



UNIVERSITY OF COLOMBO, SRI LANKA

UNIVERSITY OF COLOMBO SCHOOL OF COMPUTING

DEGREE OF BACHELOR OF INFORMATION TECHNOLOGY (EXTERNAL)

Academic Year 2022 – 3rd Year Examination – Semester 6

EN6502(R) – Introduction to Entrepreneurship (Repeat)
Multiple Choice Question Paper

(ONE HOUR)

Important Instructions :

- The duration of the paper is **1 (one) hour**.
- The medium of instruction and questions is English.
- The paper has **20 questions** and **5 pages**.
- All questions are of the **MCQ** (Multiple Choice Questions) type.
- All questions should be answered.
- Each question will have 5 (five) choices with **one or more** correct answers.
- All questions will carry **equal** marks.
- There will be a penalty for incorrect responses to discourage guessing.
- The mark given for a question will vary from 0 (*All the incorrect choices are marked & no correct choices are marked*) to +1 (*All the correct choices are marked & no incorrect choices are marked*).
- Answers should be marked on the special answer sheet provided.
- Note that questions appear on both sides of the paper.
If a page is not printed, please inform the supervisor immediately.
- Mark the correct choices on the question paper first and then transfer them to the given answer sheet which will be machine marked. **Please completely read and follow the instructions given on the other side of the answer sheet before you shade your correct choices.**
- All kinds of electronic devices including calculators are **not** allowed.
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1) Which of the following is a/are role/roles of an entrepreneur?

- | | | |
|--------------|---------------|-------------|
| (a) Owner | (b) Developer | (c) Manager |
| (d) Follower | (e) Mediator | |

2) Which of the following statements is/are **TRUE** regarding customers and consumers?

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|---|
| (a) A consumer is the purchaser of goods or services. |
| (b) A consumer might not be the person who pays for the product or service. |
| (c) A customer can be an organization. |
| (d) A consumer may resell the product. |
| (e) A consumer can be an individual. |

3) Which of the following is an/are achievement competency/competencies?

- | | | |
|-------------------------|-------------------------|------------------|
| (a) Persistence | (b) Risk taking | (c) Goal setting |
| (d) Information seeking | (e) Opportunity seeking | |

4) In which leadership style(s) does the leader make decisions without consulting their team members?

- | | | |
|-------------------|----------------------|-------------------|
| (a) Transactional | (b) Transformational | (c) Participative |
| (d) Autocratic | (e) Laissez-Faire | |

5) Which of the following is a/are type/types of external organizational environment/s?

- | | | |
|-------------------------------------|-----------------------------|-------------------------|
| (a) Social and cultural environment | (b) Competitive environment | (c) Natural environment |
| (d) Trade environment | (e) Disruption Environment | |

6) In PEST analysis, which of the following factors deal with safety regulations and unemployment rate respectively?

- | | | |
|------------------------------|---------------------------------|--------------------------|
| (a) Social and Economic | (b) Political and Economic | (c) Political and Social |
| (d) Technological and Social | (e) Technological and Political | |

7) Which of the following is a/are strategy /strategies discussed in the Ansoff matrix?

- | | | |
|----------------------------------|-------------------------------------|----------------------------|
| (a) Product innovation strategy | (b) Market penetration strategy | (c) Dissemination strategy |
| (d) Product penetration strategy | (e) Market differentiation strategy | |

8) Which of the following pricing strategy sets a lower price to increase sales and market share?

- | | | |
|---------------------------|----------------------|-------------------------|
| (a) Psychological pricing | (b) Premium pricing | (c) Penetration pricing |
| (d) Competition pricing | (e) Skimming pricing | |

9) Which of the following statements is/are **TRUE** regarding product-based companies and service-based companies?

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|--|
| (a) Pressure of the work environment is comparatively higher in a service-based company relative to a product-based company. |
| (b) A person needs to be able to multitask in a product-based company. |
| (c) There is less scope for R&D in a service-based company compared to a product-based company. |
| (d) A service-based company will encourage an individual to think outside the box. |
| (e) An individual will face less stress in a service-based company relative to a product-based company. |

10) Which of the following feasibility analysis analyzes and determines the viability, cost, and benefits associated with projects before financial resources are allocated?

- | | | |
|---------------------------|-----------------------------|--------------------------|
| (a) Technical feasibility | (b) Operational feasibility | (c) Resource feasibility |
| (d) Marketing feasibility | (e) Economic feasibility | |

11) A sentence describing a company's function, markets, and competitive advantages is known as the

- | | | |
|------------------------------|----------------------------|-------------------------|
| (a) Vision of the company | (b) Mission of the company | (c) Goal of the company |
| (d) Objective of the company | (e) Aim of the company | |

12) Which element of a business plan should stress the characteristics and benefits of the new venture?

- | | | |
|-----------------------|-------------------------|------------------------------|
| (a) Executive summary | (b) Company description | (c) Product/ Service section |
| (d) Income statement | (e) Cash-flow analysis | |

13) Segmenting a market according to a person's characteristics such as introvert or extrovert is known as,

- | | | |
|--------------------------------|--------------------------------|------------------------------|
| (a) Cultural Segmentations | (b) Geographic Segmentation | (c) Demographic Segmentation |
| (d) Psychographic Segmentation | (e) Behavioristic Segmentation | |

- 14) The following two groups A and B are related to the main criteria used for evaluating market segments. Select the correct matching between items in Group A with the appropriate ones in Group B.

Group A	Group B
A1. Heterogeneous	B1. The market segment should be large enough, in terms of sales and profitability, to warrant the firm's possible attention.
A2. Substantial	B2. The market segment should be reachable, particularly in terms of distribution and communication.
A3. Homogeneous	B3. Each segment of consumers should be relatively unique, as compared to the other segments that have been constructed.
A4. Accessible	B4. The consumers allocated to each segment should be similar in some relevant way.

- (a) A1 → B4, A2 → B1, A3 → B3, A4 → B2
 (b) A1 → B3, A2 → B1, A3 → B4, A4 → B2
 (c) A1 → B4, A2 → B2, A3 → B3, A4 → B1
 (d) A1 → B3, A2 → B2, A3 → B4, A4 → B1
 (e) A1 → B1, A2 → B3, A3 → B4, A4 → B2

- 15) Which of the following is/are **NOT** (a) target marketing strategy/ strategies?

- (a) Differentiated Marketing (b) Undifferentiated Marketing (c) Focused Marketing
 (d) Unfocused Marketing (e) Cumulative Marketing

- 16) Which of the following is/are key to successful market positioning?

- (a) Credibility (b) Capacity (c) Consistency
 (d) Clarity (e) Competency

- 17) Selling a product using a limited number of outlets in a geographical area is known as,

- (a) Intensive strategy (b) Selective strategy (c) Inclusive strategy
 (d) Exclusive strategy (e) Integrated strategy

- 18) Which of the following statements is/are **TRUE** regarding the product life cycle?

- i. In the introduction stage, the promotional objective is to persuade the customers.
 ii. In the growth stage, sales promotions in the form of free samples will be done
 iii. In the maturity stage, sales promotions in the form of discounts and coupons will be done

- (a) i only (b) ii only (c) iii only
 (d) i and ii only (e) i and iii only

- 19) If a company has invested \$150 in assets and gets back \$220 after a year, what is the net present value of the asset? Consider the rate of return as 10%.

(a) \$120	(b) \$70	(c) \$50
(d) -\$20	(e) -\$80	

- 20) In a Business, which kind of risk occurs from internal failures?

(a) Strategic risk	(b) Compliance risk	(c) Financial risk
(d) Operational risk	(e) Reputational risk	
