

# Foundations of Entrepreneurship

## Multiple Choice Questions

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1. Which of the following is true?
  - a. Entrepreneurs are high risk lovers
  - b. Entrepreneurs tend to be young and active
  - c. Majority of the CEOs of the great companies are extroverts
  - d. A lack of business plan does not dictate failure of a venture.

**Ans:- d)**

2. What is the reason for the failures of the largest number of startups?
  - a. Running out of cash
  - b. Creating a product that customers don't buy
  - c. Disharmony among founders
  - d. Legal issues

**Ans:- b)**

3. Which of the following reasons is not a reason for the failure of NastyGal?
  - a. Sophia Amoruso didn't have a knack for business
  - b. Sophia Amoruso didn't have an eye for profit
  - c. Sophia Amoruso did not have a long term perspective
  - d. Sophia Amoruso did not love her job

**Ans:- b)**

4. What is the 60-30-10 rule of pitching?
  - a. You have to talk for 60 minutes, with 30 slides, and with font size greater than 10
  - b. You have to talk for 10 minutes, with 60 slides, and font size less than 30
  - c. Your slide should contain 60% primary color, 30% secondary color, and 10% accent color
  - d. Your slide should contain 60% primary color, 30% accent color, and 10% secondary color

**Ans:- c)**