

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY KUMASI

COLLEGE OF HUMANITIES AND SOCIAL SCIENCES

FACULTY OF SOCIAL SCIENCES

SCHOOL OF BUSINESS

**DEPARTMENT OF HUMAN RESOURCE AND ORGANIZATIONAL
DEVELOPMENT**

MID - SEMESTER EXAMINATION

(SECOND SEMESTER - JULY, 2023)

DURATION: 40 MINUTES

MSC: 472 – FUNDAMENTALS OF ENTREPRENEURSHIP

**PROGRAMMES: BIOLOGICAL SCIENCE 300, STATISTICS 400,
ACTUARIAL SCIENCE 400 AND MATHEMATICS 400**

INDEX NUMBER:

PROGRAMME:

Instructions:

- There is only one section in this examination (40 MCQS)
- Answer ALL questions in this examination
- Circle the right answers on the question paper and shade the scannable sheets provided as well.

Make sure your INDEX NUMBER and PROGRAMME are written correctly above and, on all sheets, used.

DO NOT TAKE THE QUESTION PAPER OUT OF THE EXAMS ROOM

ANSWER ALL THE FOLOWING QUESTIONS (EACH QUESTION CARRIES 0.5 MARK
i.e. $0.5 * 40 = 20$ MARKS)

1. Indications of Increased Interest in Entrepreneurship both in Ghana and around the globe include the following **except**:

- A. Books
- B. College courses
- C. Information from Entrepreneurs
- D. None of the above**

2. An entrepreneur is one who

- A. Is willing to attempt to implement a business concept and then give up if it does not meet immediate expectations.
- B. Understands the process of developing an idea and does not need to understand what it means to bring that idea to a viable business concept.
- C. Knows that the concept they are about to develop will result a profitable business.
- D. Creates a new business concept for the purpose of achieving profit and growth by assembling the necessary resources to capitalize on identified opportunities.**

3. One of the following is a major distinction between an Entrepreneurial and Conservative firm is whereas Entrepreneurial firm is:

- A. Proactive, Conservative firms are innovative
- B. Proactive, Conservative firms are risk averse
- C. Risk averse, Conservative firms are proactive
- D. Proactive, conservative firms are reactive**

4. The three primary reasons why people become entrepreneurs and start their own firms include the following **except**:

- A. Desire to be one's own boss
- B. Desire to give but to society**
- C. Desire to pursue their own ideas
- D. Desire to gain financial rewards

5. The following are characteristics of successful Entrepreneurs except:

- A. Passion for the business
- B. Being risk averse**
- C. Execution intelligent
- D. All of the above

6. There are a number of myths associated with the concept of Entrepreneurship and this include: Entrepreneurs are;

- A. Made, not born
- B. Not gamblers
- C. Entrepreneurs Should Be Young and Energetic**
- D. Risk averse

7. Basically, there three main types of start -up firms include:

- A. Salary - substitutes and conservative firms
- B. Conservative, salary - substitute and lifestyle firms
- C. Lifestyle, Conservative and Entrepreneurial firms
- D. Lifestyle, Salary - substitute and Entrepreneurial firms**

8. The following are the economic impact of entrepreneurial firms, Impact on:

- A. Innovation
- B. Job creation
- C. Larger firms
- D. All of the above

9. The Entrepreneurial Process Consists of Four Steps which include the following except:

- A. Deciding to become an entrepreneur.
- B. Developing successful business ideas.
- C. Moving from an idea to an entrepreneurial firm.
- D. Conducting a feasibility analysis.

10. In addition to the opportunity to create their own destiny and enjoy what they do, entrepreneurs also benefit from the ability to:

- A. Earn tremendous wealth without risk and uncertainty.
- B. Make a difference in an area important to them and be recognized for those efforts.
- C. Create wealth without providing true value.
- D. Exploit the opportunities that the free enterprise system offers.

11. Miss Fatimatu Mahama is the owner of a T Z joint and a new restaurant opens a few blocks away. From Fatima's perspective, this new restaurant constitutes a(n): _____

- A. strength.
- B. weakness.
- C. threat.
- D. opportunity.

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13. Potential drawbacks of entrepreneurship may include: _____

- A. Uncertainty of income, risk, long hours, and high stress.
- B. Uncertainty of income, risk, easy hours, and frequent vacations.
- C. Uncertainty of income, risk, long hours, and the immediate accumulation of wealth.
- D. Certainty of income, risk, long hours, and high stress.

13. In an attempt to observe the trends in the environment where the firm would operate, the kind of trends that help determine areas that are ripe for new start-ups and areas that start-ups should avoid is termed as:

- A. Economic trends
- B. Entrepreneurial trends
- C. Social trends
- D. None of the above

14. An opportunity is a favorable set of circumstances that creates a need for a new product, service, or business.

- A. Creativity
- B. Competitive advantage

C. Opportunity

D. Venture

15. The ability to apply creative solutions to problems and opportunities to enhance or to enrich people's lives is called:

A. Entrepreneurship.

B. Innovation.

C. Creativity.

D. Creative thinking.

16. When a product or service is needed by a specific group of people but doesn't represent a large enough market to be of interest to mainstream retailers or manufacturers. This means that there is:

A. An opportunity to operate

B. A threat

C. A gap in the marketplace is created

D. All of the above

17. Entrepreneurs can increase their chances for success if they:

A. Know their business in depth and develop a solid business plan.

B. Manage their financial resources and understand financial statements.

C. Learn to manage people and keep in touch with how they react to stress and balance their health needs with the needs of the business.

D. All of the above

18. The "sixth sense" which is formally defined as the ability of entrepreneurs to notice things without engaging in deliberate search is called:

A. Entrepreneurial skills

B. Entrepreneurial alertness

- C. Creativity
- D. Visual lead

19. The following are the essential qualities of an opportunity that an entrepreneur may see in the environment **except:**

- A. Attractiveness
- B. Durability
- C. Potential to add value to the buyer
- D. None of the above

20. alter how people and businesses behave and set their priorities. These trends provide opportunities for new businesses to accommodate the changes.

- A. Economic forces
- B. Political forces
- C. Social forces
- D. Technological forces

21. A clearly defined vision helps a company in which of the following ways?

- A. Provides direction
- B. Determines decisions
- C. Motivates people

D. All of the above

22. The process of determining whether an entrepreneur's idea is a viable foundation for
creating a successful business is known as a: _____

- A. Business plan
- B. Strategic analysis

C. Industry analysis

D. Feasibility analysis

23. An analysis that determines the degree to which a product or service idea appeals to potential customers and identifies the resources necessary to product the product or provide the service is referred to as:

A. Product or service feasibility analysis

B. Business prototyping

C. Business plan analysis

D. Financial feasibility analysis

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25. It is more likely that an entrepreneur will get new business ideas through strong - tie rather than weak-tie relationships.

A. True

B. False

26. According to the social network concept, weak-tie relationships are characterized by and form between casual acquaintances.

A. Frequent interactions

B. Social capital

C. Infrequent interactions

D. None of the above

27. The foundation of every business is:

- A. Its products and services.
- B. Satisfying the customer.
- C. Doing whatever it takes to earn a profit.
- D. Operating in a socially responsible manner.

28. For an individual, the creative process can be broken down into the following except:

- A. Preparation
- B. Incubation
- C. Insight
- D. None of the above

29. The step in the creative process where business idea is conceived is known as:

- A. Incubation
- B. Preparation
- C. Insight
- D. None of the above

30. The following are techniques for generating ideas except:

- A. Brainstorming
- B. Focus group
- C. Community of service
- D. Library and internet reserves

31. is a technique used to generate a large number of ideas and solutions to problems quickly and is targeted to a specific topic is termed as:

- A. Focus group
- B. Brainstorming
- C. Diversification
- D. All of the above

32. A gathering of five to ten people, who have been selected based on their common characteristics relative to the issues being discussed is described as:

- A. Focus \group
- B. Brainstorming
- C. Nominal group
- D. Heterogenous group

33. A type of anthropological research as a technique for generating ideas where the employees of a company spend a day with a customer is referred as:

- A. Field day
- B. Information search
- C. Day - in the life day
- D. All of the above

34. A properly conducted feasibility analysis includes some separate components as follows:

- A. Product, industry, operational and technological
- B. Industry, product, economic and operational
- C. Product, industry, operational and economic

D. Product, industry, organizational and financial

35. The following are the two main components to consider when conducting a product /service feasibility analysis.

- A. Product/service differentiation and product/service desirability
- B. Product / service desirability and differentiation
- C. Product/service differentiation and attractiveness

D. Product / service desirability and demand

36. In an attempt to conduct an industry/ target market feasibility analysis, the two most important components to consider include:

A. Industry attractiveness and target market attractiveness

- B. Industry attractiveness and target market desirability
- C. Industry profitability and attractiveness
- D. All of the above

37. The characteristics of attractive industry include the following except:

- A. Are young rather than old.
- B. Are early rather than late in their life cycle.
- C. Are fragmented rather than concentrated.
- D. **All of the above**

38. A proposed business should candidly evaluate the prowess of its managers. This means that it should consider the whether its managers have:

A. Any record of criminality or not.

B. The ability, the requisite passion and expertise to launch the venture.

C. Ever worked on a similar venture before

D. Conducted adequate feasibility analysis or not

39. The total cash needed to prepare the business to make its first sale is referred to as:

A. Initial capital

B. Total start - up cash

C. Total cash springboard

D. None of the above

40. is a tool that can be used in the initial pass at determining the feasibility of a business idea.

A. First screen

B. First start- up venture

C. Initial window

D. Opportunity eye

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