

|             |                  |
|-------------|------------------|
| Paper:      | ENTREPRENEURSHIP |
| Set Name:   | ENT75            |
| Exam Date:  | 30 Aug 2022      |
| Exam Shift: | 1                |
| Language:   | English          |

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

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

|    |   |
|----|---|
| D: | 4 |
|----|---|

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

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

|          |                  |
|----------|------------------|
| Section: | ENTREPRENEURSHIP |
| Item No: | 5                |

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

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

|                |                                                                  |
|----------------|------------------------------------------------------------------|
| Section:       | ENTREPRENEURSHIP                                                 |
| Item No:       | 7                                                                |
| Question ID:   | 9230107                                                          |
| Question Type: | MCQ                                                              |
|                | Identify the characteristics of sole proprietorship where the bu |

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

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

| Section:                      | ENTREPRENEURSHIP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                               |                        |                       |                        |                 |                             |                           |                      |                               |                                        |
|-------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|------------------------|-----------------------|------------------------|-----------------|-----------------------------|---------------------------|----------------------|-------------------------------|----------------------------------------|
| Item No:                      | 9                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                               |                        |                       |                        |                 |                             |                           |                      |                               |                                        |
| Question ID:                  | 9230109                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                               |                        |                       |                        |                 |                             |                           |                      |                               |                                        |
| Question Type:                | MCQ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                               |                        |                       |                        |                 |                             |                           |                      |                               |                                        |
| Question:                     | <p>Match List - I with List - II.</p> <table border="0"> <thead> <tr> <th>List - I<br/>(Characteristics)</th><th>List - II<br/>(Concept)</th></tr> </thead> <tbody> <tr> <td>(a) Artificial person</td><td>(i) Independent status</td></tr> <tr> <td>(b) Common seal</td><td>(ii) Binding on the company</td></tr> <tr> <td>(c) Separate legal entity</td><td>(iii) Created by law</td></tr> <tr> <td>(d) Transferability of shares</td><td>(iv) Restrictions in private companies</td></tr> </tbody> </table> <p>Choose the <b>correct answer</b> from the options given below :</p> <p>(1) (a) - (iii), (b) - (ii), (c) - (i), (d) - (iv)<br/>           (2) (a) - (i), (b) - (iii), (c) - (ii), (d) - (iv)<br/>           (3) (a) - (ii), (b) - (i), (c) - (iv), (d) - (iii)<br/>           (4) (a) - (iv), (b) - (ii), (c) - (iii), (d) - (i)</p> | List - I<br>(Characteristics) | List - II<br>(Concept) | (a) Artificial person | (i) Independent status | (b) Common seal | (ii) Binding on the company | (c) Separate legal entity | (iii) Created by law | (d) Transferability of shares | (iv) Restrictions in private companies |
| List - I<br>(Characteristics) | List - II<br>(Concept)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                               |                        |                       |                        |                 |                             |                           |                      |                               |                                        |
| (a) Artificial person         | (i) Independent status                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                               |                        |                       |                        |                 |                             |                           |                      |                               |                                        |
| (b) Common seal               | (ii) Binding on the company                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                               |                        |                       |                        |                 |                             |                           |                      |                               |                                        |
| (c) Separate legal entity     | (iii) Created by law                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                               |                        |                       |                        |                 |                             |                           |                      |                               |                                        |
| (d) Transferability of shares | (iv) Restrictions in private companies                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                               |                        |                       |                        |                 |                             |                           |                      |                               |                                        |
| A:                            | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                               |                        |                       |                        |                 |                             |                           |                      |                               |                                        |
| B:                            | 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                               |                        |                       |                        |                 |                             |                           |                      |                               |                                        |

|    |   |
|----|---|
| C: | 3 |
| D: | 4 |

|                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section:       | ENTREPRENEURSHIP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Item No:       | 10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Question ID:   | 9230110                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Question Type: | MCQ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Question:      | <p>Arun, who is an avid football player, thought of setting up his own Football Academy. For this he requires to create interest in the minds of potential investors and so he drafts few key graphs showing financial trends and key decision making benchmark. He also prepared a slide show and oral narrative meant to trigger discussion.</p> <p>Identify the format of Business plan discussed above :</p> <ul style="list-style-type: none"><li>(1) Elevator pitch</li><li>(2) Pitch Deck with oral narrative</li><li>(3) Written Presentation for external Stakeholders</li><li>(4) Internal Operational Plan</li></ul> |
| A:             | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| B:             | 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| C:             | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| D:             | 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

|                |                                                                                                                                                                                                                                                                                                                                                                     |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section:       | ENTREPRENEURSHIP                                                                                                                                                                                                                                                                                                                                                    |
| Item No:       | 11                                                                                                                                                                                                                                                                                                                                                                  |
| Question ID:   | 9230111                                                                                                                                                                                                                                                                                                                                                             |
| Question Type: | MCQ                                                                                                                                                                                                                                                                                                                                                                 |
| Question:      | <p>“Review of past performance and achievements of the enterprise are a part of this step in preparing the marketing plan. “Identify the correct step.</p> <ul style="list-style-type: none"><li>(1) Business situation analysis</li><li>(2) Identify the target market</li><li>(3) Establish goals</li><li>(4) Implementation and monitoring of the plan</li></ul> |
| A:             | 1                                                                                                                                                                                                                                                                                                                                                                   |
| B:             | 2                                                                                                                                                                                                                                                                                                                                                                   |
| C:             | 3                                                                                                                                                                                                                                                                                                                                                                   |
| D:             | 4                                                                                                                                                                                                                                                                                                                                                                   |

|                |                  |
|----------------|------------------|
| Section:       | ENTREPRENEURSHIP |
| Item No:       | 12               |
| Question ID:   | 9230112          |
| Question Type: | MCQ              |

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

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

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

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

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

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

|          |                  |
|----------|------------------|
| Section: | ENTREPRENEURSHIP |
|----------|------------------|

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

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

|                |                                                                                                                 |
|----------------|-----------------------------------------------------------------------------------------------------------------|
| Section:       | ENTREPRENEURSHIP                                                                                                |
| Item No:       | 19                                                                                                              |
| Question ID:   | 9230119                                                                                                         |
| Question Type: | MCQ                                                                                                             |
|                | <p>Sales strategy comprises of a plan to gain a competitive ad</p> <p>(a) Sales knowledge and skills (cost)</p> |

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

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

|                |                                                                             |
|----------------|-----------------------------------------------------------------------------|
| Section:       | ENTREPRENEURSHIP                                                            |
| Item No:       | 21                                                                          |
| Question ID:   | 9230121                                                                     |
| Question Type: | MCQ                                                                         |
|                | _____ is a powerful advertising medium because it cre<br>sound and movement |

|           |                                                                            |
|-----------|----------------------------------------------------------------------------|
| Question: | (1) Press advertising<br>(2) Radio<br>(3) Television<br>(4) Window display |
| A:        | 1                                                                          |
| B:        | 2                                                                          |
| C:        | 3                                                                          |
| D:        | 4                                                                          |

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

| Section:                                                                                    | ENTREPRENEURSHIP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                          |                             |                                                                                             |                          |                                                             |                 |                                   |                |                                 |                |
|---------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-----------------------------|---------------------------------------------------------------------------------------------|--------------------------|-------------------------------------------------------------|-----------------|-----------------------------------|----------------|---------------------------------|----------------|
| Item No:                                                                                    | 23                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                          |                             |                                                                                             |                          |                                                             |                 |                                   |                |                                 |                |
| Question ID:                                                                                | 9230123                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                          |                             |                                                                                             |                          |                                                             |                 |                                   |                |                                 |                |
| Question Type:                                                                              | MCQ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                          |                             |                                                                                             |                          |                                                             |                 |                                   |                |                                 |                |
| Question:                                                                                   | <p>Match List - I with List - II.</p> <table> <tr> <th>List - I<br/>(Definition)</th><th>List - II<br/>(Concept/Term)</th></tr> <tr> <td>(a) An arrangement where the manufacturer gives exclusive rights to retailers for a payment</td><td>(i) Franchisee agreement</td></tr> <tr> <td>(b) Legal document that binds the franchisor and franchisee</td><td>(ii) Franchisee</td></tr> <tr> <td>(c) Person offering the franchise</td><td>(i) Franchisor</td></tr> <tr> <td>(d) Person taking the franchise</td><td>(i) Franchisee</td></tr> </table> | List - I<br>(Definition) | List - II<br>(Concept/Term) | (a) An arrangement where the manufacturer gives exclusive rights to retailers for a payment | (i) Franchisee agreement | (b) Legal document that binds the franchisor and franchisee | (ii) Franchisee | (c) Person offering the franchise | (i) Franchisor | (d) Person taking the franchise | (i) Franchisee |
| List - I<br>(Definition)                                                                    | List - II<br>(Concept/Term)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                          |                             |                                                                                             |                          |                                                             |                 |                                   |                |                                 |                |
| (a) An arrangement where the manufacturer gives exclusive rights to retailers for a payment | (i) Franchisee agreement                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                          |                             |                                                                                             |                          |                                                             |                 |                                   |                |                                 |                |
| (b) Legal document that binds the franchisor and franchisee                                 | (ii) Franchisee                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                          |                             |                                                                                             |                          |                                                             |                 |                                   |                |                                 |                |
| (c) Person offering the franchise                                                           | (i) Franchisor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                          |                             |                                                                                             |                          |                                                             |                 |                                   |                |                                 |                |
| (d) Person taking the franchise                                                             | (i) Franchisee                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                          |                             |                                                                                             |                          |                                                             |                 |                                   |                |                                 |                |

Choose the correct answer from the options given below :

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

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

|                |                                                                                                                                                                                                                                                                                                                                                                                              |
|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section:       | ENTREPRENEURSHIP                                                                                                                                                                                                                                                                                                                                                                             |
| Item No:       | 24                                                                                                                                                                                                                                                                                                                                                                                           |
| Question ID:   | 9230124                                                                                                                                                                                                                                                                                                                                                                                      |
| Question Type: | MCQ                                                                                                                                                                                                                                                                                                                                                                                          |
| Question:      | <p>The merger between Glaxco and Smithkhine Beecham, not only helped gain a market share but also helped in eliminating competition between both the companies. Identify the type of merger between the companies.</p> <ul style="list-style-type: none"><li>(1) Horizontal merger</li><li>(2) Conglomerate merger</li><li>(3) Vertical merger</li><li>(4) Market extension merger</li></ul> |
| A:             | 1                                                                                                                                                                                                                                                                                                                                                                                            |
| B:             | 2                                                                                                                                                                                                                                                                                                                                                                                            |
| C:             | 3                                                                                                                                                                                                                                                                                                                                                                                            |
| D:             | 4                                                                                                                                                                                                                                                                                                                                                                                            |

|                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section:       | ENTREPRENEURSHIP                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Item No:       | 25                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Question ID:   | 9230125                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Question Type: | MCQ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Question:      | <p>Tata was one of the low cost steel producers in the world and had self sufficiency in raw material. Corus was fighting to keep its production costs under control and was on the lookout of iron ore.</p> <p>Identify the most appropriate reason for such a combination between TATA and Corus.</p> <ul style="list-style-type: none"><li>(1) Acquiring new technology</li><li>(2) Entry into new markets</li><li>(3) Operating synergy</li><li>(4) Financial synergy</li></ul> |
| A:             | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| B:             | 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

|    |   |
|----|---|
| C: | 3 |
| D: | 4 |

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

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

|                |                                  |
|----------------|----------------------------------|
| Section:       | ENTREPRENEURSHIP                 |
| Item No:       | 28                               |
| Question ID:   | 9230128                          |
| Question Type: | MCQ                              |
|                | Formula for Calculating ROE is : |

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

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

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

|    |   |
|----|---|
| C: | 3 |
| D: | 4 |

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

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

|          |                  |
|----------|------------------|
| Section: | ENTREPRENEURSHIP |
| Item No: | 33               |

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

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

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

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

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

|                |                                                                                                                  |
|----------------|------------------------------------------------------------------------------------------------------------------|
| Section:       | ENTREPRENEURSHIP                                                                                                 |
| Item No:       | 37                                                                                                               |
| Question ID:   | 9230137                                                                                                          |
| Question Type: | MCQ                                                                                                              |
|                | <p>Right from the very beginning i.e. conceiving an idea; final</p> <p>(1) Promote or establish the business</p> |

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

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

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

|              |                  |
|--------------|------------------|
| Section:     | ENTREPRENEURSHIP |
| Item No:     | 40               |
| Question ID: | 9230140          |

| Question Type:          | MCQ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                 |                  |                  |                                                                                 |                  |                                            |                       |                                                             |                         |                                                                    |
|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|------------------|------------------|---------------------------------------------------------------------------------|------------------|--------------------------------------------|-----------------------|-------------------------------------------------------------|-------------------------|--------------------------------------------------------------------|
| Question:               | <p><b>Match List - I with List - II.</b></p> <table> <tr> <th><b>List - I</b></th><th><b>List - II</b></th></tr> <tr> <td>(a) Public Issue</td><td>(i) Direct sale by a company of its securities to a limited number of investors</td></tr> <tr> <td>(b) Rights Issue</td><td>(ii) Raising of funds directly from public</td></tr> <tr> <td>(c) Private Placement</td><td>(iii) Raising additional finance from existing shareholders</td></tr> <tr> <td>(d) Offers to employees</td><td>(iv) Employees become share holders and share the company's profit</td></tr> </table> <p>Choose the <b>correct answer</b> from the options given below :</p> <p>(1) (a) - (i), (b) - (ii), (c) - (iii), (d) - (iv)</p> <p>(2) (a) - (ii), (b) - (iii), (c) - (i), (d) - (iv)</p> <p>(3) (a) - (ii), (b) - (iv), (c) - (iii), (d) - (i)</p> <p>(4) (a) - (i), (b) - (iii), (c) - (ii), (d) - (iv)</p> | <b>List - I</b> | <b>List - II</b> | (a) Public Issue | (i) Direct sale by a company of its securities to a limited number of investors | (b) Rights Issue | (ii) Raising of funds directly from public | (c) Private Placement | (iii) Raising additional finance from existing shareholders | (d) Offers to employees | (iv) Employees become share holders and share the company's profit |
| <b>List - I</b>         | <b>List - II</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                 |                  |                  |                                                                                 |                  |                                            |                       |                                                             |                         |                                                                    |
| (a) Public Issue        | (i) Direct sale by a company of its securities to a limited number of investors                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                 |                  |                  |                                                                                 |                  |                                            |                       |                                                             |                         |                                                                    |
| (b) Rights Issue        | (ii) Raising of funds directly from public                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                 |                  |                  |                                                                                 |                  |                                            |                       |                                                             |                         |                                                                    |
| (c) Private Placement   | (iii) Raising additional finance from existing shareholders                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                 |                  |                  |                                                                                 |                  |                                            |                       |                                                             |                         |                                                                    |
| (d) Offers to employees | (iv) Employees become share holders and share the company's profit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                 |                  |                  |                                                                                 |                  |                                            |                       |                                                             |                         |                                                                    |
| A:                      | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                 |                  |                  |                                                                                 |                  |                                            |                       |                                                             |                         |                                                                    |
| B:                      | 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                 |                  |                  |                                                                                 |                  |                                            |                       |                                                             |                         |                                                                    |
| C:                      | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                 |                  |                  |                                                                                 |                  |                                            |                       |                                                             |                         |                                                                    |
| D:                      | 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                 |                  |                  |                                                                                 |                  |                                            |                       |                                                             |                         |                                                                    |

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

|           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Question: | <p><b>Read the passage given below to answer the questions :</b></p> <p>A successful food entrepreneur today, Debashish Majumdar belonged to a lower middle class back ground, studied to become a banker. He got his first job as an office assistant. He rose from being an office assistant to the chief accountant and later on pursued a career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos.</p> <p>With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' in 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached investors, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation become better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Gujrat, Uttar Pradesh and Madhya Pradesh.</p> <p>'Momomia' provides employment to over 200 people across 50 + outlets. Mean while Momomia's customers can choose from 100 difference kinds of momos.</p> <p>As Mr. Debashish named his firm as "Momomia's", which</p> |
|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

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

|                |                  |
|----------------|------------------|
| Section:       | ENTREPRENEURSHIP |
| Item No:       | 42               |
| Question ID:   | 9230142          |
| Question Type: | MCQ              |

|           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Question: | <p><b>Read the passage given below to answer the questions :</b></p> <p>A successful food entrepreneur today, Debashish Majumdar belonged to a lower middle class back ground, studied to become a banker. He got his first job as an office assistant. He rose from being an office assistant to the chief accountant and later on pursued a career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos.</p> <p>With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' in 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached inverters, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation become better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Gujrat, Uttar Pradesh and Madhya Pradesh.</p> <p>'Momomia' provides employment to over 200 people across 50 + outlets. Mean while Momomia's customers can choose from 100 difference kinds of momos.</p> <p>As per the case study, calculate total sales in the first year of operations and also calculate the interest paid by him over 5 years on the loans taken by him respectively.</p> <p>(a) 1,50,000<br/> (b) 18,00,000<br/> (c) 15,000<br/> (d) 75,000<br/> (e) 1,80,000</p> <p>Choose the <b>most appropriate</b> answer from the options given below :</p> <p>(1) (a) and (b)<br/> (2) (b) and (d)<br/> (3) (d) and (e)</p> |
|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

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

|                |                  |
|----------------|------------------|
| Section:       | ENTREPRENEURSHIP |
| Item No:       | 43               |
| Question ID:   | 9230143          |
| Question Type: | MCQ              |

|           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Question: | <p><b>Read the passage given below to answer the questions :</b></p> <p>A successful food entrepreneur today, Debashish Majumdar belonged to a lower middle class back ground, studied to become a banker. He got his first job as an office assistant. He rose from being an office assistant to the chief accountant and later on pursued a career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos.</p> <p>With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' in 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached inverters, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation become better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Gujrat, Uttar Pradesh and Madhya Pradesh.</p> <p>'Momomia' provides employment to over 200 people across 50 + outlets. Mean while Momomia's customers can choose from 100 difference kinds of momos.</p> <p>As given in case study, the monthly sales are 1,50,000/-, if the profit Margin is 20% of the Annual sales; what will be the profit for Mr. Debashish at the year end ?</p> <p>(1) 35,000/-<br/> (2) 30,000/-<br/> (3) 3,60,000/-<br/> (4) 3,50,000/-</p> |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

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

|              |                  |
|--------------|------------------|
| Section:     | ENTREPRENEURSHIP |
| Item No:     | 44               |
| Question ID: | 9230144          |

|                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Question Type: | MCQ                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Question:      | <p><b>Read the passage given below to answer the questions :</b></p> <p>A successful food entrepreneur today, Debashish Majumdar belonged to a lower middle class back ground, studied to become a banker. He got his first job as an office assistant. He rose from being an office assistant to the chief accountant and later on pursued a career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos.</p> <p>With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' in 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached inverters, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation become better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Gujrat, Uttar Pradesh and Madhya Pradesh.</p> <p>'Momomia' provides employment to over 200 people across 50 + outlets. Mean while Momomia's customers can choose from 100 difference kinds of momos.</p> <p>As given the case study, Mr. Debashish has taken a loan of Rs. 3.5 lakh at on interest rate of 10 per cent.</p> <p>Identify the sources from where Mr. Debashish has generated capital/finance ?</p> <ol style="list-style-type: none"> <li>(1) Equity share</li> <li>(2) Preference share</li> <li>(3) Borrowed fund</li> <li>(4) Debenture</li> </ol> |
| A:             | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| B:             | 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| C:             | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| D:             | 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

|                |                  |
|----------------|------------------|
| Section:       | ENTREPRENEURSHIP |
| Item No:       | 45               |
| Question ID:   | 9230145          |
| Question Type: | MCQ              |

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

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

|                |                  |
|----------------|------------------|
| Section:       | ENTREPRENEURSHIP |
| Item No:       | 46               |
| Question ID:   | 9230146          |
| Question Type: | MCQ              |

|           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Question: | <p><b>Read the passage given below to answer the questions :</b></p> <p>A successful food entrepreneur today, Debashish Majumdar belonged to a lower middle class back ground, studied to become a banker. He got his first job as an office assistant. He rose from being an office assistant to the chief accountant and later on pursued a career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos.</p> <p>With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' is 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached inverters, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation become better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Gujrat, Uttar Pradesh and Madhya Pradesh.</p> <p>'Momomia' provides employment to over 200 people across<br/>Momomia's customers can choose from 100 difference kinds of</p> |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

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

|                |                  |
|----------------|------------------|
| Section:       | ENTREPRENEURSHIP |
| Item No:       | 47               |
| Question ID:   | 9230147          |
| Question Type: | MCQ              |

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

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

|                |                                                                                                                                                                                                                                                                                                   |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section:       | ENTREPRENEURSHIP                                                                                                                                                                                                                                                                                  |
| Item No:       | 49                                                                                                                                                                                                                                                                                                |
| Question ID:   | 9230149                                                                                                                                                                                                                                                                                           |
| Question Type: | MCQ                                                                                                                                                                                                                                                                                               |
|                | <p><b>Read the passage given below to answer the questions :</b></p> <p>A successful food entrepreneur today, Debashish Majumdar belonged to a lower middle class back ground, studied to become a banker. He got his fir</p> <p>He rose from being an office assistant to the chief accounta</p> |

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

|                |                  |
|----------------|------------------|
| Section:       | ENTREPRENEURSHIP |
| Item No:       | 50               |
| Question ID:   | 9230150          |
| Question Type: | MCQ              |

|           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Question: | <p><b>Read the passage given below to answer the questions :</b></p> <p>A successful food entrepreneur today, Debashish Majumdar belonged to a lower middle class back ground, studied to become a banker. He got his first job as an office assistant. He rose from being an office assistant to the chief accountant and later on pursued a career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos.</p> <p>With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' in 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached investors, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation become better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Guirat.</p> |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Pradesh.

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

According to the case main advantage of franchise model for “Momomia” was :

- (1) Cost advantage
- (2) Quick expansion
- (3) Management expansion
- (4) Product acceptance

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

ZOLLEGE.in