

UNIT I: Entrepreneur, Entrepreneurship, Enterprise, and Entrepreneurial Personality

☐ Long Answer Questions

1. Define entrepreneurship and discuss its importance in economic development.
2. Differentiate between entrepreneur, entrepreneurship, and enterprise.
3. Explain the key qualities of a successful entrepreneurial personality.
4. Discuss entrepreneurship as a career option with suitable examples.
5. Explain the different types of entrepreneurs.
6. Highlight the role of innovation in entrepreneurship.
7. Evaluate the contributions of entrepreneurs to society.
8. How can education help in developing entrepreneurial skills?
9. Discuss the challenges faced by first-generation entrepreneurs.
10. Analyze the impact of entrepreneurial behavior on business success.

☐ Short Answer Questions

1. Define entrepreneur.
2. What is an enterprise?
3. Mention any two qualities of an entrepreneur.
4. List two types of entrepreneurs.
5. What do you mean by entrepreneurial personality?
6. Name any two differences between entrepreneur and entrepreneurship.
7. State any two characteristics of a successful entrepreneur.
8. What is the importance of risk-taking in entrepreneurship?
9. Define entrepreneurship in one sentence.
10. State any two reasons for choosing entrepreneurship as a career.

☐ MCQs

1. Who is known as the "father of entrepreneurship"?
 - a) Peter Drucker
 - b) Joseph Schumpeter
 - c) Steve Jobs
 - d) Bill Gates**Answer: b**
2. Entrepreneurship is a process of:
 - a) Managing people only
 - b) Innovation and risk-taking
 - c) Buying and selling products
 - d) None of the above**Answer: b**
3. An enterprise is best defined as:
 - a) A government scheme

- b) An investment plan
- c) A business organization
- d) A social project

Answer: c

4. Entrepreneurs are generally:

- a) Followers
- b) Innovators
- c) Managers
- d) Customers

Answer: b

5. Who among the following is a social entrepreneur?

- a) Elon Musk
- b) Kiran Mazumdar-Shaw
- c) Muhammad Yunus
- d) Jeff Bezos

Answer: c

6. Which of the following is NOT a type of entrepreneur?

- a) Innovative
- b) Imitating
- c) Drone
- d) Aggressive

Answer: d

7. Entrepreneurial personality includes:

- a) Creativity
- b) Laziness
- c) Risk-aversion
- d) Rigidity

Answer: a

8. The ability to take calculated risks is:

- a) Irrelevant to entrepreneurs
- b) A negative trait
- c) A key entrepreneurial skill
- d) Unethical

Answer: c

9. Entrepreneurship as a career option is best suited for those who:

- a) Prefer routine jobs
- b) Are job seekers
- c) Want flexibility and autonomy
- d) Avoid responsibility

Answer: c

10. A person who starts a business without any prior experience is a:

- a) Habitual entrepreneur
- b) Intrapreneur
- c) First-generation entrepreneur
- d) Corporate entrepreneur

Answer: c

UNIT II: Entrepreneurial Environment and Support System

☐ Long Answer Questions

1. Describe the components of the entrepreneurial environment.
 2. Discuss the role of government in promoting entrepreneurship.
 3. Explain the institutional support available for entrepreneurs in India.
 4. Highlight the role of SIDBI, MSME, and NSIC in supporting small businesses.
 5. What are the major challenges faced by women entrepreneurs in India?
 6. How can women entrepreneurs be encouraged through policy and institutional support?
 7. Examine the social and cultural barriers to women entrepreneurship.
 8. What are the government schemes available for women entrepreneurs?
 9. How do economic factors affect the growth of entrepreneurship?
 10. Analyze the role of financial institutions in supporting start-ups.
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☐ Short Answer Questions

1. Define entrepreneurial environment.
 2. Mention any two government bodies that support entrepreneurship.
 3. What is the role of MSME in entrepreneurship development?
 4. State any two problems faced by women entrepreneurs.
 5. What is SIDBI?
 6. Name any two support institutions for women entrepreneurs.
 7. Write one benefit of government support to entrepreneurs.
 8. List any two factors influencing the entrepreneurial environment.
 9. What is the role of DIC (District Industries Centre)?
 10. Name any one financial support scheme for start-ups.
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☐ MCQs

1. Which of the following supports small-scale industries financially?
a) NASSCOM
b) SIDBI
c) TRAI
d) SEBI
Answer: b
2. DIC stands for:
a) District Innovation Centre
b) Direct Industry Commission

- c) District Industries Centre
- d) Development in Commerce

Answer: c

3. One of the biggest challenges faced by women entrepreneurs is:
- a) Excess funding
 - b) Gender discrimination
 - c) Political power
 - d) High education

Answer: b

4. Which of the following is NOT a government institution?
- a) NSIC
 - b) SIDBI
 - c) NABARD
 - d) Infosys

Answer: d

5. Which ministry looks after MSMEs in India?
- a) Ministry of Finance
 - b) Ministry of Labour
 - c) Ministry of Corporate Affairs
 - d) Ministry of MSME

Answer: d

6. Women entrepreneurs face:
- a) No challenges
 - b) Family support only
 - c) Dual responsibilities
 - d) Preferential treatment

Answer: c

7. Which of the following is a scheme for women entrepreneurs?
- a) MUDRA Yojana
 - b) Digital India
 - c) Beti Bachao
 - d) Swachh Bharat

Answer: a

8. NSIC stands for:
- a) National Society for Industrial Coordination
 - b) National Small Industries Corporation
 - c) New Start-up Industry Corporation
 - d) None of the above

Answer: b

9. Which institution promotes skill development for entrepreneurs?
- a) NITI Aayog
 - b) NIESBUD
 - c) TRAI
 - d) RBI

Answer: b

10. Which of the following is an external factor in the entrepreneurial environment?

- a) Self-confidence
- b) Economic conditions
- c) Education
- d) Risk-taking ability

Answer: b

UNIT III: Creativity, Innovation, and Entrepreneurship

☐ **Long Answer Questions**

1. Define creativity and explain its significance in entrepreneurship.
 2. Discuss the relationship between creativity, innovation, and entrepreneurship.
 3. Explain any five techniques for developing creative thinking.
 4. How does creative thinking contribute to business innovation?
 5. Describe the stages of the creative thinking process.
 6. Differentiate between creativity and innovation with examples.
 7. How can an entrepreneur promote a culture of innovation in an organization?
 8. Discuss barriers to creativity and how they can be overcome.
 9. Explain the importance of idea generation in entrepreneurship.
 10. Evaluate the role of brainstorming and mind mapping in generating business ideas.
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☐ **Short Answer Questions**

1. Define innovation.
 2. What is creative thinking?
 3. Name any two creative thinking techniques.
 4. What is idea generation?
 5. Write one difference between creativity and innovation.
 6. What is lateral thinking?
 7. Mention one example of innovation in business.
 8. What is the role of creativity in product development?
 9. Define "entrepreneurial innovation."
 10. Name any two idea generation tools used by entrepreneurs.
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☐ **MCQs**

1. Creativity involves:
 - a) Following rules strictly
 - b) Copying others
 - c) Thinking in new and original ways

d) Avoiding risks

Answer: c

2. Which of the following is a creative thinking technique?

a) Budgeting

b) Brainstorming

c) Delegation

d) Forecasting

Answer: b

3. Innovation means:

a) Starting a new job

b) Repeating old methods

c) Applying new ideas successfully

d) Avoiding creativity

Answer: c

4. SCAMPER is a tool used for:

a) Accounting

b) Risk assessment

c) Creative thinking

d) Marketing research

Answer: c

5. Mind mapping helps in:

a) Financial analysis

b) Logical deduction

c) Idea generation and visual thinking

d) Tax filing

Answer: c

6. Which of the following is NOT a stage of creative thinking?

a) Preparation

b) Incubation

c) Illumination

d) Regression

Answer: d

7. Which entrepreneur is known for innovative disruption?

a) Ratan Tata

b) Elon Musk

c) Narayana Murthy

d) Mukesh Ambani

Answer: b

8. Creativity is most closely associated with:

a) Routine work

b) Innovation

c) Cost-cutting

d) Resource allocation

Answer: b

9. Lateral thinking is a method of solving problems using:

a) Logical sequences

- b) Step-by-step planning
- c) Creative and indirect reasoning
- d) Market surveys

Answer: c

10. Innovation in business often results in:

- a) Product development
- b) Business stagnation
- c) Loss of ideas
- d) Higher taxes

Answer: a

UNIT IV: Setting up of New Business Ventures

Long Answer Questions

1. Explain the steps involved in setting up a new business venture.
 2. What is opportunity scanning? Discuss its importance in entrepreneurship.
 3. Describe the criteria for selecting a suitable business idea.
 4. Discuss the key elements of a business plan and its significance.
 5. How do entrepreneurs assess the market before launching a business?
 6. Explain the regulatory environment for establishing small-scale enterprises in India.
 7. Analyze the importance of planning in launching a new venture.
 8. Discuss the role of feasibility studies in business planning.
 9. How does government support help in establishing small-scale enterprises?
 10. Outline the process of obtaining necessary licenses and approvals for a startup.
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Short Answer Questions

1. What is a business plan?
 2. Define opportunity identification.
 3. Mention any two sources of business ideas.
 4. What is meant by market assessment?
 5. Name two factors considered while selecting a business idea.
 6. What is a small-scale enterprise?
 7. State one purpose of preparing a business plan.
 8. What is the first step in setting up a business venture?
 9. Name any two government regulations for new businesses.
 10. What is a feasibility study?
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□ MCQs

1. The first step in setting up a new venture is:

- a) Hiring staff
- b) Market promotion
- c) Opportunity scanning
- d) Profit calculation

Answer: c

2. A business plan is a:

- a) Legal document
- b) Financial report
- c) Roadmap for the business
- d) Technical analysis

Answer: c

3. The process of identifying and evaluating new business opportunities is called:

- a) Marketing
- b) Forecasting
- c) Opportunity scanning
- d) Entrepreneurship

Answer: c

4. Which of the following is NOT a component of a business plan?

- a) Executive Summary
- b) Marketing Plan
- c) Sports Plan
- d) Financial Plan

Answer: c

5. A feasibility study helps in:

- a) Managing people
- b) Determining viability of the idea
- c) Reducing taxes
- d) Avoiding innovation

Answer: b

6. Which of the following is a legal requirement for starting a business in India?

- a) Business loan
- b) Social media page
- c) Business registration
- d) Advertisement

Answer: c

7. Which of the following agencies supports small-scale businesses in India?

- a) RBI
- b) TRAI
- c) MSME
- d) IRDAI

Answer: c

8. Market assessment includes:

- a) Hiring people

- b) Checking social media
- c) Analyzing customer needs and competition
- d) Appointing managers

Answer: c

9. An entrepreneur selects a business idea based on:

- a) Family pressure
- b) Social media trends
- c) Feasibility and market demand
- d) Random selection

Answer: c

10. Government support for small-scale industries includes:

- a) Free shopping malls
- b) Tax exemptions and subsidies
- c) Entertainment packages
- d) Political campaigning

Answer: b

UNIT V: Small Business Management

Long Answer Questions

1. Define small business management. Discuss its scope and importance.
2. Explain the marketing strategies suitable for small enterprises.
3. What are the key issues in financial management for small businesses?
4. Discuss the challenges of human resource management in small enterprises.
5. Explain how operations management contributes to the success of small businesses.
6. Highlight the role of budgeting and financial planning in small enterprises.
7. Describe the steps involved in managing day-to-day operations in a small business.
8. Discuss the role of technology in improving small business performance.
9. How can customer relationship management benefit a small business?
10. Compare the management approach of small vs large enterprises.

Short Answer Questions

1. What is a small enterprise?
2. Define small business management.
3. Mention any two financial issues faced by small businesses.
4. What is the role of marketing in small enterprises?
5. Name any two functions of human resource management.
6. What do you mean by operations management?
7. State one benefit of effective financial management.
8. Mention any two tools for promoting a small business.
9. Define budgeting in small business context.
10. What is working capital?

□ **MCQs**

1. Small business management involves:
 - a) Managing large corporations
 - b) Managing family affairs
 - c) Managing all functions of a small enterprise
 - d) Outsourcing all operations**Answer: c**
2. A major financial challenge for small businesses is:
 - a) Surplus funds
 - b) Access to capital
 - c) Global expansion
 - d) High employee retention**Answer: b**
3. Operations management includes:
 - a) Branding
 - b) Product packaging
 - c) Production and delivery of goods/services
 - d) Tax planning**Answer: c**
4. Human Resource Management in small businesses often lacks:
 - a) Recruitment policies
 - b) Proper training systems
 - c) Basic compliance knowledge
 - d) All of the above**Answer: d**
5. Marketing in small businesses primarily focuses on:
 - a) Celebrity endorsements
 - b) Personal selling and customer relationships
 - c) Large ad budgets
 - d) Stock exchange performance**Answer: b**
6. A small enterprise is defined based on:
 - a) Number of customers
 - b) Location of business
 - c) Investment and turnover
 - d) Number of likes on social media**Answer: c**
7. Budgeting helps small businesses in:
 - a) Increasing expenses
 - b) Reducing profits
 - c) Planning and controlling finances
 - d) Avoiding taxes**Answer: c**

8. A key factor in small business success is:
- a) Ignoring customer feedback
 - b) Inflexible structure
 - c) Personal involvement of the entrepreneur
 - d) Lack of marketing

Answer: c

9. One of the main marketing challenges for small enterprises is:
- a) Oversized marketing teams
 - b) Access to large markets
 - c) Limited budget
 - d) Too many customers

Answer: c

10. Which of the following is NOT a function of small business management?
- a) Financial planning
 - b) Human resource management
 - c) Space research
 - d) Marketing and operations

Answer: c

