Enterpreneurship

Group Number :	11
Group Id :	485584892
Group Maximum Duration :	45
Group Minimum Duration :	45
Show Attended Group? :	No
Edit Attended Group? :	No
Break time :	0
Group Marks :	200
Is this Group for Examiner? :	No
Examiner permission :	Cant View
Show Progress Bar? :	No

Enterpreneurship

Section Id :	4855841034
Section Number :	1
Section type :	Online
Mandatory or Optional :	Mandatory
Number of Questions :	50
Number of Questions to be attempted :	40
Section Marks :	200
Enable Mark as Answered Mark for Review and Clear Response :	Yes
Maximum Instruction Time :	0
Sub-Section Number :	1
Sub-Section Id :	4855842927
Question Shuffling Allowed :	Yes
Is Section Default? :	null

Question Number : 486 Question Id : 48558438251 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	**Value**
Comprehension	MCQ

Generation and ideas can be streamlined by developing an awareness for different idea fields select the sources of idea fields.

A. Trading Related
B. Creative Efforts
C. Social
D. Economic
E. Natural Resources

Choose the correct answer from the options given below:

1. A, B and C Only

2. A, B and D Only

3. A, C and B Only

4. A, B and E Only

Options :
485584153001. 1
485584153002. 2
485584153003. 3
485584153004. 4

Question Number : 487 Question Id : 48558438252 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0
Correct Marks : 5 Wrong Marks : 1
Question Key Details :

Key	Value
Comprehension	MCQ

Process of creativity involves five steps. Select correct sequences:

A. Incubation
B. Preparation
C. Idea Germination
D. Illumination
E. Verification

1. A, B, C, D, E

2. B, C, D, A, E

3. C, B, A, D, E

4. E, A, B, C, D

Options :
485584153005. 1
485584153006. 2
485584153007. 3
485584153008. 4

Question Number : 488 Question Id : 48558438253 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0
Correct Marks : 5 Wrong Marks : 1
Question Key Details :

Key	Value
Comprehension	MCQ

Match List I with List II

LIST I		LIST II	
A.	Political	I.	Impact of carbon emissions
B.	Economic	II.	Lifestyle changes
C.	Social	III.	Government stability
D.	Ecological	IV.	Interest rates

Choose the correct answer from the options given below:

1. A-I B-II C-III D-IV
2. A-II B-I C-IV D-III
3. A-II B-I C-III D-IV
4. A-III B-IV C-II D-I

Options :
485584153009. 1
485584153010. 2
485584153011. 3
485584153012. 4

Question Number : 489 Question Id : 48558438254 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	Value
Comprehension	MCQ

Arrange the first five steps involved in idea and opportunity assessment in correct sequence.

A. Competition
B. Application and use
C. Cost
D. Product Identification
E. Level of Operation

1. D,B,C,E,A
2. D,B,C,A,E
3. D,B,C,A,E,
4. D,A,B,C,E

Options :
485584153013. 1
485584153014. 2
485584153015. 3
485584153016. 4

Question Number : 490 Question Id : 48558438255 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	Value
Comprehension	MCQ

Which of the following way is not used by Entrepreneur to spot trends

1. Read trends

2. Talk trends

3. Walk trends

4. Think trends

Options :
485584153017. 1
485584153018. 2
485584153019. 3
485584153020. 4

Question Number : 491 Question Id : 48558438256 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	**Value**
Comprehension	MCQ

Information for environmental scanning can be collected from several sources. Identify the correct sources from the following:

A. Records of companies
B. Tapping of useful resources
C. Formal studies conducted by strategic planners
D. Sensitation of entrepreneurs
E. Verbal information from customers

1. A, B and C Only

2. A,C and E Only

3. A,C and D Only

4. A,D and E Only

Options :
485584153021. 1
485584153022. 2
485584153023. 3
485584153024. 4

Question Number : 492 Question Id : 48558438257 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	**Value**
Comprehension	MCQ

Arrange the following Elements in innovation process in correct sequence

A. Commercial application
B. Implementation
C. Analytical planning
D. Organising Resources

1. C,D,A,B

2. C,D,B,A

3. C,B,D,A

4. C,B,A,D

Options :
485584153025. 1
485584153026. 2
485584153027. 3
485584153028. 4

Question Number : 493 Question Id : 48558438258 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0
Correct Marks : 5 Wrong Marks : 1
Question Key Details :

Key	Value
Comprehension	MCQ

Identify the correct sequence of steps in preparing the marketing plan

A. Identify the target market
B. Implementation & monitoring of the plan
C. Conduct SWOT analysis
D. Define marketing strategy
E. Establish goals

1. B, D, C, E, A

2. A, B, C, D, E

3. E, D, C, B, A

4. A, C, E, D, B

Options :
485584153029. 1
485584153030. 2
485584153031. 3
485584153032. 4

Question Number : 494 Question Id : 48558438259 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0
Correct Marks : 5 Wrong Marks : 1
Question Key Details :

Key	Value
Comprehension	MCQ

Match List I with List II

LIST I		LIST II	
A.	Brand Name	I.	Part of brand that can be recognised
B.	Brand Mark	II.	Provides Legal Protection against its use by other firms
C.	Trade Mark	III.	Part of a brand which can be vocalized
D.	Tag line	IV.	end lines

Choose the correct answer from the options given below:

1. A- III, B-I, C-II, D-IV
2. A-III, B-II, C-I, D-IV
3. A-III, B-IV, C-I, D-II
4. A-II, B-IV, C-I, D-III

Options :
485584153033. 1
485584153034. 2
485584153035. 3
485584153036. 4

Question Number : 495 Question Id : 48558438260 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	Value
Comprehension	MCQ

From the following statements identify that describes sales strategy

1. It refers to all the activities undertaken to make the product or service known to the user and trade
2. It consists of a plan that positions a company's brand or product to gain a competitive advantage
3. It is composed of several strategies for growth
4. It is a mixture of controllable marketing variables

Options :
485584153037. 1
485584153038. 2
485584153039. 3
485584153040. 4

Question Number : 496 Question Id : 48558438261 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	Value
Comprehension	MCQ

Components of a Brand consist of:

A. Trade Mark
B. Labelling
C. Brand name
D. Brand Mark
E. Promotion Strategy

1. C and B only

2. A and C only

3. A, D and E only

4. A, C and D only

Options :
485584153041. 1
485584153042. 2
485584153043. 3
485584153044. 4

Question Number : 497 Question Id : 48558438262 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	Value
Comprehension	MCQ

Arrange the following for two levels channel of Distribution:

A. Retailer
B. Consumer
C. Producer
D. Wholesaler
E. Agent

1. C B A D

2. C D A B

3. C D B A

4. C A E B D

Options :
485584153045. 1
485584153046. 2
485584153047. 3
485584153048. 4

Question Number : 498 Question Id : 48558438263 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	Value
Comprehension	MCQ

Identify the different methods used for Below the line method to promote company's product.

A. Sponsorship
B. Cinema advertising
C. Online banner advertisements
D. Public Relations
E. Direct marketing

Identify the various methods that can be used by company to promote its product under its Below the line approach.

1. A, B and C Only

2. A, D and E Only

3. C, D and E Only

4. B, C and D Only

Options :
485584153049. 1
485584153050. 2
485584153051. 3
485584153052. 4

Question Number : 499 Question Id : 48558438264 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	Value
Comprehension	MCQ

Identify which statement is correct as per generic requirement of a product

1. Generic requirement is that part of brand which can be vocalized

2. Generic requirement provides legal protection to the brand

3. Generic requirement is the core benefit, a product offers to the customer

4. Generic requirement is that part of brand which can be recognized but cannot be vocalized

Options :
485584153053. 1
485584153054. 2
485584153055. 3
485584153056. 4

Question Number : 500 Question Id : 48558438265 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	Value
Comprehension	MCQ

Rohan is manufacturing cold drinks. He sells three sizes, 100 ml for ₹8, 1 liter for ₹20 and 2.25 liter for ₹80.

Identify the price strategy used by Rohan.

1. Cost-plus pricing
2. Penetration pricing
3. Creaming pricing
4. Variable pricing

Options :
485584153057. 1
485584153058. 2
485584153059. 3
485584153060. 4

Question Number : 501 Question Id : 48558438266 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0
Correct Marks : 5 Wrong Marks : 1
Question Key Details :

Key	Value
Comprehension	MCQ

Companies appoint……. to contact prospective buyers and create awareness about the company's product.

1. Agent
2. Salesperson
3. Retailers
4. Wholesaler

Options :
485584153061. 1
485584153062. 2
485584153063. 3
485584153064. 4

Question Number : 502 Question Id : 48558438267 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0
Correct Marks : 5 Wrong Marks : 1
Question Key Details :

Key	Value
Comprehension	MCQ

The correct example of Above the Line :

1. Sponsorship
2. Public Relations
3. Print
4. Direct Marketing

Options :
485584153065. 1
485584153066. 2
485584153067. 3

485584153068. 4

Question Number : 503 Question Id : 48558438268 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	**Value**
Comprehension	MCQ

Identify the type of brand which is also referred as Umbrella Branding

1. Individual Brand Names
2. Family Brand Names
3. Corporate Names
4. Alpha -numeric names

Options :

485584153069. 1
485584153070. 2
485584153071. 3
485584153072. 4

Question Number : 504 Question Id : 48558438269 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	**Value**
Comprehension	MCQ

Identify a corporate action in which a company buys most of the target company's ownership stakes in order to assume control of the target firm.

1. Franchising
2. Acquistion
3. Merger
4. Market Extension merger

Options :

485584153073. 1
485584153074. 2
485584153075. 3
485584153076. 4

Question Number : 505 Question Id : 48558438270 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	**Value**
Comprehension	MCQ

Identify the type of merger in which the two companies are producing different goods and services for one specific finished product.

1. Horizontal merger
2. Vertical merger
3. Product Extension mergers
4. Market Extension mergers

Options :
485584153077. 1
485584153078. 2
485584153079. 3
485584153080. 4

Question Number : 506 Question Id : 48558438271 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0
Correct Marks : 5 Wrong Marks : 1
Question Key Details :

Key	Value
Comprehension	MCQ

Burger lal is a fast growing fast food outlet. Seeing to the popularity of Burger lal, Rajesh approached the management of Burger lal to take its franchise. The management of Burger lal prepares a document that outlines the type of relationship burger will be entering with Rajesh. Identify the ingredient of a franchise agreement discussed above.

1. Operation Manual
2. Proprietary statment
3. Contract Explanation
4. Ongoing site maintenance

Options :
485584153081. 1
485584153082. 2
485584153083. 3
485584153084. 4

Question Number : 507 Question Id : 48558438272 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0
Correct Marks : 5 Wrong Marks : 1
Question Key Details :

Key	Value
Comprehension	MCQ

Identify the type of acquisition between companies when the entire process is done by force

1. Friendly acquisition
2. Reverse acquisition
3. Back flip acquisition
4. Hostile acquisition

Options :
485584153085. 1

485584153086. 2
485584153087. 3
485584153088. 4

Question Number : 508 Question Id : 48558438273 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	Value
Comprehension	MCQ

Which of the following is not an advantage of Merger and Acquisition

1. Acquiring new technology

2. Unrealistic Price paid for target

3. Improved profitability

4. Acquiring competency

Options :
485584153089. 1
485584153090. 2
485584153091. 3
485584153092. 4

Question Number : 509 Question Id : 48558438274 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	Value
Comprehension	MCQ

The main ingredients of franchise agreement are:

A. Contract Explanation
B. Operation Manual
C. Proprietary Statements
D. Management Expertise
E. Ongoing site Maintenance

1. A, B, and D only

2. A, B, C and E only

3. A, C, D and E only

4. A, B, C and D only

Options :
485584153093. 1
485584153094. 2
485584153095. 3
485584153096. 4

Question Number : 510 Question Id : 48558438275 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	Value
Comprehension	MCQ

Match List I with List II

LIST I		LIST II	
A.	Price Mix	I.	The path or route along which goals move from producer to consumer
B.	Place Mix	II.	The value that is put on product
C.	Product Mix	III.	This refers to the item actually being sold
D.	Promotion Mix	IV.	Refers to activities undertaken to make the product known to users and trade

Choose the correct answer from the options given below:

1. A-I B-II C-III D-IV
2. A-IV B-I C-III D-II
3. A-II B-I C-III D-IV
4. A-II B-III C-IV D-I

Options :
485584153097. 1
485584153098. 2
485584153099. 3
485584153100. 4

Question Number : 511 Question Id : 48558438276 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0
Correct Marks : 5 Wrong Marks : 1
Question Key Details :

Key	Value
Comprehension	MCQ

Match List I with List II

LIST I		LIST II	
A.	Product Franchise	I.	Right to manufacture and sell
B.	Manufacturing Franchise	II.	How the retailer distributes their product
C.	Business Franchise	III.	Operating the business
D.	Business Format Franchise	IV.	Purchase and distributes the products of only one company

Choose the correct answer from the options given below:

1. A-II B-I C-IV D-III
2. A-II B-IV C-I D-III
3. A-II B-III C-IV D-I
4. A-III B-II C-I D-IV

Options :
485584153101. 1
485584153102. 2
485584153103. 3
485584153104. 4

Question Number : 512 Question Id : 48558438277 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0
Correct Marks : 5 Wrong Marks : 1
Question Key Details :

Key	Value

Comprehension	MCQ

Which of the following information is needed to find Economic order Quantity (EOQ)

A. Annual demand for the item
B. Ordering Cost
C. Inventory Carrying Cost
D. Profit margin

1. A, B and C Only

2. A, B and D Only

3. A, B, C and D Only

4. A, C and D Only

Options :
485584153105. 1
485584153106. 2
485584153107. 3
485584153108. 4

Question Number : 513 Question Id : 48558438278 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	Value
Comprehension	MCQ

Funds required for purchasing current asset is a example of

1. Ploughing back of profits

2. Fixed capital

3. Working capital

4. Lease financing

Options :
485584153109. 1
485584153110. 2
485584153111. 3
485584153112. 4

Question Number : 514 Question Id : 48558438279 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	Value
Comprehension	MCQ

Riya started a beauty parlour investing ₹10,00,000. She invested ₹4,00,000 of her own and took a loan of ₹6,00,000 @ 10%pa. Her profit after interest, tax, depreciation and amortisation is ₹20,000. Calculate her return as equity.

1. 5%
2. 20%
3. 10%
4. 50%

Options :
485584153113. 1
485584153114. 2
485584153115. 3
485584153116. 4

Question Number : 515 Question Id : 48558438280 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0
Correct Marks : 5 Wrong Marks : 1
Question Key Details :

Key	Value
Comprehension	MCQ

Bharat spends ₹4,00,000 to start a shop and earns net profit of ₹80,000 in one year. What will be Bharat's return on investment ?

1. 40%
2. 25%
3. 15%
4. 20%

Options :
485584153117. 1
485584153118. 2
485584153119. 3
485584153120. 4

Question Number : 516 Question Id : 48558438281 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0
Correct Marks : 5 Wrong Marks : 1
Question Key Details :

Key	Value
Comprehension	MCQ

Gross working Capital means

1. Capital which is invested
2. Current Assets minus Current Liabilities
3. Total of all Current Liabilities
4. Total of all Current Assets

Options :
485584153121. 1

485584153122. 2
485584153123. 3
485584153124. 4

Question Number : 517 Question Id : 48558438282 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0
Correct Marks : 5 Wrong Marks : 1
Question Key Details :

Key	Value
Comprehension	MCQ

__________________ is the net income from a business divided by the total money invested in the venture multiplied by hundred.

1. Return of Equity
2. Return of Investment
3. Earning Per Share
4. Dividend per share

Options :
485584153125. 1
485584153126. 2
485584153127. 3
485584153128. 4

Question Number : 518 Question Id : 48558438283 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0
Correct Marks : 5 Wrong Marks : 1
Question Key Details :

Key	Value
Comprehension	MCQ

Which of the following is the formula for calculating weighted average contribution margin.

1. Contribution X Total Units
2. Total contribution/Total Fixed cost
3. Total contribution/Total Units
4. Total contribution/Total sales

Options :
485584153129. 1
485584153130. 2
485584153131. 3
485584153132. 4

Question Number : 519 Question Id : 48558438284 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0
Correct Marks : 5 Wrong Marks : 1
Question Key Details :

Key	Value
Comprehension	MCQ

If selling price of a pen is ₹80. The variable cost is 40%. Then, calculate contribution margin per unit

1. ₹ 32

2. ₹ 23

3. ₹ 48

4. ₹36

Options :
485584153133. 1
485584153134. 2
485584153135. 3
485584153136. 4

Question Number : 520 Question Id : 48558438285 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0
Correct Marks : 5 Wrong Marks : 1
Question Key Details :

Key	**Value**
Comprehension	MCQ

A Business is said to have reached the stage by **Break Even Point** when:

1. Net Revenue = Net Expenses

2. Gross Revenue = Sales revenue

3. Selling price per unit = Fixed cost per unit

4. Total Revenue = Total Expense

Options :
485584153137. 1
485584153138. 2
485584153139. 3
485584153140. 4

Question Number : 521 Question Id : 48558438286 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0
Correct Marks : 5 Wrong Marks : 1
Question Key Details :

Key	**Value**
Comprehension	MCQ

Which of the Following is not the method used for resource mobilisation through primary market-

1. Public Issue

2. Private Placement of shares

3. Trade of securities in stock exchange

4. offer to the employees

Options :
485584153141. 1
485584153142. 2
485584153143. 3
485584153144. 4

Question Number : 522 Question Id : 48558438287 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	Value
Comprehension	MCQ

_____________ market is known as new issues market

1. Capital market

2. Public market

3. Primary market

4. Stock market

Options :

485584153145. 1
485584153146. 2
485584153147. 3
485584153148. 4

Question Number : 523 Question Id : 48558438288 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	Value
Comprehension	MCQ

Match List I with List II

	LIST I Features		LIST II Concept
A.	These investors are current or retired executives	I.	Venture Capital
B.	It is basically equity finance in relatively new companies	II.	Seed Capital Finance
C.	Capital required for conducting research at pre commercialisation stage for venture to	III.	Pre public stage
D.	Main goal of this stage is for venture to go public	IV.	Angel Investors

Choose the correct answer from the options given below:

1. A-IV B-I C-II D-III

2. A-II B-IV C-I D-III

3. A-I B-IV C-II D-III

4. A-III B-I C-II D-IV

Options :

485584153149. 1
485584153150. 2
485584153151. 3
485584153152. 4

Question Number : 524 Question Id : 48558438289 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	Value
Comprehension	MCQ

Raising additional finance from existing stakeholder by offering securities to them on pro rata basis

1. Rights issue
2. Offer to employees
3. Public issue
4. Private placement

Options :
485584153153. 1
485584153154. 2
485584153155. 3
485584153156. 4

Question Number : 525 Question Id : 48558438290 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0
Correct Marks : 5 Wrong Marks : 1
Question Key Details :

Key	Value
Comprehension	MCQ

Which of the following statement is indicating towards "offer to employees" method of flotation of new issue.

1. Most popular method of raising capital
2. Direct sale to limited number of sophisticated investors
3. Offering shares on pro-rata basis
4. This method enables employees to share profits of company leading to higher efficiency

Options :
485584153157. 1
485584153158. 2
485584153159. 3
485584153160. 4

Sub-Section Number :	2
Sub-Section Id :	4855842928
Question Shuffling Allowed :	No
Is Section Default? :	null

Question Number : 526 Question Id : 48558438291 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0
Correct Marks : 5 Wrong Marks : 1
Question Key Details :

Key	Value
Comprehension	Comp1

Vanaja and valsala are twin sisters who hail from the state of Kerala. They observed that children from her village were suffering from deformities due to prolonged use of pesticide contaminated river water and endosulphine spayed fruits and vegetables. Taking this into cognizance they both plan to start a firm which would promote organic farming in their village. In the beginning, the firm would be an association of two persons who would carry on the business as co-owners, would share profits and losses and would have unlimited liability. In order to avoid conflicts in future they would have a written agreement which will include all the clauses relating to authority and responsibility of members, voting rights and roles and payment of members. The sisters will act as principal and agent for each other and for the firm. They discussed this proposal with the Block Development Officer (BDO). He was very appreciative of their efforts and suggested them to use a catchy slogan which would act as powerful message to communicate their cause. Taking clue from the suggestions made by the BDO, the sisters prepared a document which encompassed the relevant external and internal elements involved in starting a new venture. They approached BHIMA capitals Ltd with their proposal and presented a three-minute executive summary to awaken interest of potential funders. Quite impressed with the idea, the professional investors agreed to provide Private equity seed capital in return for minority shareholding.

Read the case study and answer the following questions.

"They observed that children from her village were suffering from deformities due to prolonged use of pesticide contaminated river water and endosulphine spayed fruits and vegetables."

Identify the element of the PESTEL model referred in above line

1. Political
2. Economical
3. Legal
4. Ecological

Options :
485584153161. 1
485584153162. 2
485584153163. 3
485584153164. 4

Question Number : 527 Question Id : 48558438292 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	Value
Comprehension	Comp1

Vanaja and valsala are twin sisters who hail from the state of Kerala. They observed that children from her village were suffering from deformities due to prolonged use of pesticide contaminated river water and endosulphine spayed fruits and vegetables. Taking this into cognizance they both plan to start a firm which would promote organic farming in their village. In the beginning, the firm would be an association of two persons who would carry on the business as co-owners, would share profits and losses and would have unlimited liability. In order to avoid conflicts in future they would have a written agreement which will include all the clauses relating to authority and responsibility of members, voting rights and roles and payment of members. The sisters will act as principal and agent for each other and for the firm. They discussed this proposal with the Block Development Officer (BDO). He was very appreciative of their efforts and suggested them to use a catchy slogan which would act as powerful message to communicate their cause. Taking clue from the suggestions made by the BDO, the sisters prepared a document which encompassed the relevant external and internal elements involved in starting a new venture. They approached BHIMA capitals Ltd with their proposal and presented a three-minute executive summary to awaken interest of potential funders. Quite impressed with the idea, the professional investors agreed to provide Private equity seed capital in return for minority shareholding.

Read the case study and answer the following questions.

Identify the form of business organization that Vanaja and valsala plan to start.

1. Sole proprietorship
2. Partnership
3. Private company
4. Public company

Options :
485584153165. 1
485584153166. 2
485584153167. 3
485584153168. 4

Question Number : 528 Question Id : 48558438293 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0
Correct Marks : 5 Wrong Marks : 1
Question Key Details :

Key	Value
Comprehension	Comp1

Vanaja and valsala are twin sisters who hail from the state of Kerala. They observed that children from her village were suffering from deformities due to prolonged use of pesticide contaminated river water and endosulphine spayed fruits and vegetables. Taking this into cognizance they both plan to start a firm which would promote organic farming in their village. In the beginning, the firm would be an association of two persons who would carry on the business as co-owners, would share profits and losses and would have unlimited liability. In order to avoid conflicts in future they would have a written agreement which will include all the clauses relating to authority and responsibility of members, voting rights and roles and payment of members. The sisters will act as principal and agent for each other and for the firm. They discussed this proposal with the Block Development Officer (BDO). He was very appreciative of their efforts and suggested them to use a catchy slogan which would act as powerful message to communicate their cause. Taking clue from the suggestions made by the BDO, the sisters prepared a document which encompassed the relevant external and internal elements involved in starting a new venture. They approached BHIMA capitals Ltd with their proposal and presented a three-minute executive summary to awaken interest of potential funders. Quite impressed with the idea, the professional investors agreed to provide Private equity seed capital in return for minority shareholding.

Read the case study and answer the following questions.

Identify the agreement prepared by Vanaja and Valsala which may be referred to during conflicts among Vanaja and Valsala.

1. Rent agreement
2. Partnership Deed
3. Dealership Agreement
4. Franchise Agreement

Options :
485584153169. 1
485584153170. 2
485584153171. 3
485584153172. 4

Question Number : 529 Question Id : 48558438294 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0
Correct Marks : 5 Wrong Marks : 1
Question Key Details :

Key	Value
Comprehension	Comp1

Vanaja and valsala are twin sisters who hail from the state of Kerala. They observed that children from her village were suffering from deformities due to prolonged use of pesticide contaminated river water and endosulphine spayed fruits and vegetables. Taking this into cognizance they both plan to start a firm which would promote organic farming in their village. In the beginning, the firm would be an association of two persons who would carry on the business as co-owners, would share profits and losses and would have unlimited liability. In order to avoid conflicts in future they would have a written agreement which will include all the clauses relating to authority and responsibility of members, voting rights and roles and payment of members. The sisters will act as principal and agent for each other and for the firm. They discussed this proposal with the Block Development Officer (BDO). He was very appreciative of their efforts and suggested them to use a catchy slogan which would act as powerful message to communicate their cause. Taking clue from the suggestions made by the BDO, the sisters prepared a document which encompassed the relevant external and internal elements involved in starting a new venture. They approached BHIMA capitals Ltd with their proposal and presented a three-minute executive summary to awaken interest of potential funders. Quite impressed with the idea, the professional investors agreed to provide Private equity seed capital in return for minority shareholding.

Read the case study and answer the following questions.

"The sisters will act as principal and agent for each other and for the firm".

Identify the essential feature of the firm as mentioned in the line above.

1. Profit sharing
2. Utmost good faith
3. Implied authority
4. Mutual agency

Options :
485584153173. 1
485584153174. 2
485584153175. 3
485584153176. 4

Question Number : 530 Question Id : 48558438295 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	Value
Comprehension	Comp1

Vanaja and valsala are twin sisters who hail from the state of Kerala. They observed that children from her village were suffering from deformities due to prolonged use of pesticide contaminated river water and endosulphine spayed fruits and vegetables. Taking this into cognizance they both plan to start a firm which would promote organic farming in their village. In the beginning, the firm would be an association of two persons who would carry on the business as co-owners, would share profits and losses and would have unlimited liability. In order to avoid conflicts in future they would have a written agreement which will include all the clauses relating to authority and responsibility of members, voting rights and roles and payment of members. The sisters will act as principal and agent for each other and for the firm. They discussed this proposal with the Block Development Officer (BDO). He was very appreciative of their efforts and suggested them to use a catchy slogan which would act as powerful message to communicate their cause. Taking clue from the suggestions made by the BDO, the sisters prepared a document which encompassed the relevant external and internal elements involved in starting a new venture. They approached BHIMA capitals Ltd with their proposal and presented a three-minute executive summary to awaken interest of potential funders. Quite impressed with the idea, the professional investors agreed to provide Private equity seed capital in return for minority shareholding.

Read the case study and answer the following questions.

The Block Development Officer (BDO) suggested them to use a catchy and attractive name for their firm to give them a unique identity and differentiate from competitors.

Identify the concept referred here.

1. Brand mark

2. Logo

3. Brand name

4. Tagline

Options :

485584153177. 1

485584153178. 2

485584153179. 3

485584153180. 4

Sub-Section Number :	3
Sub-Section Id :	4855842929
Question Shuffling Allowed :	No
Is Section Default? :	null

Question Number : 531 Question Id : 48558438296 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	Value
Comprehension	Comp2

Vanaja and valsala are twin sisters who hail from the state of Kerala. They observed that children from her village were suffering from deformities due to prolonged use of pesticide contaminated river water and endosulphine spayed fruits and vegetables. Taking this into cognizance they both plan to start a firm which would promote organic farming in their village. In the beginning, the firm would be an association of two persons who would carry on the business as co-owners, would share profits and losses and would have unlimited liability. In order to avoid conflicts in future they would have a written agreement which will include all the clauses relating to authority and responsibility of members, voting rights and roles and payment of members. The sisters will act as principal and agent for each other and for the firm. They discussed this proposal with the Block Development Officer (BDO). He was very appreciative of their efforts and suggested them to use a catchy slogan which would act as powerful message to communicate their cause. Taking clue from the suggestions made by the BDO, the sisters prepared a document which encompassed the relevant external and internal elements involved in starting a new venture. They approached BHIMA capitals Ltd with their proposal and presented a three-minute executive summary to awaken interest of potential funders. Quite impressed with the idea, the professional investors agreed to provide Private equity seed capital in return for minority shareholding.

Read the case study and answer the following questions.

Identify the term used for the design, symbol which would anchor the firm's identity.

1. Brand mark

2. Logo

3. Brand name

4. Tagline

Options :
485584153181. 1
485584153182. 2
485584153183. 3
485584153184. 4

Question Number : 532 Question Id : 48558438297 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0
Correct Marks : 5 Wrong Marks : 1
Question Key Details :

Key	Value
Comprehension	Comp2

Vanaja and valsala are twin sisters who hail from the state of Kerala. They observed that children from her village were suffering from deformities due to prolonged use of pesticide contaminated river water and endosulphine spayed fruits and vegetables. Taking this into cognizance they both plan to start a firm which would promote organic farming in their village. In the beginning, the firm would be an association of two persons who would carry on the business as co-owners, would share profits and losses and would have unlimited liability. In order to avoid conflicts in future they would have a written agreement which will include all the clauses relating to authority and responsibility of members, voting rights and roles and payment of members. The sisters will act as principal and agent for each other and for the firm. They discussed this proposal with the Block Development Officer (BDO). He was very appreciative of their efforts and suggested them to use a catchy slogan which would act as powerful message to communicate their cause. Taking clue from the suggestions made by the BDO, the sisters prepared a document which encompassed the relevant external and internal elements involved in starting a new venture. They approached BHIMA capitals Ltd with their proposal and presented a three-minute executive summary to awaken interest of potential funders. Quite impressed with the idea, the professional investors agreed to provide Private equity seed capital in return for minority shareholding.

Read the case study and answer the following questions.

"A catchy slogan which would act as powerful message to communicate their cause." Identify the commonly used term for the catchy slogan.

1. Brand mark

2. Logo

3. Brand name

4. Tagline

Options :
485584153185. 1
485584153186. 2
485584153187. 3
485584153188. 4

Question Number : 533 Question Id : 48558438298 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0
Correct Marks : 5 Wrong Marks : 1
Question Key Details :

Key	Value
Comprehension	Comp2

Vanaja and valsala are twin sisters who hail from the state of Kerala. They observed that children from her village were suffering from deformities due to prolonged use of pesticide contaminated river water and endosulphine spayed fruits and vegetables. Taking this into cognizance they both plan to start a firm which would promote organic farming in their village. In the beginning, the firm would be an association of two persons who would carry on the business as co-owners, would share profits and losses and would have unlimited liability. In order to avoid conflicts in future they would have a written agreement which will include all the clauses relating to authority and responsibility of members, voting rights and roles and payment of members. The sisters will act as principal and agent for each other and for the firm. They discussed this proposal with the Block Development Officer (BDO). He was very appreciative of their efforts and suggested them to use a catchy slogan which would act as powerful message to communicate their cause. Taking clue from the suggestions made by the BDO, the sisters prepared a document which encompassed the relevant external and internal elements involved in starting a new venture. They approached BHIMA capitals Ltd with their proposal and presented a three-minute executive summary to awaken interest of potential funders. Quite impressed with the idea, the professional investors agreed to provide Private equity seed capital in return for minority shareholding.

Read the case study and answer the following questions.

Identify the document which encompasses the relevant external and internal elements involved in starting a new venture.

1. Business Plan

2. Business Idea

3. Business Finance

4. Business operations

Options :
485584153189. 1
485584153190. 2
485584153191. 3
485584153192. 4

Question Number : 534 Question Id : 48558438299 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	Value
Comprehension	Comp2

Vanaja and valsala are twin sisters who hail from the state of Kerala. They observed that children from her village were suffering from deformities due to prolonged use of pesticide contaminated river water and endosulphine spayed fruits and vegetables. Taking this into cognizance they both plan to start a firm which would promote organic farming in their village. In the beginning, the firm would be an association of two persons who would carry on the business as co-owners, would share profits and losses and would have unlimited liability. In order to avoid conflicts in future they would have a written agreement which will include all the clauses relating to authority and responsibility of members, voting rights and roles and payment of members. The sisters will act as principal and agent for each other and for the firm. They discussed this proposal with the Block Development Officer (BDO). He was very appreciative of their efforts and suggested them to use a catchy slogan which would act as powerful message to communicate their cause. Taking clue from the suggestions made by the BDO, the sisters prepared a document which encompassed the relevant external and internal elements involved in starting a new venture. They approached BHIMA capitals Ltd with their proposal and presented a three-minute executive summary to awaken interest of potential funders. Quite impressed with the idea, the professional investors agreed to provide Private equity seed capital in return for minority shareholding.

Read the case study and answer the following questions.

Identify the format of the document prepared by the sisters to awaken the interest of potential funders.

1. Internal operational plan
2. Written presentation for external stakeholders
3. Pitch deck with oral narrative
4. Elevators

Options :

485584153193. 1
485584153194. 2
485584153195. 3
485584153196. 4

Question Number : 535 Question Id : 48558438300 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 5 Wrong Marks : 1

Question Key Details :

Key	Value
Comprehension	Comp2

Vanaja and valsala are twin sisters who hail from the state of Kerala. They observed that children from her village were suffering from deformities due to prolonged use of pesticide contaminated river water and endosulphine spayed fruits and vegetables. Taking this into cognizance they both plan to start a firm which would promote organic farming in their village. In the beginning, the firm would be an association of two persons who would carry on the business as co-owners, would share profits and losses and would have unlimited liability. In order to avoid conflicts in future they would have a written agreement which will include all the clauses relating to authority and responsibility of members, voting rights and roles and payment of members. The sisters will act as principal and agent for each other and for the firm. They discussed this proposal with the Block Development Officer (BDO). He was very appreciative of their efforts and suggested them to use a catchy slogan which would act as powerful message to communicate their cause. Taking clue from the suggestions made by the BDO, the sisters prepared a document which encompassed the relevant external and internal elements involved in starting a new venture. They approached BHIMA capitals Ltd with their proposal and presented a three-minute executive summary to awaken interest of potential funders. Quite impressed with the idea, the professional investors agreed to provide Private equity seed capital in return for minority shareholding.

Read the case study and answer the following questions.

BHIMA capitals Ltd. the professional investors agreed to provide private equity seed capital in return for minority shareholding, identify the investors.

1. Angel investors

2. venture capitalist

3. Creditors

4. Debtors

Options :
485584153197. 1
485584153198. 2
485584153199. 3
485584153200. 4