

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

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

1. A new venture's business plan is important because \_\_\_\_\_.

- A. It helps to persuade others to commit funding to the venture.
- B. Can help demonstrate the viability of the venture.
- C. Provides a guide for business activities by defining objectives.
- D. All the above.

ANSWER: D

2. Primary data is\_\_\_\_\_.

- A. the most important data.
- B. the data that is collected first.
- C. new data specifically collected for a project.
- D. data that is collected second.

ANSWER: C

3. Innovation can best be defined as\_\_\_\_\_.

- A. the generation of new ideas.
- B. the evolution of new ideas.
- C. the opposite of creativity.
- D. the successful exploitation of new ideas.

ANSWER: D

4. Which of these statements best describes the context for entrepreneurship?

- A. Entrepreneurship takes place in small businesses.
- B. Entrepreneurship takes place in large businesses.
- C. Entrepreneurship takes place in a wide variety of contexts.
- D. Entrepreneurship does not take place in social enterprises.

ANSWER: C

5. Entrepreneurs are motivated by \_\_\_\_\_.

- A. money.
- B. personal values.
- C. pull influences.
- D. All the above.

ANSWER: D

6. Which of the following are described as one of the Big Five personality traits?

- A. tolerance of others.
- B. need for achievement.
- C. propensity to leadership.
- D. locus of control.

ANSWER: B

7. Which of the following is least likely to influence the timing of new business births?

- A. Government policies.
- B. Profitability.
- C. Consumer expenditure.
- D. Weather conditions.

ANSWER: D

8. Which of the following statements is false?

- A. Market segmentation is a useful process for small businesses to undertake.
- B. Selling is essentially a matching process.
- C. A benefit is the value of a product feature to a customer.
- D. It is a good idea for small businesses to compete solely on price.

ANSWER: D

9. The purpose of all good small business strategy is \_\_\_\_\_.

- A. to increase turnover.
- B. to increase profitability.
- C. to achieve competitive advantage.
- D. to achieve stated objectives.

ANSWER: D

10. Which of the following is a recognized disadvantage of setting up as a start-up as compared with other routes to market entry?

- A. less satisfaction of the owners.
- B. less help from various agencies.
- C. there are more funds required.
- D. there is a high failure rate.

ANSWER: D

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