

MODEL QUESTIONS

SUBJECT-IT

PAPER CODE- CC-14

MULTIPLE CHOICE QUESTIONS:-

2x10=20

1. _____ is the first development bank of the country.
 - a. ICICI.
 - b. IDBI.
 - c. SFC.
 - d. IFCI.

2. . _____ is primarily concerned with the identification of the project demand potential and the selection of the optimal technology.
 - a. Feasibility analysis
 - b. Input analysis
 - c. Financial analysis
 - d. Techno-economic analysis

3. The term Entrepreneur was first defined by Irish-French economist _____
 - a. Richard William
 - b. Richard Cantillon
 - c. James Bernard
 - d. W.B. Gartne

4. Which one of the following is not considered as one of the building blocks of the model entrepreneur?
 - a. Technical skills.
 - b. Management competencies.
 - c. Business awareness.
 - d. Personal attributes.

5. Which form of data below can usually be obtained more quickly and at a lower cost than the others?
 - a. Primary
 - b. Survey research
 - c. Experimental research
 - d. Secondary

6. Which method could a marketing researcher use to obtain information that people are unwilling or unable to provide?
 - a. Focus groups
 - b. Personal interviews
 - c. Questionnaires
 - d. Observational research

7. Survey research, though used to obtain many kinds of information in a variety of situations, is best suited for gathering _____ information.
- Attitudinal
 - Personal
 - Preference
 - Descriptive
8.) What is the first step in the marketing research process?
- Developing a marketing information system
 - Developing the research plan for collecting information
 - Implementing the research plan
 - Defining the problem and research objectives
9. For primary data to be useful to marketers, it must be relevant, current, unbiased, and _____.
- Complete
 - Accurate
 - Inexpensive
 - Collected before secondary data
10. _____ research is the gathering of primary data by watching people.
- Survey
 - Informative
 - Observational
 - Experimental
11. IDBI stands for ____
- Industry Development Bank of India
 - Industrial Development Bank of Investment
 - Industrial Development by Bank of India
 - Industrial Development Bank of India
12. Who take the lead to extend financial assistance to small-scale industries
- SBI
 - IFCI
 - IRBI
 - None of the above
13. ICICI stands for ____
- Industrial Company & Investment Corporation of India Limited
 - Industrial Corporation & Investment Company of India Limited
 - Industrial Credit & Investment Corporation of India Limited
 - Investment Credit & Investment Corporation of India Limited
14. Which statement gives a projection of future sources of cash and their applications?
- Cash flow statement
 - Fund flow statement
 - Income statement
 - Balance sheet

15. Government industrial estates come under which type of classification?
 - a. Variant
 - b. Objective
 - c. Functional
 - d. Organizational
16. ___ says that entrepreneurship is a ___ activity.
 - a. Fredrick Harbison & creative
 - b. Fredrick Harbison & innovative
 - c. Schumpeter & creative
 - d. Schumpeter & innovative
17. Marketing research is related to.....
 - a) Finance process
 - b) Marketing Process
 - c) Business Process
 - d) None of the above
18. _____ is the analysis of costs and benefits of a proposed project with the goal of assuming a rational allocation of limited funds.
 - a. Project formulation.
 - b. Project evaluation.
 - c. Project design
 - d. None of these
19. _____ is primarily concerned with the identification of the project demand potential and the selection of the optimal technology.
 - a. Techno-economic analysis.
 - b. Feasibility analysis.
 - c. Input analysis.
 - d. Financial analysis.
20. _____ can be defined as a specifically evolved work plan desireWhy should an entrepreneur do a feasibility study for starting a new venture?
 - a. To identify possible sources of funds
 - b. To see if there are possible barriers to success
 - c. To estimate the expected sales
 - d. To explore potential customers
21. to achieve a specific objective within a specific period of time.
 - a. Idea generation.
 - b. Opportunity Scanning.
 - c. Project.
 - d. None of these.
22. To provide financial assistance to entrepreneurs the government has set up a number of_____.
 - a. Financial advisors.

- b. Financial intermediaries.
 - c. Industrial estates.
 - d. Financial institutions.
23. Full form of SWOT
- a. Strength ,weakness, opportunity. threat
 - b. Strong, weakness, opportunity, threat
 - c. Strength, weakness, opposite, tackles
 - d. None of these.
24. Statement of changes in financial position is called
- a. Fund flow statement.
 - b. Book keeping
 - c. Books of account
 - d. None of these.
25. PERT is
- a. Object oriented
 - b. Event oriented
 - c. Activity oriented
 - d. None of these
26. Critical path in CPM is
- a. Shortest path
 - b. Longest path
 - c. Accurate path
 - d. None of these
27. CPM is
- a. Network analysis
 - b. Marketing strategy
 - c. Sales strategy
 - d. None of these
28. PERT emphasis on
- a. Time
 - b. Cost
 - c. Benefit
 - d. None of these
29. Benefits of technology
- a. Increased production
 - b. Reduce labour
 - c. Improved production
 - d. All of these
30. IDBI, SIDBI, NSIC are
- a. Govt. organization
 - b. Financial institutes
 - c. Micro finance companies
 - d. None of these

Short Answer type:

5x3=15

1. Explain the concept of entrepreneur.
2. On the basis of ownership classification of entrepreneur.
3. Write the characteristic of an entrepreneurship.
4. What do you mean by EDP?
5. Expand ICICI, IDBI, SIDBI, IFCI.
6. Who is an innovative entrepreneur?
7. What do you mean by accounting?
8. Explain the observation research.
9. What is a depth interview?
10. What do you mean by business opportunities?
11. What do you mean by flow of fund?
12. Write the purpose or objectives of market research.
13. How the entrepreneur select a product or service?
14. Define the term project formulation
15. What do you mean by network analysis?
16. Write the advantages of PERT.
17. Write the disadvantages of CPM.
18. Explain the strengths and weakness of an enterprise.
19. What are the threats an enterprise?
20. Explain the benefits of technology to the industry and society.

Long Answer type

12.5x2=25

1. Define the term entrepreneurship. Explain the all qualities of entrepreneur.
2. Explain the procedure or process of conducting market research.
3. Define the market survey technique in detail.
4. Define the PERT .write advantages and limitations of PERT.
5. Define the CPM. Write advantages and limitations of CPM.
6. Explain the term techno-economic feasibility analysis in detail.
7. Define the meaning of SWOT analysis in detail.
8. What do you mean by business opportunities? Write the steps in identification of business opportunity.
9. Briefly describe the criteria for selecting a product.
10. Explain term technology. What are the considerations in selecting technology?