

# Entrepreneurship

1). Money invested in purchasing of raw materials, payment of wages and salaries, rental, electricity etc. comes under \_\_\_\_\_.

- (A) working capital
- (B) fixed capital (C) long term capital
- (D) capital income

Correct Answer : A

2). In an economic growth, role of entrepreneur is to \_\_\_\_\_.

- (A) generate unemployment
- (B) stagnate standard of living
- (C) improve per capita income
- (D) unbalance the regional development

Correct Answer : C

3). As compared to small scale business, large scale business require \_\_\_\_\_.

- (A) less no. of persons
- (B) less no. of capital
- (C) more no. of person
- (D) small machines and tools

Correct Answer : C

4). Best way to identify customers needs is \_\_\_\_\_.

- (A) through 3rd person
- (B) by advertising on newspaper
- (C) by observation and message
- (D) by talking to them and survey

Correct Answer : D

5). A \_\_\_\_\_ person is someone who works for a person/organization and gets paid for that work.

- (A) Self employed
- (B) Wage employed
- (C) Entrepreneur
- (D) None of the above

Correct Answer : B

6). In SWOT analysis which pair is helpful?

- (A) Strengths, Weakness
- (B) Strengths, Opportunities
- (C) Threats, Weakness

(D) Threats, Opportunities

Correct Answer : B

7). The expansion of GDP is \_\_\_\_\_.

- (A) Gross Domestic Product
- (B) Godown Demand Product
- (C) Grand Demand Product
- (D) Giant Domestic Product

Correct Answer : A

8). Which one is a correct channel through which marketers can reach customers?

- (A) Manufacture ® Retailer ® Wholesaler ® Customer
- (B) Manufacturer ® Customer ® Retailer
- (C) Manufacturer ® Retailer ® Customer
- (D) Manufacturer ® Retailer ® Customer ® Wholesaler

Correct Answer : C

9). In "SWOT" analysis, "S" stands for \_\_\_\_\_.

- (A) Success
- (B) Strength
- (C) Survey
- (D) Service

Correct Answer : B

10). MSME stands for \_\_\_\_\_.

- (A) Micro, Scale and Medium Enterprises
- (B) Macro, Small and Medium Enterprises
- (C) Micro, Small and Medium Enterprises
- (D) Minor, Small and Medium Enterprises

Correct Answer : C

11). A person who is associated with the starting of business is called \_\_\_\_\_.

- (A) merchant
- (B) entrepreneur
- (C) businessman
- (D) sales executive

Correct Answer : B

12). The expansion of SIDO is \_\_\_\_\_.

- (A) Small Industries Development Organization

(B) Small Income Development Organization  
(C) Small Investment Development Organization  
(D) Standard Industry Development Organization  
Correct Answer : A

13). What does 'A' in SMART stand for?

(A) Action  
(B) Achievable  
(C) Ambitious  
(D) Awareness  
Correct Answer : B

14). The enterprises engaged in the production of goods is known as \_\_\_\_\_.

(A) manufacturing enterprise  
(B) service enterprises

(C) micro enterprises  
(D) macro enterprises  
Correct Answer : A

15). Which investment is considered for deciding the status of manufacturing enterprises?

(A) Working capital  
(B) Building and land  
(C) Plant and machinery  
(D) Salary of employees  
Correct Answer : C

