

**JMS COLLEGE, MUNGER, BIHAR**  
**(MUNGER UNIVERSITY)**  
**Department of Commerce**

**B.Com Part-II , Fundamentals of Entrepreneurship-I**  
**Multiple Choice Questions (MCQs)**

1. An individual who initiates, creates and manages a new business can be called \_\_\_\_\_.

- A. A leader
- B. A manager
- C. An entrepreneur
- D. A professional

2. Trademarks relate to \_\_\_\_\_.

- A. Practice and knowledge acquired through experience
- B. The protection of proprietary information of commercial value
- C. The right to reproduce ones own original work
- D. Brand identity

3. Which could provide an individual with the motivation to start a new business venture?

- A. The financial rewards.
- B. A desire to be independent.
- C. Risk-taking
- D. All the above.

4. Which of the following factors would not be included in a PESTLE analysis?

- A. Government re-cycling policy.
- B. Proposed reduction in interest rates.
- C. Competitor activity.
- D. Demographic changes.

5. Which industrial sector tends to naturally promote small-scale businesses and Entrepreneurship, and generally has lower barriers to market entry?

- A. Service.
- B. Manufacturing.
- C. Distribution.
- D. Agriculture.

6. Why are small businesses important to a country's economy?

- A. They give an outlet for entrepreneurs.
- B. They can provide specialist support to larger companies.
- C. They can be innovators of new products.
- D. All the above.

7. A business arrangement where one party allows another party to use a business name and sell its products or services is known as \_\_\_\_\_.

- A. A cooperative.
- B. A franchise.
- C. An owner-manager business.
- D. A limited company.

8. Which of the following is the reason for business failure \_\_\_\_\_.

- A. Lack of market research.
- B. Poor financial control.
- C. Poor management.
- D. All the above.

9. The use of informal networks by entrepreneurs to gather information is known as \_\_\_\_\_.

- A. Secondary research.
- B. Entrepreneurial networking.
- C. Informal parameters.
- D. Marketing

10. Good sources of information for an entrepreneur about competitors can be obtained from \_\_\_\_\_.

- A. Websites.
- B. Product information leaflets.
- C. Company reports and published accounts.
- D. All the above.

## **ANSWERS**

Try to solve first. Get answers in next session.

**Note** : Dear students, for any doubt or clarification, send your query at [madhulika.kvs@gmail.com](mailto:madhulika.kvs@gmail.com)