

Unit 2 - Week 0

Course outline

How does an NPTEL online course work?

Week 0

Quiz : Assignment 0

Week 1 :

Week 2 :

Week 3 :

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Week 12:

Detailed Solution

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Assignment 0

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-01-27, 23:59 IST.

- 1) The standard of living is often measured by:

1 point

- a. Real GDP per capita

- b. Real GDP

- c. Real GDP * population

- d. Real GDP plus depreciation

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

2) GDP measures:

1 point

- a. A country's income

- b. A country's wealth

- c. Consumer spending

- d. Net trade income

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

3) A higher GDP per capita may not mean that the quality of life has really improved because

1 point

- a. It measures wealth not income

- b. It measures Gross Domestic Product

- c. It does not measure the quality of the items produced

- d. It is only measured every five years

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

4) GST stands for

1 point

- a. Goods and Supply Tax

- b. Government Sales Tax

- c. Goods and Services Tax

- d. General Sales Tax

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

5) In India, GST became applicable from?

1 point

- a. 1st April, 2017

- b. 1st January 2017

- c. 1st July 2017

- d. 1st March 2017

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

6) GST is a _____ based tax on consumption of goods and services?

1 point

- a. Duration

- b. Destination

- c. Dividend

- d. Development

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

7) India has chosen _____ model of Dual GST?

1 point

- a. USA

- b. UK

- c. Canadian

- d. Japan

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

8) Having less than 50% of equity share in a venture is called

1 point

- a. Joint Venture

- b. Majority Venture

- c. Minority Venture

- d. Exporting

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

9) Which one of the following is used to identify an opportunity?

1 point

- a. Input from customers

- b. Input from channel members

- c. Input from business associates

- d. All of the above

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

10) Being one's own boss is a need of:

1 point

- a. Independence

- b. Achievement

- c. Affiliation

- d. Authority

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

11) A/an _____ is an online connection between the company and its customers.New business model

1 point

- a. Internet advertising

- b. Website

- c. World Wide Web

- d. E-commerce

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

12) "Capitalism" refers to:

1 point

- a. the use of markets

- b. government ownership of capital goods

- c. private ownership of capital goods

- d. private ownership of homes and cars

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

13) The goal of a pure market economy is to best meet the desires of 2.92 g/L

1 point

- a. consumers

- b. companies

Unit 3 - Week 1 :

Course outline

How does an NPTEL online course work?

Week 0

Week 1 :

- Lecture 1 : Economic Contributions of Entrepreneurs
- Lecture 2 : Definition, Motivation and Types of Entrepreneurship
- Lecture 3 : Vision, Mission and Values
- Lecture 4 : Entrepreneurial Qualities
- Lecture 5 : Two Inspiring Stories
- Lecture Materials

Quiz : Assignment 1

Feedback Form

Week 2 :

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Week 12 :

Detailed Solution

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Assignment 1

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-02-12, 23:59 IST.

- 1) Which of the following is the most compelling reason for one to become entrepreneur? 1 point

- a. Creating personal, neighbor's', societal wealth creation
- b. Economic value creation for the country.
- c. Be one's own boss.
- d. Solve the environmental problem so as to make the world a better place for the next generation.
- e. Solve an acute problem of a group of people who are crying for a better solution and you are confident of coming up with one.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

e

- 2) Which of the following statements is most appropriate? 1 point

- a. Entrepreneurship intensity of a country explains quality of life of its citizens.
- b. Entrepreneurship is too risky and is suitable only for those with business background.
- c. Entrepreneurs improves the quality of their lives.
- d. Entrepreneurship is for the extroverts.
- e. None of the above

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

- 3) Which of the following is the most impactful about entrepreneurs? 1 point

- a. Entrepreneurs create wealth for nation.
- b. Entrepreneurs create wealth for investors.
- c. Entrepreneurs create wealth for self.
- d. Entrepreneurs are responsible for technology development in any country.
- e. Entrepreneurs create jobs.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

- 4) Entrepreneurs are: 1 point

- a. High-risk lovers
- b. Risk averse
- c. Partially risk lovers
- d. None of the above
- e. Risk neutral.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

- 5) Which of the following is NOT recognised as a misconception about entrepreneurship? 1 point

- a. Entrepreneurs are born in business families.
- b. Entrepreneurs are extroverts.
- c. Starting an entrepreneurial venture requires a lot of capital
- d. A large part of entrepreneurial knowledge can be learnt
- e. Knowing and applying cutting edge technologies in a product ensures success.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

- 6) Which of the following is not attributed to the success of Sophia Amoruso? 1 point

- a. Her understanding of the customers
- b. An eye on profit
- c. Her social skills
- d. Her strong narrative that deeply resonates with the customer.
- e. Uncompromised & consistent ethics.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

- 7) The _____ in simple words is what a company does, the purpose for which it exists, who it serves and why customers should perceive it as different or preferable. 1 point

Which of the following words is ideal to fill the above blank?

- a. Vision
- b. Mission
- c. Strategies
- d. Values
- e. Execution

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 8) Which of the following is true? 1 point

- a. Entrepreneurs have internal locus of control
- b. External locus of control is to believe that one can create their own future.
- c. Internal locus of control is to believe in fate.
- d. People with internal locus of control tend to blame outside forces for all the failures.
- e. People with internal locus of control are spirituals.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

- 9) You want to start an e-commerce company. You target the niche market of hand-made goods. You have written the following statement: 1 point

"To enhance the productivity, quality of products, reduce drudgery (improve health), and realize maximum value for goods and services of Indian artisans."

What this statement can be termed as?

- a. Vision
- b. Mission
- c. Strategies
- d. Values
- e. Execution

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 10) Which of the following best defines empathy? 1 point

- a. The ability to understand and share the sorrows of another.
- b. The ability to feel pain of others by suffering it.
- c. The ability to sympathize others by deeply understanding their situations.
- d. The ability to feel the pain of others by close observation and deep analysis.
- e. The ability to mourn on others' loss.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 11) What to expect from 'corporate entrepreneurship' as a company? 0 points

Foster creativity and innovation in products, services, and processes and creation of more value.

Accelerate product development.

Improve customer value proposition.

Create and maintain competitive advantages.

Action-oriented, self-driven, creative.

- a
- b
- c
- d
- e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 12) What to expect as an employee 'Corporate Entrepreneurship'? 1 point

Create and maintain competitive advantages.

Action-oriented, self-driven, creative.

Achieve sustainable growth in the era of innovation-driven economy.

Full empowerment to think out of the box and act like an entrepreneur without major part of the risks.

Better products and services.

- a
- b
- c
- d
- e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 13) What to expect as a society 'Corporate Entrepreneurship'? 1 point

Unit 4 - Week 2 :**Course outline**

How does an NPTEL online course work?

Week 0**Week 1 :****Week 2 :**

Lecture 06 : Myths and Realities around Entrepreneurship

Lecture 07 : Causes of Failure of Startups

Lecture 08 : Why Startups Fail (Contd.)

Lecture 09 : Forms of Legal Entities

Lecture 10 : Factors Driving Competitive Advantages

Lecture Material

Quiz : Assignment 2

Feedback Form

Week 3 :**Week 4 :****Week 5 :****Week 6 :****Week 7 :****Week 8 :****Week 9 :****Week 10:****Week 11:****Week 12:****Detailed Solution****DOWNLOAD VIDEOS****Live Interactive Session****Assignment 2**

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-02-12, 23:59 IST.

- 1) Which of the following can not be concluded from the story of Dhirubhai Ambani? (Need to remember the last week's lectures)

1 point

- a. Entrepreneurs identify opportunities in adversities
- b. Entrepreneurs are made, not born
- c. Entrepreneurs are knowledge seekers
- d. Entrepreneurs is a discipline that can be learnt.
- e. Entrepreneurs have a compelling vision and a comprehensive plan to execute it.

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

- 2) Which of the following represents the five forces of competition as espoused by Porter?

1 point

- a. Competitive rivalry, government policy, buyer power, threat of substitution, threat of new entry
- b. Competitive rivalry, supplier power, buyer power, threat of substitution, International competition
- c. Competitive rivalry, supplier power, buyer power, threat of substitution, threat of new entrant
- d. Global rivalry, supplier power, buyer power, threat of substitution, threat of new entry
- e. Core competency, Competitive rivalry, government policy, threat of new entrant, threat of substitution

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 3) How can we gain competitive advantage?

1 point

- a. Innovative technology
- b. Efficient cost management
- c. Building brand
- d. Distribution channel with easy access
- e. Creating core competency
- f. Only a, c, and d
- g. a, b, c, d and e

a

b

c

d

e

f

g

No, the answer is incorrect.

Score: 0

Accepted Answers:

g

- 4) What is meant by limited liability in the context of limited liability company

1 point

- a) The liability of the company is limited to its resources
- b) The liability of any owner is limited to his/her share of the business at any point of the time
- c) The liability of any owner is proportional to his/her shareholding in the company
- d) The owners of a company have no liability

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 5) Quick decision and flexibility of operations are advantageous in which form of business

1 point

- a) Proprietorship
- b) Private limited company
- c) Partnership
- d) Public limited company
- e) Limited liability partnership firm

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

</

Unit 5 - Week 3 :**Course outline**

How does an NPTEL online course work?

Week 0

Week 1 :

Week 2 :

Week 3 :

Lecture 11 : Marketing for Startups - I

Lecture 12 : Marketing for Startups - II

Lecture 13 : Marketing for Startups - III

Lecture 14 : Marketing Research

Lecture 15 : Marketing Research (Contd.)

Lecture Material

Quiz : Assignment 3

Feedback Form

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Week 12:

Detailed Solution

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Assignment 3

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-02-19, 23:59 IST.

- 1) You have come up with a new idea and would like to understand whether it can be transformed into a new business. The first thing you are interested in is to understand the market and what features of the product are more desired by the target customers so that the product development team may explore the time and cost of its final form? What type of market research is most appropriate for you at this stage?

1 point

- a) By source: primary, by method: quantitative, by objective: descriptive
- b) By source: primary, by method: quantitative, by objective: exploratory
- c) By source: primary, by method: qualitative, by objective: descriptive
- d) By source: secondary, by method: quantitative, by objective: descriptive
- e) By source: secondary, by method: qualitative, by objective: exploratory

a
 b
 c
 d
 e

No, the answer is incorrect.
Score: 0

Accepted Answers:

e

- 2) Which of the following is not part of the primary sources of data?

1 point

- a) Survey
- b) Internet source
- c) Focused group
- d) Interview
- e) Observation

a
 b
 c
 d
 e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 3) Which of the following is part of creating product differentiation?

0 points

- a) Adding features that are absent from competing products.
- b) Removing features or components that are not appreciated by customers.
- c) Reducing price of your product.
- d) Adding features that customers appreciate but are absent in competing products.
- e) All of the above.

a
 b
 c
 d
 e

No, the answer is incorrect.

Score: 0

Accepted Answers:

e

- 4) The storytelling example of Huggies is about _____

1 point

- a) Online marketing
- b) Social media marketing
- c) Content marketing
- d) PR marketing
- e) Marketing through messaging

a
 b
 c
 d
 e

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 5) The objective of marketing analysis

1 point

- a) To identify market segment
- b) Identify market structure
- c) Competition analysis
- d) Trend analysis
- e) Target market analysis
- f) All the above

a
 b
 c
 d
 e
 f

No, the answer is incorrect.

Score: 0

Accepted Answers:

f

- 6) The second step in the five step market research process is

1 point

- a. Define research objectives
- b. Develop a research plan
- c. Implement a research plan
- d. None of the above

a
 b
 c
 d
 e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 7) The purpose of market segmentation?

1 point

- a) To understand the customer better
- b) To create product differentiation
- c) Understand market size
- d) It help to understand competition and the demand-supply gap
- e) All of the above

a
 b
 c
 d
 e

No, the answer is incorrect.

Score: 0

Accepted Answers:

e

- 8) Which is the most attractive market type to be in for any entrepreneur.

1 point

- a. Oligopolistic
- b. Monopolistic
- c. Perfect Competition
- d. Duopolistic

a
 b
 c
 d
 e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 9) The characteristic feature of attractive market structure

1 point

- a. A market that is large and has high growth potential.
- b. A market where a company has been serving as niche market segment
- c. A market where one or more competitors have large market share
- d. A market with limited entry barrier
- e. A market offering easy entry and exit and there is demand-supply gap.

a
 b
 c
 d
 e

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

- 10) What is the initial step in starting a business?

1 point

- a. Raising the capital
- b. Registering a company
- c. Identifying Customer pain
- d. Conducting market research
- e. Building a minimum viable product

a
 b
 c
 d
 e

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 11) Qualitative research is

1 point

- a. Causal analysis
- b. Exploratory in nature
- c. Captures descriptive aspect of the market
- d. Used only for secondary data collection
- e. Performed through questionnaire survey

a
 b
 c
 d
 e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 12) Difference between 'public relation' and 'advertisement'. Choose the best answer.

1 point

- a. Public relation is creation of awareness and is associated with the term 'content marketing'
- b. Public relation is awareness creation through free media, advertisement is a paid media.
- c. Public relation is creation of awareness through social media.
- d. People trust advertisement more than public relation initiative
- e. Advertisement content is filtered through a reporter

a
 b
 c
 d
 e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 13) Marketing funnel is

1 point

- a. Channel of customer acquisition steps
- b. Channel for market segment identification
- c. A funnel for innovative marketing strategy
- d. A funnel for evaluation of customer satisfaction
- e. A logistic funnel through which products make their journey from the factory to the customers.

a
 b
 c
 d
 e

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 14) The marketing process starts with

1 point

- a. Segmentation
- b. Identification of pain point
- c. Planning to go-to-market
- d. Pricing a service/product
- e. Distribution planning

a
 b
 c
 d
 e

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

- 15) You are targeting a market with potential size of ₹50 crore within your geographical reach. The size of the market in the whole country is ₹1000 crore. The size of the market in the market segment that you cater to in the whole country is ₹250 crore.

1 point

What are TAM, SOM, & SAM

- a. ₹50 crore, ₹250 crore & ₹1000 crore
- b. ₹250 crore, ₹50 crore, ₹1000 crore
- c. ₹1000 crore, ₹50 crore, ₹250 crore
- d. ₹1000 crore, ₹250 crore, ₹50 crore
- e. ₹50 crore, ₹1000 crore, ₹250 crore

a
 b
 c
 d
 e

No, the answer is incorrect.

Unit 6 - Week 4 :

Course outline

How does an NPTEL online course work?

Week 0

Week 1 :

Week 2 :

Week 3 :

Week 4 :

• Lecture 16 : Business Model Canvas

• Lecture 17 : Value Proposition Canvas

Lecture 18 : Illustration of Business Model Canvas

• Lecture 19 : Features of Winning Business Models

• Lecture 20 : Business Model Innovation

• Lecture Material

Quiz : Assignment 4

Feedback Form

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Detailed Solution

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Assignment 4

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-02-26, 23:59 IST.

Many of the questions may seemingly have multiple correct answers. You should choose the option that best satisfies the problem statement.

- 1) Choose the right answer:

Mission statement is one of the building blocks of Business model canvas and it appears in block No.

- a. 1
- b. 2
- c. 3
- d. 5
- e. The statement is right, but the answer is not included above
- f. The statement is false

No, the answer is incorrect.

Score: 0

Accepted Answers:

f

- 2) The business model canvas describes an organisation's _____.
Choose the most appropriate answer.

- a. Value proposition of a venture, how the value proposition is made, how is it dispensed to the market segment and some idea on profitability thereof.
- b. The vision and value statement in a canvas containing 9 blocks.
- c. It contains the value proposition canvas that shows the jobs to be done, the pain to be alleviated and the gains to be created.
- d. Value proposition, requirement of financial capital, profitability, operational management capability.
- e. Value proposition, pricing power, entry barrier, cost structure, market structure, revenue model.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

- 3) Value Proposition in the Business Model Canvas should contain?

- a. Customer's pain that we are trying to solve
- b. The reason why customer should buy our product or service.
- c. The people with the pain and what the competitors have been offering them.
- d. Market segment, channel, and key partners
- e. All the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 4) Innovation is
- a) Developing new technologies with novelties, not obvious to people with adequate technical knowledge in the relevant domain and is useful to people or enterprises.
 - b) Developing new technology and putting in place all infrastructure necessary to make the solution available to the people who are direct beneficiaries.
 - c) Developing new cutting-edge technology that is yet to emerge in the market and that is far ahead of time.
 - d) Developing solutions that do a lot of good to the society.
 - e) Option (c) and (d) combined.

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 5) In the early 1900s, General Electric (GE) of Thomas Edison disciplined the chaotic process of scientific discovery into a systematic process of innovation. Results: over the next 70 years, won more patents than any other company in the US. Much of GE's competitive prowess during the century following it can be traced to that extraordinary accomplishment.
- a. This is a technology invention that gave General Electric many patents.
 - b. This is an innovation that gave the end-beneficiary enormous advantages and thus GE enjoyed competitive advantages for many years to come.
 - c. This is an example of management innovation.
 - d. This is an innovation that gave GE enormous competitive advantages.
 - e. This is a business process management strategy giving GE huge competitive advantages.

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 6) In 1903, DuPont systematized capital-budgeting techniques. A few years later, the company also developed a standardized way of estimating return on investment.

They used it in comparing the performance of its numerous product departments.

These innovations and more helped DuPont become one of America's industrial giants.

- a. This is core part of business process management that gave DuPont many patents.
- b. This is an innovation that gave the end-beneficiary enormous advantages and thus DuPont enjoyed competitive advantages for many years to come.
- c. This falls under management innovation.
- d. This is an innovation that gave DuPont enormous competitive advantages.
- e. This is an accounting innovation giving DuPont huge competitive advantages.

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 7) Business model innovation is not possible through which of the following?

- a. Changing the value proposition
- b. Changing business system architecture
- c. Changing Business operating model
- d. Through management innovation
- e. Invention of new process technologies
- f. Reengineering

No, the answer is incorrect.

Score: 0

Accepted Answers:

e

- 8) Uber could really define the pain points and applied latest technologies to solve it. In urban places of high mobility, it is very difficult to get a taxi. One that would come and pick you up One with some identity for reliability and safety. To know when a taxi will arrive. Ease of paying for the tip. They innovated the solution based on the pains.

The above text is related to which block in the business model canvas?

- a. Customer segment
- b. Key activities
- c. Key partners
- d. Value proposition
- e. Revenue model
- f. Key resources

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

- 9) Long after candle lost its primary use as an essential light source, "Yankee Candle" was launched at a very high price with one candle selling at more than ₹5,000/- Each candle of high quality wax is contained smart looking glass jar, is nicely packed and emits variety of aromas. Customers can pick up the ones with the aroma they like. At the end of the day, back from office, they can light the candle, immerse in some music of choice and forget the day's travail.

Yankee Candles are facing high price because of the product differentiation created in the form of

- a. Product features
- b. Customer experience
- c. Premium price
- d. Extremely good quality
- e. Aesthetic design of packaging

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 10) Which of the following statement is most appropriate?
- a. A business model is mostly a written document or slide deck delineating the process of execution, marketing and growth plan and the projected financial performance.
 - b. A business model describes the rationale of how an organization creates, delivers, and captures value in economic, social, cultural or other contexts.
 - c. A business model describes the rationale of how an organization develops products or services using modern cutting-edge and futuristic technologies.
 - d. A business model describes the rationale of how an organization builds team, identifies opportunities, and goes-to-market.
 - e. A business model describes the team of co-founders, marketing strategies, financial performance, and business process management.

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

- 11) Which of the following is an example of Freemium pricing?
- a. Amazon
 - b. Flipkart
 - c. Spotify
 - d. Airbnb
 - e. Aravind

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 12) Which of the following is not part of innovation lessons espoused by Steve Jobs?
- a. Explore the customer experience and work backwards to technology.
 - b. Know the competitors' value proposition and offer superior value.
 - c. Recruit a balanced and excellent team.
 - d. Empathize with customers, employees and all other stakeholders.
 - e. Obtain feedback and simplify constantly.

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

- 13) Choose the right chronology of importance of factors for success of a business as espoused by Bill Gross?
- a. The timing, the idea, the team & execution, the business model, the funding
 - b. The idea, the timing, the team & execution, the business model, the funding
 - c. The timing, the team & execution, the idea, the business model, the funding
 - d. The team & execution, the idea, the timing, the business model, the funding
 - e. The timing, the idea, the business model, the team & execution, the funding

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 14) Dynamic capability may be gained by following some archetypical frameworks common across industry types. Which of the following is not one of it?
- a. Irrespective of industries, investing in intellectual properties to build barriers to entry is highly effective.
 - b. Cross-functional teams for product development.
 - c. Increased access to information.
 - d. Exploit the advantages of open innovation.
 - e. Market research

No, the answer is incorrect.

Score: 0

Accepted Answers:

e

- 15) Which of the following is not among the advantages of Business Model Canvas (BMC)?
- a. Almost whole business model demonstrated in one page or canvas
 - b. Chances of missing any point is less.
 - c. Provides a single framework for assessing business competition.
 - d. It saves time for angels and other investor to have a glimpse or birds eye view on the business model.
 - e. It helps focusing on core business areas.
 - f. All members can identify possible value addition and contribute using the BMC.

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

Unit 7 - Week 5 :

Course outline

How does an NPTEL online course work?

Week 0

Week 1 :

Week 2 :

Week 3 :

Week 4 :

Week 5 :

Lecture 21 : Identifying Opportunities Based on Trend

Lecture 22 : Circle of Competence and Effectuation

Lecture 23 : Lean Startup - I

Lecture 24 : Lean Startup - II

Lecture 25 : Lean Startup - III

Quiz : Assignment 5

Feedback Form

Week 6 :

Week 7 :

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Week 12 :

Detailed Solution

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Assignment 5

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-03-04, 23:59 IST.

- 1) Crossing the chasm refers to crossing

- a. Innovator to early adapters
- b. Early adapter to late majority
- c. Early adapters to early majority
- d. Early majority to late majority
- e. Early majority to laggards

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 2) Which of the following sentences is correct?

- a. Trend provides great opportunity for starting new ventures with assured success.
- b. One must start a business based on forecast of the technology trend in the respective field to be successful.
- c. Those who are ahead of the trend or at least at the forefront of the trend, tend to enjoy natural advantages.
- d. Flipkart is a model of collaborative consumption.
- e. Organic farming reduces pollution, conserve water, reduce soil erosion, increase soil fertility, and use less energy. Therefore, starting business on organic farming will surely be successful.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 3) Which of the following is one of the causes of the chasm?

- a. Running out of cash.
- b. Customers do not buy the products
- c. Litigation between cofounders
- d. Product not gaining acceptance by growing number of customers
- e. Technology adoption problem.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

- 4) Which of the following is more true than others about business process management?

- a. Is most critically important at the growth phase.
- b. Is most critically important at the idea selection phase.
- c. Is most critically important at the maturity phase.
- d. Is most critically important for product management.
- e. Is most critically important for business information management.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 5) Which among the following is the best definition of 'Center of Competency'?

- a. The center of your domain of knowledge.
- b. The center of knowledge domain of your team.
- c. The center of the knowledge in which you are expert in.
- d. The center of the knowledge that the market segment demand and you have acquire to be able to compete.
- e. The center of your knowledge domain that you think you are expert in.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 6) Waterfall model of product development uses?

- a. The validated learning process.
- b. An iterative process.
- c. A linear process.
- d. The build, measure and learn process.
- e. The design thinking process.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 7) Agile process is?

- a. About reducing the waste at all possible steps.
- b. An iterative process in collaboration with users.
- c. A linear process in which validation is done by actual customers as the product is developed.
- d. A component of the agile process is the lean startup philosophy.
- e. Agile process has been developed from the design thinking process.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 8) A startup begins with two hypothesis: A value hypothesis and a growth hypothesis. What is the value hypothesis?

- a. The proposed business will generate enough value to the founders and their families.
- b. The proposed business will generate enough value for the nation.
- c. The proposed product or service will create great value to the market at large.
- d. The product or service will be superior to those of competitors.
- e. The business will create so much value in general that it will emerge as a success story.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

- 9) Choose the correct statement from the following:

- a. Circle of competence was originally propounded by Steve Jobs.
- b. The center of the circle of competence is the vision of a new enterprise.
- c. Circle of competence is the center of the knowledge base that you think you know in depth.
- d. Circle of competence is the center of your knowledge and experience, i.e. your core competence
- e. Circle of competence is the domain where you have deep knowledge in.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 10) A startup begins with a leap of faith. What is a leap of faith in this regard?

- a. It is an assumption that the product will sell in a blue ocean market where even the customers are not aware of the pain.
- b. It is in the context of faith that customers will be forgiving about limitations in the product or service and will buy repeatedly.
- c. The proposed business will achieve growth to give the company great profit.
- d. The proposed business will generate enough growth of wealth for founders.
- e. The product or service will fuel economic growth for the nation.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 11) Which of the following are true in respect of lean startup concept?

- a. Lean startup attract angels and venture capitalist to invest in the business.
- b. Lean startup reduces the failure of product development and accelerate product development lifecycle.
- c. Lean startup reduces the cost of product development.
- d. Lean startup emphasize on empathizing with customers and employees, validated learning and lean investment.
- e. Lean startup promotes entrepreneurial ecosystem and reduces chances of failure.

Options:

- a. A & E
- b. B & C
- c. B & D
- d. C & E
- e. A & B

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 12) Which of the following are components of lean startup?

- A. Repeated experimentation and iteration
- B. A linear process of development
- C. A detailed plan about execution and setting the final objective
- D. Building an MVP
- E. Customer feedback

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 13) How does a lean startup work?

- a. Define hypothesis based on a pain, build MVP, get it validated by early adopters, rebuild based on learning.
- b. Write a business plan, approach to investors, follow the build, operate, and validate iterating process of product development.
- c. Have a lean team, lean business model, lean customer base, and lean logistics to ensure quick execution, higher margin, and sustainable business success.
- d. Prepare business model canvas, validate hypothesis, refine your product, follow build, measure and learn process.
- e. None of the above

Unit 8 - Week 6 :

Course outline

How does an NPTEL online course work?

Week 0

Week 1 :

Week 2 :

Week 3 :

Week 4 :

Week 5 :

Week 6 :

Lecture 26 : Design and Innovation - I

Lecture 27 : Design and Innovation - II

Lecture 28 : Design and Innovation - III

Lecture 29 : Design and Innovation - IV

Lecture 30 : Design and Innovation - V

Lecture Material

Quiz : Assignment 6

Feedback Form

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Week 12 :

Detailed Solution

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QUIZZES

ANSWER KEYS

</

Unit 9 - Week 7 :

Course outline

How does an NPTEL online course work?

Week 0

Week 1 :

Week 2 :

Week 3 :

Week 4 :

Week 5 :

Week 6 :

Week 7 :

Lecture 31 : Introduction to Financial Statements

Lecture 32 : Introduction to Financial Statements (Contd.)

Lecture 33 : Introduction to Financial Statements (Contd.)

Lecture 34 : Introduction to Financial Statements (Contd.)

Lecture 35 : Introduction to Financial Statements (Contd.)

Quiz Material

Quiz : Assignment 7

Feedback Form

Week 8 :

Week 9 :

Week 10 :

Week 11 :

Week 12 :

Detailed Solution

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Assignment 7

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-03-18, 23:59 IST.

- 1) Following information pertains to a company for a specific period:

Sales: Rs. 500

Closing Stock: Rs.100

Opening Stock: Rs.50

Purchase of goods: Rs.300

What is the gross profit for the period?

- a) 200
- b) 250
- c) 300
- d) None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

b)

- 2) Following data are related to a company for the financial year 2016-2017.

Gross profit: Rs.500

Interest payment: Rs.50

Depreciation: Rs.50

Other operating expenses: Rs.200

Dividend: Rs.100

What is the operating profit for the company during 2016-17?

- a) 200
- b) 250
- c) 100
- d) None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

b)

- 3) Following data are related to a company for the financial year 2016-2017.

Gross profit: Rs.500

Interest payment: Rs.50

Depreciation: Rs.50

Other operating expenses: Rs.200

Dividend: Rs.100

Assume that the company doesn't pay any income tax, what is the retained profit?

- a) 50
- b) 200
- c) 100
- d) None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

c)

- 4) Following data are related to a company for the financial year 2016-2017.

Gross profit: Rs.500

Interest payment: Rs.50

Depreciation: Rs.50

Other operating expenses: Rs.200

Dividend: Rs.100

If the income tax is 30% what is the retained profit?

- a) 50
- b) 40
- c) 30
- d) 80

No, the answer is incorrect.

Score: 0

Accepted Answers:

d)

- 5) Following data are related to a company for the financial year 2016-2017.

Gross profit: Rs.500

Interest payment: Rs.50

Depreciation: Rs.50

Other operating expenses: Rs.200

Dividend: Rs.100

Reserves and surplus as on 31-3-2016: 700

What is the reserves and surplus of the company as on 31-3-2017?

- a) 740
- b) 800
- c) 840
- d) None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

a)

- 6) Cash flow statement is useful to understand

- a) When to raise money
- b) How liquid is the company
- c) If the company will find it difficult to meet financial commitment in the future
- d) When the company becomes cash-negative
- e) All of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

e)

- 7) A. Amortization

B. Increase in inventory

C. Sale of old machine

D. Increase in trade receivables

E. Increase in long-term loan

F. Decrease in trade payables

Which of the above are cash inflows?

- a) A, B & E
- b) B, C & D
- c) B, D & F
- d) A, C & E
- e) C, D & F

No, the answer is incorrect.

Score: 0

Accepted Answers:

d)

- 8) A. Amortization

B. Increase in inventory

C. Sale of old machine

D. Decrease in trade payable

E. Increase in trade receivables

F. Increase in long-term loan

Which of the above are cash outflows?

- a) A, B & E
- b) B, C & D
- c) B, D & E
- d) A, C & E
- e) C, D & E

No, the answer is incorrect.

Score: 0

Accepted Answers:

c)

- 9) The cash balance of a company as on 31-03-2016: ₹ 350.

During the financial year 2016-2017,

Cash flow from operating activity: ₹ 290

Cash flow from investment activity: (-) ₹ 150

Cash flow from financing activity: (-) ₹ 70

What is the net cash position of the company as on 31-03-2017?

- a) ₹640

- b) ₹70

- c) ₹350

- d) ₹440

- e) ₹420

No, the answer is incorrect.

Score: 0

Accepted Answers:

a)

10) The outstanding balance in the long term bank loan account as on 31-3-2016 is ₹5000. During the year 2016-17, the company raises fresh loan of ₹2000, repays ₹1000 and pays interest of ₹200. What is the outstanding balance in the loan account as on 31-03-2017?

- a) ₹5800

- b) ₹6800

- c) ₹8200

- d) ₹6000

- e) None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

a)

11) Which of the following is not part of operating expense?

- a) Depreciation

- b) Amortization

- c) Insurance

- d) Raw-material purchased

- e) None of the above (meaning that all of the above are part of operating expenses)

No, the answer is incorrect.

Score: 0

Accepted Answers:

e)

12) Which of the following is not part of operating expense?

- a) Salary

- b) Maintenance

- c) Insurance

- d) Interest payment

- e) Amortization

- f) Transportation

No, the answer is incorrect.

Score: 0

Accepted Answers:

e)

13) Identify the correct statement

- a) The balance sheet of a company pertains to a financial year

Unit 10 - Week 8 :

Course outline

How does an NPTEL online course work?

Week 0

Week 1 :

Week 2 :

Week 3 :

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Week 6 :

● Lecture 36 : Introduction to Financial Statements (Contd.)

Lecture 37 : Introduction to Financial Statements (Contd.)

Lecture 38 : Depreciation and Amortization and Treatment of Capital Gain or Loss from Sale of Fixed Asset

● Lecture 39 : Cost, Volume, Profit Break-Even Point Analysis - I

Lecture 40 : Cost, Volume, Profit: Break-Even Point Analysis - II

● Lecture Material

Quiz : Assignment 8

Feedback Form

Week 9:

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Week 12:

Detailed Solution

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Assignment 8

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-03-25, 23:59 IST.

- 1) The following data are related to a particular company for the year 2017-18: 1 point

Fixed cost per year: 500

Variable cost per year: 1000

Number of units produced and sold during the year: 100

Unit selling price: 20

The break-even point is:

- a. 5000
- b. 500
- c. 50
- d. Undefined

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 2) The following data pertain to a particular year of operation for a company. 1 point

Sales for the year: ₹ 6000

Variable cost for the year: ₹ 4000

Fixed cost for the year: ₹ 1000

Number of unit sold: 200

What is the margin of safety?

- a. 1000
- b. 10
- c. 100
- d. 200
- e. Undefined

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 3) Estimate the contribution margin using the following data. 1 point

1. Sales: ₹ 2500
2. Number of unit sold: 100
3. Cost of goods sold: ₹ 2000
4. Variable cost per unit: ₹ 15
5. Annual fixed cost: ₹ 1000

- a. ₹ 6
- b. ₹ 8
- c. ₹ 10
- d. ₹ 12
- e. ₹ 0

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 4) The total book value of fixed asset of a company as on 31.03.2018 is ₹ 500. The company purchases new fixed assets worth ₹ 400 and sells some old fixed assets of book value ₹ 200. Estimate the book value of fixed assets of the company as on 31.03.2019 using the declining value method of depreciation. Following information may also be used wherever necessary: Useful life: 10 years, salvage value: ₹ 100, rate of depreciation: 10% 1 point

Fixed cost, Total cost

- a. ₹ 640
- b. ₹ 540
- c. ₹ 270
- d. ₹ 990
- e. ₹ 630

No, the answer is incorrect.

Score: 0

Accepted Answers:

e

- 5) Unit price of a product: ₹ 300
Total variable cost per unit: ₹ 200
Total fixed cost per year: ₹ 2,00,000
Raw material cost per unit: ₹ 80
Depreciation: ₹ 10,000

What is the break-even point in number of units? (be mindful of redundant data)

- a. 1112
- b. 10000
- c. 2000
- d. 20,000
- e. None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 6) For a particular company: 1 point

Unit price of a product: ₹ 300
Total variable cost per unit: ₹ 200
Total fixed cost per year: ₹ 2,00,000

Raw material cost per unit: ₹ 80

Depreciation: ₹ 10,000

(be mindful of redundant data)

If a company wants to make a profit of ₹ 20000, how many units it should produce and sell?

- a. 11000
- b. 2200
- c. 1223
- d. 200

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 7) For a particular company: 1 point

Unit price of a product: ₹ 300
Total variable cost per unit (all inclusive): ₹ 200

Total fixed cost per year (all inclusive): ₹ 2,00,000

Raw material cost per unit: ₹ 80

Depreciation: ₹ 20,000

If the company is planning to produce and sell 5000 units, what will be the margin of safety? (be mindful of redundant data)

- a. 3000 units
- b. (-)6000 units
- c. 3888 units
- d. 4800 units
- e. None of the options is correct.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

- 8) Which one of the following is not a variable cost 1 point

- a. Raw material
- b. Consumable
- c. Salary
- d. Electricity cost
- e. Delivery cost

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 9) Which one of the following is not a direct cost? 1 point

- a. Raw material
- b. Consumable
- c. Rent
- d. Wages
- e. Packaging cost

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 10) Which one of the following is the most appropriate answer that defines the cost indifference point? 1 point

- a. The level of production and sale at which the profit of different business execution strategies are the same
- b. The level of production and sale at which the total cost of different business execution strategies are the same
- c. It is the point where the total cost line and sales line intersect.
- d. It is the point where marginal cost is indifferent of fixed cost.
- e. Both 'a' and 'b'

No, the answer is incorrect.

Score: 0

Accepted Answers:

e

- 11) F = ₹ 30,000 per year, V = ₹ 20 per unit, S = ₹ 30 per unit. How many units have to be sold to make a profit of ₹ 5,000? 1 point

- a. 35,000
- b. 8,000
- c. 10,500
- d. 5,300
- e. 3,500

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 12) By applying a lean start-up process a company has reduced its variable cost by 10% without changing the fixed cost. What will happen to the operating leverage? 1 point

- a. It will go up
- b. It will go down
- c. No change since operating leverage is related to fixed cost.
- d. The question is inappropriate since both fixed cost and variable cost are related to operating leverage.

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 13) Which of the following is correct? 1 point

- a. The profit before tax is the money that belongs to the owners
- b. A company's capacity to absorb raw-material price shock is related to the difference in the slopes of sales line and total cost line.
- c. Positive margin of safety does not necessarily mean that the company is operating in profit.
- d. Financial leverage is the degree to which a firm can increase operating income by increasing sales.
- e. High operating leverage is an indication that the company has high debt compared to its total equity fund.

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 14) Which of the following is definitely not an assumption in break-even point analysis? 1 point

- a. Cost can be divided into fixed and variable.
- b. Change in volume of sales does not change in fixed cost.
- c. Change in volume of sales does not affect the price of the product.
- d. Selling price, variable cost per unit, and total fixed cost remain constant.
- e. Sales mix is not changed during the relevant period for the estimation of BEP.

No, the answer is incorrect.

Score: 0

Accepted Answers:

f

- 15) Following data are related to a company for the financial year 2018-2019. 1 point

Gross profit: ₹ 970

Interest payment: ₹ 50

Other operating expenses excluding depreciation: ₹ 200

Dividend: ₹ 100

Book value of fixed asset of the company as on 31-3-2018 was ₹ 500. The depreciation rate is 10%. The company purchases machinery worth ₹ 200 during the year 2018-19 and does not sell any of its fixed asset during the same year. What is the profit before tax of the company during 2018-19?

- a. 700
- b. 600
- c. 650
- d. 750
- e. 730

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

Unit 11 - Week 9:

Course outline

How does an NPTEL online course work?

Week 0

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● Lecture 41 : Founding Team and Early Recruits

● Lecture 42 : Business Plan - I

Lecture 43 : Business Plan - II

● Lecture 44 : Pitching the Business Plan - II

Lecture 45 : Pitching the Business Plan - II

● Lecture Material

Quiz : Assignment 9

Feedback Form

Week 10:

Week 11:

Week 12:

Detailed Solution

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Assignment 9

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-04-01, 23:59 IST.

- 1) Arrange the following in the order of importance in the context of success of a startup as suggested by Bill Gross (most important first)
- a. Team, Timing, Business model, Team
b. Timing, Team, execution, Idea
c. Team, Timing, idea, execution
d. Timing, Team, Idea, execution
e. Business model, Team, Timing, Funding
- No, the answer is incorrect.
Score: 0
Accepted Answers:
b.
- 2) Out of following options which is the most compelling reason for recruiting new employee?
- a. You get an opportunity to recruit a top class person with key skill set that you ordinarily do not come across.
b. Recommendation for a candidate by your investors.
c. Social responsibility to create jobs.
d. Filling a key knowledge gap
e. To make a balance of team for all sections of the business
- No, the answer is incorrect.
Score: 0
Accepted Answers:
b.
- 3) Which of the following is the correct interpretation of the construct 'insurgent mission' in the context of entrepreneurship?
- a. You are in a blue ocean market and want to translate that into a red ocean.
b. You want to acquire customers by hook or crook and that no rule applies to you.
c. You are on a mission to wage a war with the customers and want to win them over at any cost.
d. You are at war against competitors on behalf of the underserved customers and would not stop until you win.
e. You need to adopt the extremist mentality and no rule applies to your way to become successful.
- No, the answer is incorrect.
Score: 0
Accepted Answers:
d.
- 4) Which of the following is the cause for failure of maximum percentage of startups?
- a. Lack of necessary fund for scaling.
b. Lack of good team with complementary skills
c. Disharmony among founders.
d. Lack of buyers for the products.
e. Running out of cash.
- No, the answer is incorrect.
Score: 0
Accepted Answers:
d.
- 5) One of your employees by the name Abc has been complaining about the job allocation pointing out that he can perform better in a different project 'X'. It is apparent that the project 'X' has better visibility and higher remuneration. A bit of reasoning by the management did not satisfy Abc. What should be your action?
- a. Swap him with a person in project 'X' so that Abc can work in peace and you can get rid of the botheration.
b. You try to reason him saying that next time he will be placed in a project of his choice.
c. You compensate him the financial loss he is incurring by working on something less remunerative.
d. Ask him to find a new job and give him notice for a month as per service contract.
e. Fire him immediately to prevent compounding of the problem.
- No, the answer is incorrect.
Score: 0
Accepted Answers:
d.
- 6) Which of the following is the correct interpretation of the construct 'owners mindset' in the context of entrepreneurship?
- A. The sense that the company is theirs and that the prosperity of the company is aligned with their personal prosperity.
B. The sense that the company belong to them and they should try to take away as much from the company as possible.
C. One is as responsible as the owners and would take all the actions that are for the best interest of the company.
D. To avoid bureaucracy and take immediate and appropriate action without waiting for instructions from hierarchy or the sense that it is someone else's responsibility.
E. It is the sense that the founders are the owners and have the most responsibility and control of the business.
- No, the answer is incorrect.
Score: 0
Accepted Answers:
d.
- 7) Guy Kawasaki recommended
- a. Twenty minute presentation, thirty slides and minimum ten font size
b. Thirty minute presentation, twenty slides and minimum ten font size
c. Ten minute presentation, twenty slides and minimum thirty font size
d. Twenty minute presentation, ten slides and minimum thirty font size
e. Thirty minute presentation, ten slides and minimum twenty font size
- No, the answer is incorrect.
Score: 0
Accepted Answers:
d.
- 8) Which of the following is the correct interpretation of the construct 'frontline obsession' in the context of entrepreneurship?
- A. Customer focus and do everything possible to satisfy customers.
B. Take customer feedback to help product development team understand what is to be built so as to meet gap in product features.
C. Try to understand every detail about customers' response to features of the product and convince customers that it's a product-customer requirement-fit
D. Go to any length to close a sales deal and not resort to blame-game for non-performance.
- No, the answer is incorrect.
Score: 0
Accepted Answers:
d.
- 9) As per Sam Altman, the ideal number of co-founders is
- a. Two to three
b. Depends on required skills
c. You can decide as you grow and meet smart people.
d. To be decided by investors.
e. Three to four
- No, the answer is incorrect.
Score: 0
Accepted Answers:
d.
- 10) Which of the following are not included among the list of 10 items recommended by Guy Kawasaki
- a. Value proposition
b. Management team
c. Go-to-market plan
d. Revenue model
e. The desired amount of fundraising
f. Competition analysis
- No, the answer is incorrect.
Score: 0
Accepted Answers:
d.
- 11) Five key elements of a story as espoused by Blake Mycoskie
Choose the right option:
- a. Hero, antagonist, awareness, climax, & passion
b. Hero, antagonist, awareness, transformation, & passion
c. Hero, villain, awareness, transformation, & climax
d. Hero, heroine, villain, awareness, transformation, & passion
e. Hero, antagonist, climax, transformation, & passion
f. Hero, heroine, antagonist, awareness, & transformation
- No, the answer is incorrect.
Score: 0
Accepted Answers:
d.
- 12) Who among the following are potentially good candidate for employment in your startup?
- a. Failed or successful startup cofounder
b. Working experience in startups
c. Person with demonstrable creative talent
d. Founder aspiration
e. Persons with international experience
f. All of them
- No, the answer is incorrect.
Score: 0
Accepted Answers:
d.
- 13) What does the word 'Pivot' mean in the context of startup?
- a. It is the leader of the team who plays pivotal role to ensure the entire team works in unison.
b. It is the central theme of any business model that helps to define the vision.
c. It means that a venture stops executing its current business model, especially since the business shows no sign of success, and pursues a different one.
d. It is the business unit that plays pivotal role in the profitability and sustainability of a company.
- No, the answer is incorrect.
Score: 0
Accepted Answers:
c.
- 14) Read the following characteristic features of individuals and answer the question following them.
- A. Entrepreneurs have a compelling vision or a dream to achieve something extraordinary and a comprehensive plan.
B. Identify opportunities in adversities or translate adverse situations into opportunities. Failures don't deter them.
C. Entrepreneurs are capable of making the most compelling business plan to convince the potential investors to buy into their idea irrespective of its merits.
D. Organize balanced team with diverse skills and manage them for the best possible execution of business model.
- Which of the above are essential components of defining an entrepreneur?
- a. All of the above.
b. A, B, and D
c. A, B, and C
d. B, C, and D
e. A, C, and D
- No, the answer is incorrect.
Score: 0
Accepted Answers:
d.
- 15) Why storytelling is important in startup success?
- A. Because it is possible to motivate employees to work passionately by connecting your vision with a great cause through a story.
B. You can show to your investors that you are not here to merely make money but have greater motivation to passionately solve a great pain to a large number of people.
C. Customers value companies that are engaged in alleviating great social malaise and would buy products offered by such companies.
D. A story can do better job than quality of your product and advertisement.
- Choose the correct
- a. A, B, & D
b. B, C, & D
c. A, B, & C
d. A, C, & D
e. A, B, C, & D
- No, the answer is incorrect.
Score: 0
Accepted Answers:
d.

Unit 12 - Week 10:

Assignment 10

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-04-08, 23:59 IST.

- 1) The primary difference between debt and equity

1 point

- a. Debt involves dilution whereas equity attracts interest
- b. Debt is not repayable whereas equity is to be repaid
- c. Debt can be raised without security whereas raising equity requires security
- d. Debt financing is riskier than equity funding
- e. Equity is senior to debt while distributing the proceeds of liquidation of the venture.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

d.

- 2) The difference between primary and collateral securities _____

1 point

- a. Primary security is a charge on the assets created out of the loan and Collateral security relates to charge on assets other than those created out of the loan.
- b. Collateral security is a charge on the assets created out of the loan and primary security relates to charge on assets other than those created out of the loan
- c. Primary security is a charge on liquid assets whereas collateral securities is a charge on illiquid assets
- d. Primary securities are the assets of the co-founders whereas collateral securities are the assets of the company.
- e. None of the options.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

c.

- 3) Which of the following is true?

1 point

- a. Payment of dividend is mandatory for equity share whereas payment of dividend is optional for preference share
- b. Preference equity shareholders have voting rights
- c. Rate of dividend payable in case of equity share is the prerogative of the board of directors.
- d. Dividend on preference capital is mandatory and must be paid every year and cannot be carry forwarded.
- e. Dividend on loan is less than that on preference equity.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

c.

- 4) A new venture raises 100 million Rupees at a pre-money valuation of 400 million Rupees. What is the post-money shareholding of the founders?

1 point

- a. 25%
- b. 20%
- c. 75%
- d. 80%
- e. None of the options is correct.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

d.

- 5) A company raises 100 million rupees at a pre-money valuation of 400 million rupees in the form of simple participating preference share with no liquidation preference. A few years later the company realizes a liquidity event and is acquired for 500 million rupees. How much money the founders receive?

1 point

- a. 400 million rupees
- b. 380 million rupees
- c. 320 million rupees
- d. 300 million rupees
- e. None of the options is correct.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a.

- 6) A new venture raises 100 million rupees at a pre-money valuation of 400 million. What is the post-money shareholding of the founders?

1 point

- a. 25%
- b. 20%
- c. 75%
- d. 80%

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

d.

- 7) A company raises 100 million rupees at a pre-money valuation of 400 million rupees in the form of simple participating preference share with 1x liquidation preference. A few years later the company realizes a liquidity event and is acquired for 500 million rupees. How much money the founders receive?

1 point

- a. 400 million rupees
- b. 380 million rupees
- c. 320 million rupees
- d. 300 million rupees
- e. None of the options is correct.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a.

- 8) A business angel invests ₹100 million for 20% of the venture. What is the post money valuation of the venture?

1 point

- a. ₹300 million
- b. ₹400 million
- c. ₹500 million
- d. ₹600 million
- e. None of the options is correct.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a.

- 9) What is most frequently referred to as dilution in the context of start-up funding?

1 point

- a. The reduction of percentage equity holding of investors in the subsequent round of fund raising.
- b. It is the reduction of percentage equity holding of founders for raising fresh loan.
- c. The reduction of percentage equity holding of founders in the event of issuance of shares to investors.
- d. It is the reduction of percentage equity holding of founders for raising fresh capital through preferences share.
- e. Reduction of equity holding by bank as their loan is liquidated.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

c.

- 10) Which of the following is not Bootstrapping?

1 point

- a. Buying offices instead of renting to avoid the payment huge rent every month and improve cash flow.
- b. Using used machine instead of buying new machine.
- c. Applying for and obtaining grants.
- d. Using interns instead of regular employees.
- e. Following the lean product development process.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a.

- 11) A business angel invests ₹100 million for 20% of the venture. Suppose the company is sold for ₹300 million how much money the founders will receive if the business angel has no liquidity preference?

1 point

- a. ₹220 million
- b. ₹240 million
- c. ₹260 million
- d. ₹160 million
- e. ₹60 million

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a.

- 12) Which of the following is most appropriate statement?

1 point

- a. Angel investors are high net-worth individuals with surplus fund
- b. Business angels are interested in the excitement of startup activities
- c. Business angels can connect with other investors when necessary
- d. Business angels are good mentors
- e. Angels have higher risk appetite than venture capitalist
- f. All of the above

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

f.

- 13) Arrange the following in descending order (most senior first) of seniority, i.e. the preference of receiving the payment in the event of liquidation of the company.

1 point

- A) Secured creditors
- B) Equity share holders
- C) Preference share holders
- D) Trade creditors

- a. B,C,D,A
- b. A, D, C, B
- c. D, C, B, A
- d. C, D, A, B
- e. B, A, D, C
- f. B, C, A, D

a.

b.

Unit 13 - Week 11:

Course outline

How does an NPTEL online course work?

Week 0

Week 1 :

Week 2 :

Week 3 :

Week 4 :

Week 5 :

Week 6 :

Week 7 :

Week 8 :

Week 9 :

Week 10:

Week 11:

● Lecture 51 : Some Dos and Don'ts

Lecture 52 : Go-To-Market Strategies-I

● Lecture 53 : Go-To-Market Strategies-II

Lecture 54 : Capital Budgeting Decisions

● Lecture 55 : Capital Budgeting Decisions (Contd.)

Lecture Material

Quiz : Assignment 11

Feedback Form

Week 12:

Detailed Solution

DOWNLOAD VIDEOS

Live Interactive Session

Assignment 11

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-04-15, 23:59 IST.

Instruction: If all the options are correct, choose "All the options are correct" and not any one individual option

1) Which of the following is not part of capital budgeting decision process

1 point

- a. Estimating the break-even point
- b. Comparing two or more business models
- c. Estimating acceptability of project based on expected return
- d. Selection between multiple machines.
- e. Comparing cost reduction plans

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a.

2) Which of the following statements is correct about capital budgeting?

1 point

- a. It helps us to rank projects in order of future cash flows
- b. It helps entrepreneurs to understand the comparative merits of business opportunities.
- c. Though information for applying capital budgeting techniques are futuristic, it provides useful information for decision making.
- d. Helps in selection between multiple machines.
- e. All the options are correct

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

b.

4) What is hurdle rate?

1 point

- a. It is the internal rate of return of a project.

- b. It is the rate at which the payback period is estimated by discounting the future cash flow.

- c. It is the minimum rate of return that a project must generate for it to be acceptable by a company.

- d. It is the minimum rate of return on equity from a project for it to be favorably considered.

- e. It is the cost of debt and therefore a project must return at least this rate for it to be considered favorably.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

c.

5) Following is the capital structure of a company along with their cost or expected return:

1 point

Type of capital	Quantum of money	Rate
Equity	200	20%
Bank loan	300	15%
Preference capital	100	10%
Unsecured loan	200	20%

What is the weighted average cost of capital?

- a. 15.78%

- b. 16.0152%

- c. 17.214%

- d. 16.875%

- e. 14.542%

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

d.

6) Which of the following is correct?

1 point

- a. Payback period method takes into account the time value of money

- b. Internal rate of return method does not consider time value of money

- c. The discounted net present value method estimates the rate at which the present value is zero or more.

- d. The break-even point analysis is done based on historical data

- e. A project may appear better than another project based on assessment by one method but may show inferior based on another method.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

d.

7) Which of the following was the most serious cause for the failure of Iridium?

1 point

- a. They did not adopt capital budgeting decision process.

- b. They did not adopt the validated learning process.

- c. They did not control their cost.

- d. They ran out of money.

- e. Their timing was wrong.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

d.

8) Which of the following is not vanity metrics?

1 point

- a. Life time value of a customer

- b. Number of users sign in.

- c. Number of employees.

- d. Number of return customers.

- e. Top-line

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

f.

9) A company, YOUR COMPANY, invests ₹500 as capital investment in machinery and ₹200 in working capital to perform a contractual assignment for MY COMPANY over a period of seven years. YOUR COMPANY has to invest another ₹250 during the third year to replace some key components. As per the contract, YOUR COMPANY will receive ₹300 every year as fee from MY COMPANY. Estimate the payback period of this contract in number of full years using only the above information.

1 point

Options

- a. Three years

- b. Four years

- c. Five years

- d. Two years

- e. None of the options is correct

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

b.

10) Read the following statements and answer the question following them.

1 point

- A. All cash flows other than the initial investment occur at the end of respective periods.

- B. All cash flows generated by an investment project are immediately reinvested at a rate of return equal to the IRR of the project.

- C. All cash flows generated by an investment project are immediately reinvested at a rate of return equal to the discount rate.

- D. All cash flows other than the initial investment occur at the beginning of respective periods.

- E. All cash flows generated by an investment project are immediately reinvested at risk-free rate.

Which of the above are the two correct major assumptions of discounted net present value estimation?</

Unit 14 - Week 12:

Course outline

How does an NPTEL online course work?

Week 0

Week 1 :

Week 2 :

Week 3 :

Week 4 :

Week 5 :

Week 6 :

Week 7 :

Week 8 :

Week 9 :

Week 10 :

Week 11:

Week 12:

Lecture 56 : Start up Valuation

- I

Lecture 57 : Start up Valuation

- II

Lecture 58 : Human Resource Management - I

Lecture 59 : Human Resource Management - II

Lecture 60 : Growth Strategies

● Lecture Material

Quiz : Assignment 12

Feedback Form

Detailed Solution

DOWNLOAD VIDEOS

Live Interactive Session

Assignment 12

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-04-22, 23:59 IST.

Instruction: If all the options are correct, choose "All the options are correct" and not any one individual option

- 1) Choose the correct statement about startup valuation from the following: 1 point

- a. Venture valuation models are mostly based on projected cash flow of a venture.
- b. The future cash flows for startups lack visibility.
- c. Startups mostly are not in profit during the early years.
- d. A golden rule or credible method to value startup is missing at present.
- e. Financial metrics are not the only value drivers for startups.
- f. All the points are true

a.

b.

c.

d.

e.

f.

No, the answer is incorrect.

Score: 0

Accepted Answers:

f.

2) Which of the following is true about equity capital? 1 point

- a. Paid up capital is the portion of the authorized capital that has been subscribed by shareholders by paying for their share of the equity shares in full.
- b. Authorized capital is the maximum amount of equity share capital that can be raised by a company and it is mandated by the registrar of companies.
- c. Owners' equity is the sum total of 'Paid up Equity Capital' and 'Reserves & Surplus'.
- d. Equity capital consists of number of equity shares with equal face values of a certain denomination.
- e. All the options are correct.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

e.

3) The company, Your Company, has an authorized capital of ₹10,000. A, B, and C are the three cofounder shareholders. A holds 20 shares of ₹100 each, B holds 10 shares of ₹100 each and C holds 20 shares of ₹100 each. There is no other shareholder in the company. What are their percentage holdings in the company? 1 point

- a. 20%, 10%, & 20% respectively
- b. 40%, 10%, & 40% respectively
- c. 26.67%, 6.67%, and 26.67% respectively.
- d. 40%, 20% & 40% respectively
- e. None of the options are correct

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

d.

4) The company, Your Company, has an authorized capital of ₹1000. A, B, and C are the three cofounder shareholders. A holds 20 shares of ₹10 each, B holds 10 shares of ₹10 each and C holds 20 shares of ₹10 each. There is no other shareholder in the company. Your Company, has negotiated an investment round with an angel. The angel has valued Your Company at ₹10,000 before investment. They agreed to invest ₹10,000 for 50% of the company (equity). How Your Company will issue shares to the angel to avail this investment? 1 point

Choose the most appropriate option.

- a. All cofounders give away 50% of their shares to the angel. Therefore, the cofounder together hold 50% and angel holds 50% after the allotment of shares.
- b. Your Company creates 50 new shares of ₹10 and allot to the angel.
- c. Your Company creates 500 new shares of ₹10 and allot to the angel.
- d. Your Company creates 100 new shares of ₹100 and allot to the angel.
- e. None of the options is correct.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

d.

5) An angel agrees to invest ₹ 7 crore in a startup at a pre-money valuation of ₹ 10 crore. All the cofounders together hold 500 shares of ₹10 each. This is the first time investment for the company and there is no other shareholder at present. How many shares are to be allotted to the angel for this round of investment? 1 point

What is the weighted average cost of capital?

- a. 450
- b. 360
- c. 700
- d. 500
- e. 350

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

e.

6) Which of the following is not a method for valuation of startup venture? 1 point

- a. Cost-based methods or cost to duplicate
- b. Income-based methods using discounted net present value
- c. Market-based methods using similar transactions elsewhere
- d. Scorecard method
- e. Market-driven method based on stock market data

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

e.

7) Choose the right statement. 1 point

- a. A company should raise enough money necessary to reach to the next major milestone, not more and not less.
- b. Excess funding is as bad as inadequate funding.
- c. Funding must be planned well in advance since the whole process requires several months of time before you can lay your hands on the money.
- d. If fund is not available when necessary the company may have to wind up.
- e. All of the options are correct.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

e.

8) A VC has an investment horizon of 5 years. It wants to invest in a company that is projected to achieve a sales of ₹100 crore in the fifth year? The VC wants to invest ₹ 6 crore in exchange for equity of the company. Based on the risk perception the venture the VC wants a 10X return on their investment at the end of the investment horizon. How much the VC would value the company before making the investment if the expected earnings (profit margin) of the company is 5% and the price to earnings ratio for the business sector is 20? Use the 'Venture Capital' method of valuation to answer. [Hint: Terminal Value or value at the end of the investment horizon = Revenue x Earnings rate x P/E Ratio. Find the terminal value, divide it by the return multiple to get post-money value, deduct investment amount planned to get the pre-money valuation] 1 point

- a. ₹ 6 cr.
- b. ₹ 5 cr.
- c. ₹ 4 cr.
- d. ₹ 3 cr.
- e. ₹ 2 cr.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

e.

9) Which of the following is incorrect? 1 point

- a. In the present business world with easy access to fund, team is the greatest differentiator.
- b. Profitability through growth, globalization, and increasingly knowledge driven economy make human resource more important and thus human resources management.
- c. Consciously built core competency provides huge competitive advantages and core competency rests on the employees making human resource the most important asset of an enterprise.
- d. Core competency is the unique selling proposition that is one of the key elements of the value proposition and is a great differentiator.
- e. Many employees have founders' mentality and they drive companies to success. They are invaluable to an enterprise. Human resource management can help identify and groom such employees.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

e.

10) Read the following points and answer the question following them: 1 point

- A. Recruiting and maintaining a human resource management team at the early stage is costly. Therefore, startup should focus less on HR at the early stage.
- B. The disaster of recruiting a wrong employee is more serious than the reward of recruiting the right person. Therefore, spend money to ensure you recruit the right employees.
- C. Entrepreneurs themselves are the best judge about the suitability of a potential candidate. Therefore, do not waste money to build and maintain a HR team. Instead use your own judgment and you will be able to hire the right guys.
- D. Having a dedicated HR department will do wonders for getting your startup off the ground.
- E. Compromising on an HR team to save up on initial investments might improve the cash flow reducing the chance of failure due to running out of cash.

Which two of the above are correct about human resources management?

Options

- a. A & C
- b. A & E
- c. B & D
- d. C & D
- e. B & E

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

e.

11) Which of the following is not correct? 1 point

- a. Early recruits can fill key knowledge gaps. The human resource experts can help identify and recruit such persons and thus, having a dedicated HR department will do wonders for getting your startup off the ground.
- b. HR people can identify great talents, attract them, integrate them with the company, and can design a combination of financial and intellectual package that will help retaining them.
- c. Startups frequently get embroiled in legal issues that use up a good part of their precious time. A HR team can