b. Executing
 - c. Risk Analysing
 - d. Monitoring and control
- Q.65** *Which is not a Benefits of Audit of Startups*
- a. Prevention in the occurrence of fraud
 - b. Ensures business's regulatory requirement compliances
 - c. Carrying ou the activities defined in the planning phase
 - d. Early identification of errors
- Q.66** *Select which one is the Component of The COSO ERM framework, like the internal control framework*
- a. Governance & culture

- b. Performance
- c. Review and revision
- d. All of the above

Q.67 _____ is an example of Systematic Risk.

- a. Business Risk
- b. Default Risk
- c. Financial Risk
- d. Interest Rate Risk

Q.68 Market Risk is not including

- a. Equity risk
- b. Credit Risk
- c. Interest rate risk
- d. Currency risk

Q.69 Enterprise risk management includes

- a. financial risks
- b. strategic risks
- c. operational risks
- d. All of the above

Q.70 Enterprise risk management is the process of, and controlling the activities of an organization to minimize the deleterious effects of risk on its capital and earnings.

- a. Planning
- b. Organizing
- c. Directing
- d. All of the above

Q.71 Risk is managed through one of the alternative strategies mentioned below:

- a. Risk avoidance e.g., avoiding rough weather in sailing.
- b. Risk minimization e.g., fire prevention arrangement.
- c. Risk sharing e.g., insurance, limited liability companies, diversification, outsourcing.
- d. All of the above

Q.72 Market risks include:

- a. Equity risk, the risk that stock or stock indexes (e.g., Euro Stoxx 50, etc.) prices and/or their implied volatility will change.
- b. Interest rate risk, the risk those interest rates (e.g., LIBOR, MIBOR etc.) and/or their implied volatility will change.
- c. Currency risk, the risk that foreign exchange rates (e.g. EUR/USD, EUR/GBP, etc.) and/or their implied volatility will change.
- d. All of the above

Q.73 Which one of the following is the benefit of Enterprise Risk Management?

- a. By creating a more risk-focused culture, integrating risk evaluation into business and IT practices is a good way to improve risk management across the board.
- b. Enterprises can implement more standardized risk reporting that helps with long-term metrics and measurement.
- c. Organizations can improve focus and increase their perspective on risk in a variety of categories
- d. All of the above

Q.74 Which one of the following is the challenge of Enterprise Risk Management?

- a. Capital and operational expenditures often increase initially since ERM programs can require specialized and expensive software and services.
- b. ERM initiatives increase emphasis on governance, requiring business units to invest a significant amount of time and cost.
- c. Consensus agreement on risk severity and metrics across all units of an enterprise can be difficult and contentious.
- d. All of the above.

Q.75 An actuarial concept used in risk pooling does not include:

- a. The law of averages
- b. The law of sampling
- c. The law of large numbers
- d. The laws of probability

Answers

Q.61	(a)	Q.62	(c)	Q.63	(d)	Q.64	(c)	Q.65	(c)
Q.66	(d)	Q.67	(d)	Q.68	(b)	Q.69	(d)	Q.70	(d)
Q.71	(d)	Q.72	(d)	Q.73	(d)	Q.74	(b)	Q.75	(a)

MODULE - 7

Q.76 *Competitive advantage can be best described as*

- a. *Increased efficiency*
- b. *What sets an organization apart*
- c. *A strength and the organizations*
- d. *Intangible resources*

Q.77 *Competitive advantage can be best described as*

- a. *Increased efficiency*
- b. *What sets an organization apart*
- c. *A strength and the organizations*
- d. *Intangible resources*

Q.78 _____ *views that moral or ethical systems, may vary from culture to culture, but no one system is better than other.*

- a. *Cross culture*
- b. *Consumerism*
- c. *Cultural relativism*
- d. *Corporate culture*

Q.79 *Organization Change can be*

- a. *Evolutionary*
- b. *Revolutionary*
- c. *Both A & B*
- d. *None of These*

Q.80 *Why is it important to have an environmental business objective?*

- a. *To address government targets*
- b. *To reduce staff turnover*
- c. *To keep customer based.*
- d. *To be competitive*

Q.81 *Who in an organisation has responsibility for working towards the vision / mission / goals?*

- a. *Employer*

- b. *Employees*
- c. *who works for the organization*
- d. *Suppliers*

Q.82 *Firms try to achieve competitive advantage by competing on _____ ?*

- a. *Cost only*
- b. *Quality only*
- c. *None of these*
- d. *Both a and b*

Q.83 *Hierarchy of Strategic Intent:*

- a. *Vision > Mission > Goals > Objectives > Plans*
- b. *Mission > Vision > Goals > Objectives > Plans*
- c. *Plans > Vision > Mission > Goals > Objectives*
- d. *Goals > Vision > Mission > Objectives > Plans*

Q.84 *An organisation strategy __*

- a. *Remains set in place longer than the mission and objectives*
- b. *Generally forms over a period of time as events unfold*
- c. *Trends to be formed at the same time the mission is developed*
- d. *None*

Q.85 *Competitive advantage can be best described as*

- a. *Increased efficiency*
- b. *What sets an organisation apart*
- c. *A strength and the organisations*
- d. *Intangible resources*

Answers

Q.76	(a)	Q.77	(a)	Q.78	(c)	Q.79	(c)	Q.80	(a)
Q.81	(c)	Q.82	(d)	Q.83	(a)	Q.84	(b)	Q.85	(a)

MODULE - 8

Q.86 *Fintech companies mainly provides _____*

- a. Technological services
- b. Production services
- c. Marketing Services
- d. Financial services

Q.87 *Dynamatic Technologies is a _____ startups.*

- a. Fintech
- b. Edtech
- c. Defence
- d. Healthcare

Q.88 *Which problem is solved by Agro Entrepreneurship?*

- a. Reduce agriculture-related burdens
- b. Increase economy rate
- c. Reduce urban pressure
- d. All of the above

Q.89 *Which one of these is not the scheme launched by the government to support the Agri-business?*

- a. Pradhan Mantri Fasal Bima Yojna
- b. Gramin Bhandaram Yojna
- c. E-NAM
- d. None of these

Q.90 *which of the following scheme is not launched by the government for supporting women entrepreneurship*

- a. Pradhan Mantri Rojgar Yojna (PMRY)
- b. Rashtriya Mahila Kosh (RMK)
- c. Pradhan Mantri Ujjawala Yojna (PMUY)
- d. Trade Related Entrepreneurship Assistance and Development (TREAD)

Q.91 *What is the percentage of women entrepreneurs of the total entrepreneurs?*

- a. 12.33%
- b. 11.12%
- c. 13.76%
- d. 10.12%

Q.92 *In a family business _____ share are controlled by the members of family.*

- a. 40%
- b. 20%
- c. More than 50%
- d. 30%

Q.93 Which of the following is not a family run business.

- a. Reliance Industries
- b. Wipro
- c. Tata Group
- d. None of these

Q.94 Micro enterprise should have the investment in plat and Machinery or Equipment.

- a. Less than 1 Crore
- b. Less than 2 Crore
- c. Less than 5 Crore
- d. None of these

Q.95 MSME sector contributes in export about

- a. 50%
- b. 40%
- c. 70%
- d. None of these

Q.96 The main important considerations for transaction transfer are

- a. Continuation of operating control
- b. Maintenance of liquidity
- c. Growth of capital
- d. All of these

Q.97 A social entrepreneur is a person who explores

- a. Production opportunities
- b. Loan opportunities
- c. Business Opportunities
- d. All of these

Q.98 A Non-Profit organization has

- a. Few Share holders
- b. Large no of share holders

- c. No share holder
- d. None of these

Q.99 Which business model sells social services

- a. Entrepreneur Support
- b. Low- income client
- c. Employment
- d. Free for Service

Q.100 Import- Export is the example of

- a. Employment
- b. Market intermediary
- c. Organizational Support
- d. Market linkage

Answers

Q.86	(d)	Q.87	(c)	Q.88	(d)	Q.89	(d)	Q.90	(c)
Q.91	(c)	Q.92	(c)	Q.93	(d)	Q.94	(a)	Q.95	(b)
Q.96	(d)	Q.97	(c)	Q.98	(c)	Q.99	(d)	Q.100	(d)

Past Paper MCQs

Q.101 *In Crowdfunding, the money pledged by the backers is a loan and must be repaid with interest by a certain deadline.*

- (a) Donation
- (b) Equity
- (c) Debt
- (d) Rewards

Q.102 *Which of the following are the motives of holding cash?*

- (a) Transaction motives
- (b) Precautionary motive
- (c) Speculation motive
- (d) All of the above

Q.103 *Which of the following is a challenge to the Agri-tech Industry in India?*

- (a) Lack of financial services
- (b) Less use of digital infrastructure
- (c) Issues in marketing
- (d) All of the above

Q.104 *Which of the following is not an example of fin-tech companies?*

- (a) Paytm
- (b) White Hat Jr.
- (c) Lending kart
- (d) Incred

Q.105 *Which of the following is a mental barrier to entrepreneurship?*

- (a) Lack of confidence in business
- (b) Lack of market knowledge
- (c) Lack of technical knowledge
- (d) Lack of viable concept

Q.106 *The Agreement was negotiated at the end of the Uruguay Round of the GATT treaty in 1994.*

- (a) TRIPS
- (b) TIFAC
- (c) CIPAM
- (d) CGPDTM

Q.107 _____ is the combination of Artificial Intelligence (AI) and Big Data.

- (a) Descriptive Analytics
- (b) Diagnostic Analytics
- (c) Analytics
- (d) Predictive Analytics

Q.108 _____ is the process of breaking a dataset into groups of similar data, often broken into a customer demographic.

- (a) Factor Analysis
- (b) Regression Analysis
- (c) Cohort Analysis
- (d) Time Series Analysis

Q.109 Laundry and dry-cleaning industry follows _____ business model.

- (a) Disintermediation
- (b) Marketplace
- (c) On-demand
- (D) Subscription

Q.110 Organization change can be

- (a) Evolutionary
- (b) Revolutionary
- (c) Both (A) and (B)
- (d) None of (A) and (B)

Q.111 Scaling up people does not include _____.

- (a) Leaders
- (b) Vendors
- (c) Teams
- (d) Managers

Q.112 _____ invest in high-growth start-ups in preferred sectors.

- (a) Crowdfunding
- (b) Equity financing
- (c) Venture capital funds
- (d) Angel investors

Q.113 In ___ method of start-up valuation, start-ups are compared to those already funded.

- (a) Scorecard valuation
- (b) Comparable transactions
- (c) Market multiple
- (d) Risk factor summation

Q.114 In _____ model, wholesalers and manufacturers perform direct sales of products to consumers.

- (a) On demand
- (b) Disintermediation
- (c) Reseller
- (d) Marketplace

Q.115 A fast-food chain pays a movie company to show their food enjoyed by the actors in the film. Identify the type of marketing strategy followed here.

- (a) Brand marketing
- (b) Stealth marketing
- (c) Partner marketing
- (d) Relationship marketing

Q.116 In _____ the goal is to attempt to discover hidden trends that would otherwise have been difficult to see.

- (a) Regression analysis
- (b) Factor analysis
- (c) Cohort analysis
- (d) Time series analysis

Q.117 Which of the following is not a risk involved in Govt. Securities?

- (a) Interest rate risk
- (b) Re-investment risk
- (c) Default risk
- (d) Maturity risk

Q.118 Which of the following is not an element of a good Mission Statement?

- (a) It should mention the primary purpose of the business.
- (b) It should reflect the capabilities of the business.
- (c) It should reflect the weaknesses of the business.
- (d) It should capture the spirit and essence of the business's legacy.

Q.119 Which of the following is not a generic competitive strategy?

- (a) Cost leadership strategy
- (b) Differential strategy
- (c) Focus strategy
- (d) Alliance strategy

Q.120 _____ business model sells social services.

- (a) Entrepreneur support
- (b) Low-income client
- (c) Employment
- (d) Free for service

Q.121 Which of the following is risk transfer strategy?

- (a) Internal netting processes to manage currency exposures
- (b) Joint venture
- (c) Insurance
- (d) Future contract

Q.122 The Global Entrepreneurship Monitor (GEM), Adult Population Survey (APS) specifies four motivations for starting a business. Which of the following is not a specific motivation under GEM APS?

- (a) To make difference in the world
- (b) To build great wealth
- (c) Develop strong leadership
- (d) To earn living as jobs are scarce

Q.123 There are _____ principles of Entrepreneurial ecosystem suggested by Isenberg.

- (a) 14
- (b) 9
- (c) 3
- (d) 7

Q.124 Find the odd one out with regard to the Term Bootstrapping:

- (a) To pull oneself up
- (b) Impossible task
- (c) Out of nothing
- (d) Innovation

Q.125 Companies like Netflix, Microsoft have been using a ____ for years with much success.

- (a) Subscription based Revenue Model
- (b) Freemium Model
- (c) Reseller Model
- (d) Virtual Good Model

Q.126 Which of the following is a pillar of start-up in India?

- (a) Handholding
- (b) Funding Support
- (c) Industry — Academia Partnership
- (d) All of the above options

Q.127 What is a benefit of endorsing products on Social Media platforms?

- (a) Higher Costs for Advertisements
- (b) Limited reach to Potential Customers
- (c) Reduction in Marketing Costs
- (d) Increased dependence on Traditional Marketing Methods

Q.128 Which of the following is one of the branches of Sustainability?

- (a) Marketing
- (b) Human Resources
- (c) The Economy
- (d) Customer Service

Q.129 _____ views that moral or ethical Systems may vary from Culture to Culture, but no one System is better than other.

- (a) Cross Culture
- (b) Cultural Relativism
- (c) Consumerism
- (d) Corporate Culture

Q.130 Which of the following is not a type of Market Risk?

- (a) Interest Rate Risk
- (b) Equity Price Risk
- (c) Foreign Exchange Risk
- (d) Credit Risk.

Q.131 Which of the following is not a type of innovation as specified by Organization for Economic Cooperation and Development?

- (a) Marketing Innovation
- (b) Product Innovation
- (c) Personnel Innovation
- (d) Process Innovation

Q.132 Which of the following is a mental barrier to entrepreneurship?

- (a) Lack of viable concept
- (b) Lack of technical knowledge
- (c) Lack of confidence in business
- (d) Legal constraints and regulations

Q.133 Which of the following is not a macroeconomic factor influencing business?

- (a) Demographic environment
- (b) Technological environment
- (c) Legal environment
- (d) Marketing intermediaries

Q.134 _____ describes a situation in which an entrepreneur starts a company with little capital, relying on money other than outside investments.

- (a) Crowdfunding
- (b) Bootstrapping
- (c) Venture Capital
- (d) Incubation

Q.135 Development of a new HR scheme for a business is an example of ____ innovation.

- (a) Product
- (b) Process
- (c) Marketing
- (d) Organizational

Q.136 _____ method of stand-up valuation values a start-up by taking into quantitative consideration all risks associated with the business that can affect the return on investment.

- (a) Risk factor summation method
- (b) Cost-to-duplicate method
- (c) Comparable transaction method

(d) Discounted cash flow method

Q.137 Entering into a forward contract to mitigate risk is an example of ____ strategy.

(a) Risk retention

(b) Risk avoidance

(c) Risk sharing

(d) Risk transfer

Q.138 Which of the following is not a source of competitive advantage?

(a) Access to low-cost input

(b) Locational advantage

(c) Low entry barriers

(d) Access to new and sophisticated technology

Q.139 Which of the following is an example of a healthcare start-up?

(a) Simple learn

(b) Bijak

(c) Practo

(d) Alpha

Q.140 When platforms like Facebook, Instagram and LinkedIn are used for marketing, it is known as:

(a) Buzz marketing

(b) Video Marketing

(c) Voice Marketing

(d) Social Media Marketing

Q.141 ____ is the process of breaking a data set into groups of similar data, often broken into a customer demographic.

(a) Regression analysis

(b) Time series analysis

(c) Cohort analysis

(d) Monte-Carlo simulation

Q.101	(c)	Q.102	(d)	Q.103	(d)	Q.104	(b)	Q.105	(a)
Q.106	(a)	Q.107	(c)	Q.108	(c)	Q.109	(c)	Q.110	(c)
Q.111	(b)	Q.112	(c)	Q.113	(a)	Q.114	(b)	Q.115	(b)
Q.116	(b)	Q.117	(c)	Q.118	(c)	Q.119	(d)	Q.120	(d)
Q.121	(c)	Q.122	(c)	Q.123	(b)	Q.124	(d)	Q.125	(a)
Q.126	(d)	Q.127	(c)	Q.128	(c)	Q.129	(b)	Q.130	(d)
Q.131	(c)	Q.132	(c)	Q.133	(d)	Q.134	(b)	Q.135	(b)
Q.136	(a)	Q.137	(c)	Q.138	(c)	Q.139	(c)	Q.140	(d)
Q.141	(c)	Q.142		Q.143		Q.144		Q.145	

CASE STUDY BASED MCQ

CASE STUDY 1

Mr. KEYON a young entrepreneur having leadership qualities is passionate about sustainability, ethics and wanted to revolutionize the footwear industry by creating an eco-friendly footwear brand. He realized that consumers were becoming more conscious of their environment impact but struggled to find stylish and durable shoes. Keyon Start-up named MJB Venture that used ethical labour practices and recycled materials. He started with a small personal investment and later secured funding from Angel Investor. He leveraged digital marketing and social media to build a Loyal Community around sustainable shoe fashion. Keyon also introduced a scheme of use and return where customers get benefits on new shopping by exchanging old shoes. After a period of four years MJB Venture gained significant traction. Keyon expanded his product line by including shoes for kids and senior citizens. Keyon Start-up MJB Venture remained profitable by building best customer relationships and following best marketing strategies

Q.1 The term sustainability refers to

- (a) Personnel Goal
- (b) Social Goal
- (c) Marketing Goal
- (d) Personal Goal

Q.2 Ethics practice deals with

- (a) Good and Evil
- (b) True and False
- (c) Right and Good
- (d) All of the above

Q.3 The ability to influence people towards the attainment of organization goals is known as

- (a) Leadership
- (b) Motivation
- (c) Persuasion
- (d) Commitment

Q.4 are received by Angel Investors in Exchange for their Investment in Start-up.

- (a) Variable Interest Rate
- (b) Government Aid
- (c) Company Shares
- (d) Debenture and Bonds

Q.5 Traction is important for start-up because

- (a) It is tax efficient.
- (b) it helps in employee management.
- (c) it proves that business is working efficiently.
- (d) it provides competitors strategy in effective manner.

CASE STUDY 2 (QUESTION PAPER- December 2024)

Read the following Scenario and answer the following questions:

The present decade has seen many successful start-ups across the world. With the help of state-of-the-art technology and innovative product and service delivery ideas start-ups have not only redefined the business environment but also have challenged the Traditional Business firms. However, the most important factor behind their success is the business models they have come up with. These models are extremely innovative and ensure greater customer engagement than any traditional business model. While e-retailers are found to adopt business models such as marketplace model and reseller model, service industry firms are adopting on-demand model. Software and hardware companies are adopting disintermediation model and social media firms are using virtual good model. Similarly, firms such as LinkedIn are using freemium model while streaming companies are using subscription model.

Choose the Correct option from the given four alternatives based on the above Scenario:

Q.1 a customer must pay a recurring price at regular intervals for access to a product or service.

- (a) Marketplace Model
- (b) On Demand Model
- (c) Subscription Model
- (d) Freemium Model

- Q.2 The Business Model Commonly used by Video Game Developers is known as**
- (a) Reseller Model
 - (b) Virtual Good Model
 - (c) On Demand Model
 - (d) Disintermediation Model
- Q.3 Under___ basic services are offered at free of cost while customers need to bear significant cost for availing customed and advanced features of a service.**
- (a) Reseller Model
 - (b) On Demand Model
 - (c) Subscription Model
 - (d) Freemium Model
- Q.4 (iv) The main benefit of.....is lowering the cost to end-user.**
- (a) On Demand Model
 - (b) Disintermediation Model
 - (c) Marketplace Model
 - (d) Reseller Model
- Q.5 (v) The idea behind.....is to provide the service to the customer at their request.**
- (a) On Demand Model
 - (b) Subscription Model
 - (c) Freemium Model
 - (d) Marketplace Model

CASE STUDY 3 (QUESTION PAPER- June 2024)

MR KAYON is a startup that has developed a new mobile application for managing personal finance - Mutual Funds, Pension Funds, Insurance and Retirement Planning. The Startup is in operation for last 10 months but has a small growing user base for its App. However company is struggling to generate market traction and increase its customer acquisition rate. The initial progress of startup and the momentum it builds as it grows clearly indicates that product is viable and getting attention from target audience. Traction is proof that somebody wants their product and communicate momentum in market adoption. The more market traction you can demonstrate the less risk there is in the investment. Choose the correct option from the given alternatives based on the above scenario:

- Q.1** *The term traction refers to the*
- (a) *clear indicator of demand.*
 - (b) *getting attention.*
 - (c) *demonstrate risk.*
 - (d) *initial progress.*
- Q.2** *Which of the following is not a effective strategy for MR KAYON to generate market traction?*
- (a) *Value Proposition*
 - (b) *Leveraging influencer*
 - (c) *Word of mouth marketing*
 - (d) *Behavioral pattern of target audience.*
- Q.3** *MR KAYON can identify and target its ideal customer segment by*
- (a) *analyzing to indentify the key demographics, psychographics.*
 - (b) *building a strong brand identity.*
 - (c) *targeting digital marketing*
 - (d) *customer engagement.*
- Q.4** *Traction is important to all the startup stockholder. It is particularly important to:*
- (a) *Employees*
 - (b) *Entrepreneurs*
 - (c) *Society*
 - (d) *Investors*
- Q.5** *When MR KAYON raising capital from friends and family the amount of market traction that you can demonstrate is*
- (a) *strong*
 - (b) *steady*
 - (c) *limited*
 - (d) *viable*

CASE STUDY 4 (MQP JUNE 25 SET 1)

*Based on the following case study, you are required to answer the questions no. (i) to (v)
Back in 2004, GE's top-management team was going through its annual strategic planning*

review when the management team came to a sudden realization: six of the company's core businesses were deeply involved in environmental and energy-related projects. What was particularly striking was that GE had initiated almost all of these projects in response to requests from its customers. They initiated a data gathering effort. They made an effort to educate themselves on the science behind energy and environmental issues, including greenhouse gas emissions. At the same time, GE talked to government officials and regulators to try and get a sense for where public policy might be going. This external review led to the conclusion that energy prices would likely increase going forward, driven by rising energy consumption in developing nations and creating demand for energy-efficient products. The team also saw tighter environmental controls, including caps on greenhouse gas emissions, as all but inevitable. What emerged from these efforts was a realization that GE could build strong businesses by helping its customers to improve their energy efficiency and environmental performance. Thus was born GE's ecomagination strategy. First rolled out in 2005, the ecomagination strategy cut across businesses. The corporate goals were broken into sub goals and handed down to the relevant businesses. Performance against goals was reviewed on a regular basis, and the compensation of executives was tied to their ability to meet the goals. The effort soon started to bear fruit. These included a new generation of energy efficient appliances, more-efficient fluorescent and LED lights, a new jet engine that burned 10% less fuel, a hybrid locomotive that burned 3% less fuel and put out 40% lower emissions than its immediate predecessor, lightweight plastics to replace the steel in cars, and technologies for turning coal into gas in order to drive electric turbines, while stripping most of the carbon dioxide (CO₂) from the turbine exhaust. By the end of its first 5-year plan, GE had met or exceeded most of its original goals, despite the global financial crisis that hit in 2008. Not only did GE sell more than \$20 billion worth eco-products in 2010, according to management, these products were also among the most profitable in GE's portfolio.

Q.1 In strategy making, what important factor did GE's management team focus on when formulating the ecomagination strategy?

- (a) Adapting to global energy regulations
- (b) Listening to and addressing customer demands for environmentally-friendly products
- (c) Expanding into new geographical markets
- (d) Focusing solely on internal business capabilities

Q.2 When Jeff Immelt, GE's CEO, says "green is green," what does he mean?

- (a) Investing in environmentally friendly products is both profitable and beneficial for sustainability
- (b) Investing in green technologies is cost-ineffective for companies in the long run
- (c) The focus on green products limits opportunities for profitability
- (d) Eco-friendly products are only beneficial for environmental reasons, not financially.

Q.3 What strategy did GE use to measure the success of the ecomagination initiative?

- (a) Increased market share in eco-friendly products only
- (b) Regular reviews of business performance against sustainability goals, with executive compensation tied to achieving these goals
- (c) Measuring energy savings across different business units without tying it to compensation.
- (d) Comparing the company's environmental performance with that of competitors.

Q.4 How did GE's ecomagination strategy incorporate the concept of corporate social responsibility (CSR) into its overall business model?

- (a) By focusing on charity-driven initiatives without directly impacting its product offerings
- (b) By creating independent CSR projects that operated separately from the company's core business units
- (c) By reducing the company's dependency on eco-friendly product lines and focusing on improving traditional products
- (d) By aligning its business growth with environmental sustainability goals and engaging customers in eco-friendly solutions.

Q.5 What strategic element was critical to GE's ecomagination strategy and helped it to align its business goals with its environmental initiatives?

- (a) Hiring external consultants to oversee the environmental initiatives
- (b) Focusing solely on reducing energy costs without considering environmental impact
- (c) Tying executive compensation to the achievement of environmental performance goals
- (d) Expanding into completely new markets unrelated to its core business.

CASE STUDY 5 (MQP JUNE 25 SET 2)

Based on the following case study, you are required to answer the questions no.(i) to (v)
 HP Company being one of the world largest IT companies with quarterly revenue of proximately \$97.1 billion is able to maintain such a wonderful record through the sustainable competitive advantage over the competitors. The sustainable competitive advantage has benefited the company in so many ways that she has no other choice other than sustaining such record. The gained competitive advantage has increased the company's revenue tremendously. In year 2006, HP recorded much better revenue of \$91.7 billion against the rival, IBM with 91.4 billion. In year 2007, the annual revenue of the company was jacked up to \$104 billion to become the first IT company reported to have a revenue of more than \$ 100 billion, it doesn't stop there, acquisition of the EDS in 2008, also jacked up the revenue to \$118.4 billion. All these achievements in terms of boosting in the revenue are products of the gained competitive advantage. HP is able to achieve and sustain competitive advantage with her distinctive competencies. First of all, the company is committed to simplifying technology experiences for all its customers. This is applicable to all the services rendered ranging from printing, personal computing, software,

services and IT infrastructure. This is very important since it assists in making virtually all the HP products usable by the intended users by putting the customers first. There is no way one can analyse the competitive advantage of HP Company without discussing the HP values; HP values is associated with the complete adherence to the ways or paths set out by the founding HP leaders. Another way by which the competitive advantage of HP Company is sought is through her concept of developing cross functional individuals.

Q.1 Which of the following most accurately describes HP's approach to achieving sustainable competitive advantage, as outlined in the case study?

- (a) Cost-cutting measures through outsourcing non-core functions
- (b) Leveraging customer-centric innovation and cross-functional workforce development
- (c) Heavy investment in advertising and market penetration pricing
- (d) Focusing solely on hardware sales growth through pricing strategies

Q.2 What role do HP's core values and adherence to founding principles play in its competitive strategy?

- (a) They function as guiding mechanisms to align strategic actions with a consistent vision
- (b) They are used to reduce operational expenses across global units.
- (c) They are unrelated to business outcomes but serve to motivate employees.
- (d) They act primarily as public relations tools to improve brand image

Q.3 The concept of "developing cross-functional individuals" most closely aligns with which strategic human resource practice contributing to sustained competitive advantage?

- (a) Job specialization for efficiency
- (b) Task simplification and cost reduction
- (c) Outsourcing non-essential skills
- (d) Talent agility and internal capability building

Q.4 From a strategic management perspective, HP's focus on "simplifying technology experiences for customers" is best classified under which type of competitive strategy according to Porter's Generic Strategies?

- (a) Cost leadership
- (b) Focus strategy
- (c) Differentiation
- (d) Disruptive innovation

Q.5 *The acquisition of EDS in 2008, which significantly increased HP's revenue, exemplifies which of the following strategic growth concepts?*

- (a) *Horizontal integration to reduce competition*
- (b) *Strategic outsourcing of core operations*
- (c) *Vertical integration to control the supply chain*
- (d) *Expansion through inorganic growth (M&A)*

CASE STUDY 6 (MQP DEC 24 SET 1)

Based on the following case study, you are required to answer question no. (i) to (v): Launched a little more than two decades ago, DirecTV now has more than 32 million subscribers in the United States and Latin America. The direct-broadcast satellite service provider faces competition on a number of fronts: from classic cable companies (Comcast and Time Warner Cable), from other direct broadcast satellite service providers (Dish), and from alternate ways to watch television digitally through downloads and streaming (Hulu, Netflix, and Amazon). The world's leading provider of digital television entertainment services, DirecTV Carries the slogan "Don't Just Watch TV, DirecTV," reflecting the unique positioning it has crafted thanks to a combination of features not easily matched by any competitor. Three pillars of that positioning are captured by its claims to "state-of-the-art technology, unmatched programming, and industry leading customer service." The company puts much emphasis on its comprehensive set of sports packages, its wide array of HD channels, and its broad broadcast platform that lets customers watch programming on their TVs at home and on their laptops, tablets, and cell phones. With its Genie service, users can record as many as five shows at once. In exaggerated fashion, its "Get Rid of Cable" TV ad campaign shows how customers who get mad at cable have their lives turn for the worse through a series of unfortunate events. DirecTV has made a strategic targeting shift to focus on "high quality" subscribers: loyal customers, who purchase premium services, pay their bills on time, and call less often to complain.

Q.1 *What distinguishes DirecTV's positioning in the market according to the case study?*

- (a) *Lower subscription costs compared to cable providers*
- (b) *State-of-the-art technology, unmatched programming, and industry-leading customer service*
- (c) *Exclusive partnerships with streaming platforms*
- (d) *Limited sports packages and HD channels*

Q.2 *Which marketing campaign strategy does DirecTV employ to contrast itself with cable providers?*

- (a) *"Increase Your Cable Bills"*

- (b) "Get Rid of Satellite TV"
- (c) "Switch to Streaming"
- (d) "Get Rid of Cable"

Q.3 Which strategic advantage does DirecTV gain by focusing on high-Subscribers?

- (a) Decreased operational costs 15 %
- (b) Higher customer acquisition cost
- (c) Enhanced customer loyalty and higher revenue per user (ARPU)14 %
- (d) Expanded market reach into new demographics

Q.4 What impact does DirecTV's comprehensive sports packages have on its market positioning, as per the case study?

- (a) It attracts a younger demographic interested in sports 0.50
- (b) It increases operational complexity and costs 0.90
- (c) It reduces customer satisfaction
- (d) It limits programming diversity

Q.5 What role does DirecTV's emphasis on industry-leading customer service play in its competitive strategy?

- (a) It increases customer churn rate 36.33 %
- (b) It reduces customer acquisition efforts
- (c) It enhances brand reputation and customer satisfaction
- (d) It limits technological innovation

CASE STUDY 7 (MQP DEC 24 SET 2)

Based on the following case study, you are required to answer question no. (i) to (v)

The National Association of Software and Services Companies (NASSCOM), has started Deep Tech Club (DTC) 2.0 to boost the start-up ecosystem in India. It is an initiative to promote Indian Deep Tech products as a solution to global problems. DTC aims to act as a catalyst in connecting India-based deep technology start-ups with practitioners, academia, and policy makers to develop an ecosystem that can impact physical and digital transformation. With this vision of creating India's digital & social transformation and empowerment through innovation in deeptech and making India a World Leader in Deep Tech products, NASSCOM DTC 2.0 was launched. It is a 3-stage program aimed at scaling the impact to over 1000 Indian DeepTech Companies. NASSCOM DTC has formed exclusive partnerships on the global front with Advanced Telecommunications Research Institute (ATR), Japan, and Dallas VC, USA. On the domestic front, NASSCOM has partnered with industry and academia leaders including Intel, Cisco

Launchpad, NetApp, IIT-Kanpur, Sine (IIT-B), T-Hub, and ZINNOV in stage 1. The program aims to drastically increase the number of partnerships in stage 2, accelerating the growth of the Indian DeepTech ecosystem.

- Q.1 Which aspect of NASSCOM Deep Tech Club (DTC) 2.0 highlights its strategic approach in fostering the Indian start-up ecosystem?**
- (a) Formation of global partnership
 - (b) Focus on traditional industries
 - (c) Exclusively academic collaborations
 - (d) Limited geographical outreach
- Q.2 Why are partnerships with institutions like IIT-Kanpur and IIT-Bombay (Sine) is significant for NASSCOM DTC 2.0?**
- (a) To restrict innovation within academic boundaries
 - (b) To minimize global influences
 - (c) To promote competition among Indian start-ups
 - (d) To integrate academia with industry for innovation
- Q.3 What role do global partnerships with ATR (Japan) and Dallas VC (USA) play in the context of NASSCOM DTC 2.0?**
- (a) They limit the program's impact to Indian start-ups
 - (b) They discourage technological advancements
 - (c) They focus solely on market expansion in Japan and USA
 - (d) They facilitate international investment in Indian start-ups
- Q.4 How does NASSCOM DTC 2.0 contribute to India's goal of becoming a global leader in Deep Tech products?**
- (a) By promoting local market exclusivity
 - (b) By fostering an ecosystem for global impact
 - (c) By limiting partnerships to Indian firms only
 - (d) By focusing on short-term profits
- Q.5 What distinguishes NASSCOM DTC 2.0 from traditional start up support initiatives in India?**
- (a) Focus on high-risk industries
 - (b) Exclusively academic qualification
 - (c) Emphasis on global partnerships and scaling impact

- (d) Limited technological scope

CASE STUDY 8 (MQP JUNE 24 SET 1)

Based on the following case study, you are required to answer question no. (i) to (v): Hewlett-Packard was founded in 1939 by Bill Hewlett and David Packard, who both graduated with degrees in electrical engineering from Stanford University in 1935. The company started off in the HP Garage in Palo Alto, California. On November 1, 2015, Hewlett-Packard was split into two companies. Its personal computer and printer businesses became HP Inc., while its enterprise business became Hewlett Packard Enterprise. The split was structured so that Hewlett-Packard changed its name to HP Inc. and spun off Hewlett Packard Enterprise as a new publicly traded company. Vision of HP Inc.: HP Inc. (HPQ) has set out to become a leading technology provider that is recognized for its innovation, expertise, and leadership in the market. Mission HP Inc.: Mission is to engineer experiences that amaze each and every one of our customers.

HP develops personal computers (PCs), printers and related supplies, as well as 3D Printing services. HP's product lines include the HP Pavilion, Envy, Omen, Essential and Chromebook PCs, as well as the Desk Jet, Office Jet, and Laser Jet series of printers. In fiscal year 2023, total revenue of US\$54 billion included US\$24.7 billion from the sale of notebook computers, US\$10.9 billion from the sale of desktop computers, US\$11.4 billion from the sale of printer supplies, US\$4.2 billion from the sale of commercial printers, and US\$2.4 billion from the sale of consumer printers. Over 65 percent of revenue in 2022 came from customers outside of the United States. HP is able to achieve and sustain competitive advantage with its distinctive competencies. First of all, the company is committed to simplifying technology experiences for all its customers. This is applicable to all the services rendered ranging from printing, personal computing, software, services and IT infrastructure. In the context of Carbon Footprint, HP reported Total CO₂e emissions (Direct + Indirect) for the twelve months ending December 31, 2020, at 254 Kt (-34 /-11.8% y-oy) and plans to reduce emissions 60% by 2025 from a 2015 base year. HP India through its CSR initiatives offers technological solutions to this digital divide by bringing the world of information and knowledge to isolated and disadvantaged groups in rural India further helping to bridge the digital education gap encountered by those living in remote regions.

Q.1 What is product line?

- (a) A product line is a group of connected products marketed under a single brand name by the same company.
- (b) A product line is a group of connected products marketed under a different brand name by the same company.
- (c) A product line is a group of connected products marketed under a single brand name by the different companies.
- (d) A product line is a group of different categories of products marketed under a single

brand name by the same company.

Q.2 Which one of the following is correct? Consider the following statements:

I. A mission statement defines the organization's business, its objectives, and how it will reach these objectives.

II. A vision statement details where the organization aspires to go.

- (a) Only statement I is correct
- (b) Only statement II is correct
- (c) Both the statements I and II are correct
- (d) Both the statements I and II are incorrect

Q.3 Sustainable competitive advantages are a set of assets, characteristics, or capabilities that allow an organization to meet its customer needs better than its competition can. Based on the above, identify which one is not the sustainable competitive advantage.

- (a) They are unique to your organization
- (b) They are valuable to your clients
- (c) They can't be created easily
- (d) Competitive advantages are the list of your strengths

Q.4 What is Carbon Foot Print?

- (a) Measure of radioactivity from a fossil
- (b) Environmental impact because of used cells and batteries
- (c) Total sets of greenhouse gas emissions by organisations, individuals etc.
- (d) Amount of carbon content in the organic compounds.

Q.5 "Corporate social responsibility (CSR) is a strategy undertaken by companies to not just grow profits, but also to take an active and positive social role in the world around them." Statements:

I. Youth Employment Programme, Adult Literacy Programme,

II. Urban development programme that tries to break the vicious cycle of urban poverty by creating clean, green and healthy communities.

III. Skill development for children and youth with disabilities Based on the statement, identify which one of following CSR initiatives are correct?

- (a) Only statement I is correct
- (b) Only statements II and III are correct
- (c) Only statements I and III are correct
- (d) All statements are correct

Case based study Answers

Case study 1

Q.1	(b)	Q.2	(d)	Q.3	(a)	Q.4	(c)	Q.5	(c)
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Case study 2

Q.1	(c)	Q.2	(b)	Q.3	(d)	Q.4	(b)	Q.5	(a)
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Case study 3

Q.1	(d)	Q.2	(d)	Q.3	(a)	Q.4	(d)	Q.5	(c)
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Case study 4

Q.1	(b)	Q.2	(a)	Q.3	(b)	Q.4	(d)	Q.5	(c)
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Case study 5

Q.1	(d)	Q.2	(c)	Q.3	(c)	Q.4	(a)	Q.5	(b)
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Case study 6

Q.1	(b)	Q.2	(d)	Q.3	(c)	Q.4	(a)	Q.5	(c)
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Case study 7

Q.1	(a)	Q.2	(d)	Q.3	(d)	Q.4	(b)	Q.5	(c)
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Case study 8

Q.1	(a)	Q.2	(c)	Q.3	(d)	Q.4	(c)	Q.5	(d)
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