

Akash Srivastava
18EX20005

Q1. Choose the statement that is correct-

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

CORRECT ANSWER- (D)

Q2. With reference to capital budgeting, which of the following statements is true?

- a. It helps entrepreneurs to understand the comparative merits of business activities
- b. Helps in selection between multiple machines
- c. Though the information for the application is far-sighted, it helps in decision making
- D. Helps us to rank project in order of future cash flows
- E. All of the above statements are true

CORRECT ANSWER- (E)

19NA3EP02 Ankam Sriman

1)Which option does most appropriately suits the innovation meaning?

(a) Recognizing something which already exists but no one does. (b) Generation of new ideas (c) Finding something which is unknown till now (d) Creating something new thing (e) Exploiting new ideas

Answer ->e

2)Reasons for business failure

(a)poor management (b)poor financial control (c)lack of market research (d)working on things which we dont have any knowledge (e)All the above

Answer->e

Arnav Bhutda
19HS200010

1. Which one is not the barriers of Entrepreneurship:

- (a) Lack of technical skills
- (b) Political instability
- (c) Technical knowledge
- (d) Time pressure and distractions

Ans: c

2. Which of the following is an example of a strong “high concept pitch”?

- (a) The “AirBNB” of “LinkedIn”
- (b) The “Zocdoc” for teachers who shop at Whole Foods
- (c) The “Uber” for dogs
- (d) The “Facebook” for professionals

Ans:d

3. Individuals influencing an entrepreneur’s career choice and style are known as which of the following?

- (a) Moral-support network
- (b) Role model
- (c) Professional support network
- (d) Support system

Ans: b

4. Which one of the following is the next stage to the Concept Stage of Product Planning and Development Process?

- (a) Idea Stage
- (b) Product Planning Stage

(c) Product Development Stage

(d) Test Marketing Stage

Ans: c

U.TARUN KUMAR

18EC10065

1) The importance of intellectual property should be understood by entrepreneur even before:

- a) Developing a product
- b) Hiring a manager
- c) Engaging an attorney
- d) Establishing new venture

Answer: c. Engaging an attorney.

2) Over- Capitalization arises due to _____

- a) actual earnings are lower than the expected earnings
- b) excess of assets over the liabilities.
- c) actual earnings are higher than the expected earnings
- d) excess of liabilities over the assets.

Answer: a. actual earnings are lower than the expected earnings (which happens due to acquiring of fixed assets on excessive amounts).

Doshi Lakshraj , 18EC30020

Question 1

What is the best definition of the value proposition of a customer?

- (a) Costs & valuation of technology
- (b) Valuation of company that manufactures the product
- (c) A proposal by company how to value a product
- (d) A set of gains & benefits from the product for the customer
- (e) Guidance on usage of the product

Answer (d) A set of gains & benefits from the product for the customer

- Entrepreneurs develop superior value propositions to customers, so that customers realize the benefit and buy the product and this also differentiates them from competitor's

Question 2

What is the correct basic sequencing of entrepreneurial product or service development

- (a) Ideation->Prototyping->Testing->Validation->Commercialization
- (b) Validation->Commercialization->Prototyping->Ideation->Testing
- (c) Prototyping->Ideation->Testing->Validation->Commercialization
- (d) Testing->Validation->Prototyping->Ideation->Commercialization
- (e) Validation->Commercialization->Prototyping->Ideation->Testing

Answer(a) -Ideation->Prototyping->Testing->Validation->Commercialization

Any product development lifecycle requires all of these stages in these order/ sequence to help improve the chances of any imminent or future failure

Question 3

Which of the following sentence is not a characteristic of entrepreneurship:

- (a) Risk taking
- (b) Innovation
- (c) Creative activity
- (d) Managerial training
- (e) All are the characteristics of entrepreneurs

Answer: (d) Managerial training

Qualities like management training aren't necessary to build entrepreneurs, the person needs to be motivated and prepared to face the risks and challenges

Mayank Arora | 18AG10018

Q1. XYZ, who designs and sells a line of purses and tote bags, recently sent free totes bag to local female news anchors. XYZ's goal is to have others see the local celebrities carrying the tote bags to generate interest in her product. What form of word-of-mouth marketing is XYZ using?

1. **Product seeding**
2. Celebrity testimonial
3. Cause marketing
4. Social media applications

Ans-(1)

Explanation: Product seeding involves "planting" or placing the product in the hands of specific influencers. The goal is to have the influencers be seen using or wearing the product, which will in turn generate interest in and desire for the product. A testimonial is a statement by an

identified user of a product proclaiming the benefits received from the use of the product. **Cause marketing occurs when a business supports a cause that affects society such as protecting the environment or raising awareness of a disease.**

Q2. To develop repeat business and customer loyalty, a business owner might

- 1. update equipment.**
2. increase prices.
3. ridicule the competition.
- 4. offer a new service.**

Ans (4)

Explanation: Because a business cannot survive if it does not earn a profit, and profits are generated from product sales, business owners often look for ways to improve or develop goods and services to keep the customers coming back. Increasing prices and ridiculing the competition are not activities that would increase repeat business and customer loyalty. Updating equipment does not necessarily facilitate repeat business and customer loyalty

Q3. Determine if the following statement is true or false: When developing an exit strategy for an entrepreneurial venture, the most important consideration is finding a suitable buyer.

- 1. False, there are many factors to consider, such as company valuation and personal goals.**
2. True, if the buyer is inexperienced, the business risks monetary losses and long-term failure.
3. False, the most important factor that an entrepreneur should consider is profitability.
4. True, the valuation of a business is dependent on the buyer's financial resources.

Ans(1)

Explanation: there are many factors to consider, such as company valuation and personal goals. Entrepreneurs often leave their ventures after they achieve their objectives for their businesses. Entrepreneurs consider many factors, such as how much the business is worth, and personal considerations, such as retiring or starting another venture. There are several ways for an entrepreneur to exit a business, which include selling the business, taking his/her share of the profits and letting partners or others run the business, and closing the business. Thus, exiting a business is often complex and has many factors and options to consider, other than finding a suitable buyer.

Q4. In determining the selling price of a good or service, most of the factors to be considered by the seller are internal to the business.

1. True, most factors affecting price are internal to the business.
2. **False, most factors affecting price are not controlled by the firm.**
3. True, most factors affecting price are directly controlled by the business.
4. False, most factors affecting price are directly controlled by the business.

Ans (2)

Explanation: Most of the factors to be considered in setting prices are external to the business. These factors are not controlled by the firm and include such factors as supply and demand, economic conditions, competition, and channel members.

Q5. What should a successful brand promise be able to do?

1. Customize the product for each customer
2. Clarify the company's processes
3. **Communicate an appealing benefit**
4. Convey a high-quality image

Ans(3)

Explanation: A brand promise is a business's agreement (spoken or unspoken) with customers that it will consistently meet their expectations and deliver on its brand characteristics and values. Before the business can deliver on its brand promise, it must have a product that offers an appealing benefit—one that persuades the target market to buy.

Q6. To effectively manage a supply chain, companies should?

1. Introduce frequent changes to the production process.
2. Ignore underperforming suppliers and distributors.
3. **Monitor the performance of all supply chain partners.**
4. Launch new products through multiple suppliers.

Ans (3)

Explanation: To ensure the efficient production and distribution of products, companies should monitor the performance of all supply chain partners on a consistent basis. Companies should not ignore underperforming vendors—they should work with them to resolve the problem(s) or else replace them. Companies must be careful when introducing new innovations or changes to the production process. Introducing change too quickly can overwhelm the supply chain, resulting in failure to meet production quotas. Companies should stick with a single supplier when launching a new product in order to avoid overcomplicating the process.

Zenil Sanghvi | 17CH30028|

Name: Waste Exchange Organization(WAEXO)

1. **Business Idea:** Waexo utilizes organic waste to generate “Plastic Resin”, which is a viscous solution, further used to manufacture a wide range of Alternative to plastic products which are home compostable, industrially compostable and marine-degradable.
2. **Value Proposition:** We provide value to customers by giving products to consumers at free of cost in turn of raw material they provide in terms of Organic Waste
3. **Why now?:** Today, one of the major problems globally is ineffective waste management and segregation. Plastic is one of the major hazards to the dream of a better world. This business idea aims to strive for a greener world by replacing the plastic products in everyday use with the Plastic-Alternative products.
4. **Competitive Advantage:** One of the most important advantages this idea has over competitors is that we obtain our base material for practically no-cost. This, magnified with injected marketing strategies and incentivizing biodegradable products would assist in have significantly impressive cash inflows while keeping the costs under control
5. **Why will Business grow?:**
 - Zero Cost Raw Material in terms of Organic Waste
 - Injected Marketing Strategies by providing free plastic products to consumers in turn of Organic Waste they provide
 - Unexplored Market in India
 - Use of Tech in Unorganized Waste Collection market
6. **Profit and Loss Statements**

Note: Factory Cost actually comes under Depreciation

	R&D	Factory Cost	Operating Cost	Cost of Labour	Marketing
FY1	25,00,000	3,50,00,000	3,30,000	7,20,000	3,65,000
FY2	1,50,00,000	17,50,00,000	16,00,000	40,00,000	19,50,000
FY3	1,50,00,000	1,05,00,000	32,00,000	80,00,000	19,50,000
FY4	20,00,000	1,05,00,000	50,00,000	1,00,00,000	25,50,000
FY5	20,00,000	1,05,00,000	64,00,000	1,20,00,000	30,50,000

	Revenue	Total Cost	Net Income
FY1	30,00,000	3,89,15,000	-35,915,000

FY2	2,70,00,000	19,75,50,000	-17,05,50,000
FY3	5,40,00,000	3,86,50,000	1,53,50,000
FY4	10,80,00,000	3,00,50,000	7,79,50,000
FY5	21,60,00,000	3,39,50,000	18,20,50,000

Two Questions

1. Which of the following is not a right trait in a good co-founder?
 - a. Founder Aspiration
 - b. Working Experience in Startup
 - c. Action and Result Oriented
 - d. Job Hoppers
 - e. Willingness to learn new things

Ans: Option d: Job Hoppers is not a good trait in a good co-founder as they might leave your startup also. Taken from slide of Founding Team and early recruits

2. Which of the following is incorrect about crowdfunding?
 - a. Crowd interferes in decision making
 - b. It is usually not associated with dilution
 - c. Validation of Product and Service happen
 - d. It usually requires a social dimension
 - e. One needs to build a story to resonate with investor

Ans: Option A is right answer as this statement is incorrect. Generally crowds don't interfere in decision making in crowdfunding unlike VC and Angel investors.

CHANDRACHUR PAUL 17 CE10064

A: BUSINESS IDEA - BYJU's

1. Business Model: BYJU's : The Learning App , is a platform which was created by Byju Raveendran. BYJU'S app was developed by Think and Learn Pvt Ltd in 2011. It is a platform and a way for the teachers to teach and students to learn, different educational concepts through the app and understand them better. The primary goal of BYJUs is to bridge the gap between the Indian education system and help the students fall in love with what they learn. The teaching content is delivered to the students in various forms such as quizzes, exercises, visualizations and much more than just the theoretical knowledge.

2. Value Propositions: Value Propositions are the services or features or their innovations that make their product look attractive to the customers. The value propositions for BYJU's are:

- Access to good quality education,
- bringing quality teachers to every student,
- video delivery model,
- engaging content and retention

The reason for the success of the company is mainly the timing, and the answer to the “why now” question is mainly the vast majority of students increasingly turning to online learning and courses as their go to guide for high school and undergraduate education. This is why it became the world’s most valuable ed-tech company in 2019.

3. Competitive Advantages: Other educational websites and apps just provide the content to the user in the form of videos, tutorials and so on. But when a student chooses BYJUs for one’s learning, one gets a personalized experience using their ‘knowledge graph’ feature and can proceed at their own pace. Also, the platform provides a free counseling session at the doorstep and then the student can understand and select the course of one’s interest more confidently.

4. Business growth and profitability: The company is successful because it has exactly targeted the perfect audience-students and has provided them the support for better clarity on the topics which will be helpful to them clear the entrance examinations in a simpler and interesting way by a single click of the mouse along with a travel free experience and has given them the freedom to learn at their own pace. They’ve created students who are addicted to learning, and therein lies the secret to their success.

Therefore, it has solved a huge problematic scenario where a student has to pay the fees demanded by the tutor. In most of the cases, the student either cannot afford the fee to attend these classes or feels unsatisfied by the teaching quality of the tutors.

BYJUs has just captured the Indian market with his impressive teaching and marketing techniques on education. It now has greater goals, greater challenges, and greater team support. It is looking to expand its market to the US, UK, South Africa and other African and Commonwealth markets. It is already present in the Middle East.

5. Profit and Loss Account: (Based on assumed data)

INCOME		% of Total Income	
Product Sales	\$43,000	95%	
Other Income	2,500	5%	
Total Income	\$45,500		
EXPENSES			
Advertising	\$ 800	3%	
Bank Charges	42	.1%	
Office Expenses	4,502	18%	
Professional Fees	5,400	22%	
Miscellaneous	4,220	17%	
Travel, Meals	0	0%	
Taxes	9795	40%	
Total Expenses	\$ 24,759	54%	
NET INCOME	\$ 20,741	46%	

B: MCQS

1.Which of the following does not lead to an outcome resulting in an increase(temporary or not) in share price even if the company is not profitable?

- a)Artificial vacuum: Certain major stockholders not selling stocks leading to more buyers than sellers on a temporary albeit false basis.
- b) New business deal with a big brand to reduce supply cost
- c) Resignation of the CEO due to prolonged losses
- d) Handing over the company to a larger well known corporation which takes ownership of smaller loss-incurring companies and makes them profitable using their own capital investment and marketing.
- e)None of the above

Ans: c) In all the other 3 conditions, there is an increase in stock value (either due to a reformational step or due to a false vacuum to suck in smaller investors), but the resignation of CEO implies a loss of unity in the company and leads to panic among shareholders, thus share values fall inevitably.

2.Which of the following is likely to negatively affect the profitability of a business the most(comparatively more than the others)?

- a. Increase in supply cost leading to lesser profit margin
- b. Decrease in sales due to better products by competitors
- c. Loss of customer base due to poor customer support and no actions after feedback
- d. Delay in manufacturing leading to piling up orders
- e. Accident in one of the manufacturing plants leading to blockage in supply

Ans: c) All of the other factors are temporary and can be overcome by the company if they focus their attention on the particular task in hand, but once they lose their customer base due to poor customer care, it is very difficult to win back the customer's loyalty.

Shalina Kumari (16PH20033)

Q.1. Which of the following form of capital doesn't require an agreement?

- a. Preference shares

- b. Debt
- c. Grant
- d. Equity
- e. None of these

Answer: (c) Grant

Q.2. Very few startups generate positive cash flow during its early phase i.e. valley of death phase. What is the approx. phase of valley of death?

- a. First 3 to 5 years
- b. First 2 years
- c. First-year only
- d. First 10 years

Answer: (a) First 3 to 5 years

SaurabhGupta (16CY20030)

Q. What is the primary concern of founders who trade equity for capital for their growing venture?

- a) Capitalization
- b) Control
- c) Valuation
- d) Equity
- e) Investor capabilities

Ans. a

Q. Which of the following is alternatively called corporate venturing?

- a) Intrapreneurship
- b) Entrepreneurship
- c) Act of starting a new venture
- d) Overtaking other company
- e) Offering new products by an existing company

Ans. a

Q. Which of the following factors has allowed small companies to act like they are big ones?

- a) Customers
- b) Competition
- c) Economic development
- d) Education
- e) Technology

Ans. d

DEVAKI NANDANA(18GG20036)

1. Identify the correct statements regarding Social Entrepreneurship?

(a) Marketing Mix do not apply to Social Entrepreneurship efforts

- (b) Amul and Gramin Bank are examples of Social entrepreneurship
- (c) Founding successful social businesses on merely potential solutions is not a major barrier as investors are willing to support ventures
- (d) All of the above

2. Which is the important source of idea generation by knowing the needs of market?

- A. Existing products and services
- B. Federal government
- C. Consumers
- D. Distribution channels

3. The process by which a person pursues the opportunities boundless to the resources they have, is called?

- A. Startup management
- B. Entrepreneurship
- C. Financial analysis
- D. Time Management

4. Which of the following statement is not correct?

- a) Economic and social concerns give rise to business opportunity
- b) Sustainable entrepreneurship can impact only large size firms
- c) Successful sustainable business requires innovation and entrepreneurship
- d) Social entrepreneurship includes for-profit and not-for-profit enterprises

GENERAL AWARENESS QUESTION:

The new definition of MSME which is effective from July 1, 2020 is based on which of the following factors?

- i. No of employees
- ii. Market size
- iii. Market capitalization
- iv. Investment in plant and machinery
- v. Turnover
- vi. Product Mix
- a. (i) , (ii) and (iii)
- b. (iv) and (v)
- c. (i), (iv) and (v)
- d. (i), (iii), (iv) and (v)

Gowri Jayaprakash (17NA30006)

1. Which of the following is not a criticism for Business Model Canvas?

- a. Focus is mostly only on the economic value and not on environmental and social value
- b. Very complex and broad in terms of diversity of business challenges
- c. No reference to exogenous forces

d. No information on how to create competitive advantage, entry barrier, scaling business and such

2. Entrepreneurs are often advised not to chase “vanity metrics”. Which of the following is not a vanity metric

- a. Customer Acquisition Cost
- b. No. of conferences attended in the past year
- c. No. of employees in your firm
- d. Total customers acquired

3. A company's Degree of Operating Leverage depends primarily on:

- a. Debt-equity-ratio
- b. Level of fixed operating costs
- c. Variation in sales
- d. Closeness to its operating break-even point

17CH3FP17

Q1] A professional money manager who makes risky investments from a pool of equity capital to obtain a high rate of return on investments.

(easy)

- 1. Venture Capitalist (correct)
- 2. Entrepreneur
- 3. Businessman
- 4. Buyer

Q2] A popular YC startup that went public in 2018, which was the first YC startup to ever go public.

(Medium-difficulty but easy for people who follow the startup ecosystem)

- 1. DropBox (correct)
- 2. Airbnb
- 3. Doordash
- 4. Uber

Q3] Selling Price : INR 525

Variable cost per 10 units : INR 2500

Fixed cost : INR 6,50,000

You plan to produce and sell : 2300 units

Will he be able to achieve his breakeven point?

(Medium-difficulty)

- 1. Yes
- 2. No (correct , as for BEP he needs to manufacture 2364 units)
- 3. Cannot be determined
- 4. More information required

AKSHIT KUMAR 17MT10004

Q1. What is the meaning of pivot when it comes to the context of a startup?

- a. It defines the situation when the business shows no sign of success, the venture stops executing its current business model and switch to a different one.
- b. When some external support is provided so that the business runs smooth and this is termed as 'pivot'.
- c. It is the term which is used by the team leader who unites the team to work as a single unit.
- d. It is a term that defines the gap between the final business model and the initial aim.
- e. None of these.

Correct answer: a

Reason: Pivoting in a startup means a change in direction. This might be a major change, like entering a new market, or a minor change like changing your pricing strategy.

Q2.Which marketing strategy made Warby Parker the 'Netflix of eyewear'?

- a. Social Media Influencing
- b. Public Relations
- c. Content marketing
- d. Search Engine marketing
- e. Advertisement

Correct answer: b

Reason: Warby Parker made the eyewear available at a lower cost. They made their customer choose from thousands of sets and select the best 3-7 in which they could keep one and return the remaining two at their cost. This made people a loyal follower of this company.

Chaitanya Rai

Q 1 Choose the correct option:

- a. Business plan is a part of the business model and it explains how the given business can overtake the other competitors in the market, satisfying its investors and stakeholders.
- b. Business model is a part of the business plan and it explains how the given business can overtake the other competitors in the market, satisfying its investors and stakeholders.
- c. Business plan is a document that explains why a given business has a superior value proposition for customers, how it solves the problems for target customers and its competitive analysis only.
- d. Business plan is different from a business model and explains the competitive market in which the business wants to enter.
- e. Business plan is a description of the business model, which happens to be the company's core strategy to solve the problems for its target customer segment, develop a good value proposition and differentiate itself from competitors.

Answer e

Business model is a company's core strategy for profitably doing business. Business plan, on the other hand, is a description of the business model.

Business plan is a document that delineates the detailed execution plan of the business model, its SWOT analysis, USP, its team, business process management, competitive strategy and its financial performance – projected as well as past figures. It also states how it creates values for its investors.

Q 2 Which of the following is NOT an integral part of your business model?

- a. Customer Segments
- b. Distribution Channels
- c. Value Proposition
- d. Revenue Stream
- e. Risk versus rewards

Answer: e

Business model describes the strategy of any business for obtaining profits while it is under operations. Which means that it describes everything related to how you are going to make money while you deliver value to your customers, through a suitable value proposition.

Business plan takes the business model into perspective. It describes not only the business model, but also looks at the bigger picture. While understanding the competitive landscape, financials, risks and rewards, it also gives the company's verdict of how sustainable or profitable the company's business might turn out to be.

Therefore, risk versus rewards is not an integral part of the business model, rather it is important in the business plan to attract the investors.

Saswata Banerjee – 18EC10053

Questions

At a get-together, three childhood friends X, Y, and Z decided to found a company that sells personalized gifts online. After detailed calculations, the initial capital they needed to found the company was estimated to be two lakh rupees. X and Y agreed to pay Rs. 75000 each, while Z was short of money and could only cough up Rs. 50000.

They also predicted that e-commerce was an Industry of Scale, so higher production would lead to an increase in the profit margin; and e-commerce was a business sector where multiple start-ups failed due to various reasons. Therefore, they decided to remain open to external investments going forward, even with the possibility of going public; and to hedge their personal exposure to the possibility of their venture's failure in the future.

1. What form of legal entity should they register their company as, in order to satisfy their present and future aspirations?

- A. Limited Liability Partnership (LLP)
- B. Private Company limited by Guarantee
- C. Private Company limited by Shares
- D. Public Limited Company
- E. Co-operative Firm

2. Assume that at the end of the first financial year of operations, the company so formed has run out of capital to continue operations. The only assets left with the company are Rs. 5000 in cash and cash equivalents, and computer peripherals purchased at Rs. 70000 at commencement of operations. Assuming that all depreciable assets are depreciated by a straight-line method, and the scrap value of the computer peripherals are Rs. 4000 at the end of 10 years, what is the amount of money Y will get back in case the company is liquidated?

- A. Rs. 25650
- B. Rs. 22800
- C. Rs. 28125
- D. Rs. 25500
- E. Rs. 26625

3. Assume that the company so created is a Private Company limited by Shares, with an Authorized Capital of five lakh rupees. A year down the line, they want to expand. Subsequently, they approach a Venture Capitalist for an investment. The Venture Capitalist values the company, and offers to purchase a 40% stake in the Company, along with a two-year loan of Rs. 50000, payable at maturity with interest at 12% per annum compounded semi-annually. The post-money valuation of the company stands at Rs. 450000. What is the pre-money valuation of the company? If the Venture Capitalist wanted to purchase a controlling stake (> 51%) of the company, would he have been legally able to given current constraints?

- A. Rs. 270000, Yes
- B. Rs. 270000, No
- C. Rs. 240000, Yes
- D. Rs. 240000, No
- E. None of the Above

Answers

1. (C) Private Company limited by Shares

Reason:

The only legal entity with opportunity of external investments in the future (but not the present), as well as limited liability to owners, is a Private Company limited by Shares.

2. (A) Rs. 25650

Reason:

Current Book Value of Company

= Value of Cash and Cash Equivalents + Current (Depreciated) Value of Long-Term Assets

= Rs. 5000 + $(1 - 1/10) * \text{Rs. } (70000 - 4000) + \text{Rs. } 4000$

= Rs. (5000 + 59400 + 4000)

= Rs. 68400

Y's share in Company = $(75000/200000) * 100\% = 37.5\%$

Therefore, amount Y recovers upon liquidation of Company = 37.5% of Rs. 68400

= Rs. 25650.

3. (B) Rs. 270000, No

Reason:

Pre-Money Valuation

= Post-Money Valuation * $(100 - \text{Stake Percentage of Investor}) / 100$

= Rs. 450000 * 0.6 = Rs. 270000

For a controlling stake, Paid-Up Capital > Rs. 270000 * 100 / (100 – 51)

Paid-Up Capital > Rs. 551020.41 > Authorized Capital (Rs. 500000)

Therefore, the Venture Capitalist cannot obtain a controlling stake unless Authorized Capital is increased.

NAME -NIKITA SINGH

ROLL NO.-19AG3EP11

Q1. As you raise money/obtain investment your holding in the company gets diluted every time, so which of the following fund raising can not dilute your company holding/equity?

- a) Money taken from friends and uncle
- b) Angel investors
- c) Debt
- d) Public raising funds
- e) Crowd funding

Ans: c) debt

Reason -> as debt doesn't dilute the equity but we have to pay the interest in future.

Q2. What is the most attractive way of funding/capital?

- a) Bank loans
- b) Angel investors
- c) Advance/pre-payment from future customers
- d) Government institution like DSIR, SIDBI etc
- e) Crowd funding

Ans: c) advance/pre-payment from future customers

Reason ->because we don't have to pay interest to them, we don't have to dilute the equity we can repay the money from future profit.

Q3. Which of the following are negative cash flows-?

- a) Depreciation
- b) Amortization
- c) Building a factory
- d) Selling old machine
- e) Receivable going down

Ans: c) building a factory

Reason ->as we build a factory, we spend some money from our own pocket so this is negative cash flow as cash is going out from the company.

Q4. According to Bill Gross there are five essential elements that lead company to a success.

Which of the following are the correct sequence of the five elements?

- a) idea, business model, timing, team, funding
- b) timing, team, business model, funding, ideas
- c) timing, team, ideas, business model, funding
- d) funding, business model, ideas, team, timing
- e) timing, funding, ideas, team, business model

Ans: c) timing, team, ideas, business model, funding

Reason->As timing is most important for the company to become success at what time they launch their product in the market matters a lot irrespective of their business plan, team, ideas, funding etc.

Q5. If depreciation will be more than operating profit will be-?

- a) More
- b) Less
- c) These both terms are independent of each other
- d) Will remain same
- e) Can't say

Ans: b) less

Reason->as if depreciation is more, operating profit will be less as tax will be less.

18CE10055, Siddhant Samarth

1. Which of the following statement is WRONG with respect to Porter's Five Forces:

- A. Lesser is the barriers to enter a market, more is the competition.
- B. More the number of suppliers, higher is the competition.
- C. More is the bargaining power of the consumer, more is the competition.
- D. More is the number of rival companies, more is the competition.
- E. All the above are correct

Answer: B

2. Who developed Business Model Canvas:

- A. Alexander Osterwalder
- B. Eric Ries
- C. Peter Thiel
- D. John C. Maxwell
- E. Brian Chesky

Answer: A

3. What are the processes of waterfall development:

- A. Gather requirements, design, approve, build & verify
- B. Gather requirements, design, build, verify & maintain
- C. Design, build, verify, approve, maintain
- D. Analyze, design, build, verify & maintain
- E. None of the above

Answer: B

17AG36012 Narpat Ram Kalwaniya

Q.1 Choose the incorrect option(s) about different forms of capital:

- i) Preference shares can be converted into equity shares
 - ii) Grants are subjected to voting rights
 - iii) The rate of dividend for preference shareholders may vary year to year
 - iv) The equity shares are not redeemable during the lifetime of a company
 - v) Equity shares can be converted into preference shares at any point of time
- A) All
 - B) (ii), (iii), (iv), (v)
 - C) (iii), (v)
 - D) (ii), (iii), (v)
 - E) Only (ii)

Q.2 Which of the following is in appropriate seniority ranking:

- A) Claim by the government>Public deposits>Preference shareholders>Equity
- B) Public deposits>Preference shareholders>Equity>Claim by the government
- C) Preference shareholders>Equity>Claim by the government>Public deposits
- D) Equity>Claim by the government>Public deposits>Preference shareholders

E) Preference shareholders>Claim by the government>Public deposits>Equity

Q.3 Which of the following is true about BAs and VCs:

- A) Angel investors don't care about their geographical reach to the subjected business
- B) Angel investors are 'better' than VCs
- C) Angel investors prefer investing in early-stage companies instead of looking for proven records
- D) Venture capitalists are the groups of angel investors, there's no intervention of any company/firm
- E) VCs do get personally involved, but BAs usually get inextricably associated

Q.4 Which of the following is true about Percentage holding:

- A) It is not negotiable. It is calculated based on investment committed
- B) The founder's holding is calculated based on the pre-money valuation of the business
- C) The investor's holding is calculated based on the pre-money valuation of the business
- D) It is negotiable. It is not calculated based on investment committed
- E) For trade creditors, it is calculated based on the outstanding credit

Q.5

- i) Business model is a documented description of the business plan
- ii) Most of the companies/startups resemble to their original stagnant business plan
- iii) While presenting the business plan before investors, one should focus on highlighting the prospects not the risks
- iv) A business plan should be dynamic that evolves over time
- v) Investors always appreciate the presentation with a working MVP

Which of the above is/are correct:

- A) All
- B) (ii), (iii), (iv), (v)
- C) (iii), (iv), (v)
- D) (iv), (v)
- E) (v)

Answer key: (All are self explanatory)

Q.1 : D) (ii), (iii), (v)

Q.2 : A) Claim by the government>Public deposits>Preference shareholders>Equity

Q.3 : C) Angel investors prefer investing in early-stage companies instead of looking for proven records

Q.4 : D) It is negotiable. It is not calculated based on investment committed

Q.5 : D) (iv), (v)

ROHIT JAIN 19AR10028

Q1) M-Estate group invests \$ 100 million for 30% of a venture. The venture is sold for \$ 150 million. Column-1 represents the preference statement. Column-2 represents the amount M-Estate group will receive post evaluation. Column-3 represents percentage of the total evaluation left with the entrepreneur or the common shareholders.

Column -1	Column-2	Column-3
1. no liquidity preference	A. \$100 Million	i. 70%
2. 1X liquidity (non-participating) preference	B. \$115 Million	ii. 23.33%
3. 1X 'participating preference'	C. \$ 45 Million	iii. 33.33%

Which of the following match is correct?

- a) 1-B-i
- b) 2-A-iii
- c) 3-C-ii
- d) None of these

Correct answer: B

Q2) Mr. Cole LeBlanc is a socially active person. He has a habit of taking some well calculated risk. He is a person who requires a lot of validation before purchasing a commodity. Recently, Orange Company has launched its new ophone-11 pro. According to you, in which category Orange Company should place him in the types of customers?

- a) Innovator
- b) Early Adopters
- c) Early Majority
- d) Late Majority

Correct answer: C

Q3) A key premise behind the idea of _____ is that you produce a product with essential features, say a landing page with minimum features or a product with no aesthetics, that your customer can use and give you feedback.

- a) Business plan
- b) Business model
- c) Value proposition
- d) MVP
- e) Elevator Pitch

Correct answer: D

Naveen Gupta

Roll No : 17CH30054

Q.1 What is/are the forms of capital?

- A. Equity
- B. Preference share
- C. Debt
- D. Grant
- E. All of the above

Ans. option E-All of the above(self explainable)

Q.2 There are 2 founders A and B with equity holdings of 60% and 40% respectively and the market value of the company is \$15 mn. The Investor brings another \$5 mn. What are the new equity holdings of the founders and the investor?

- A. A-50%, B-25%, I-25%
- B. A-40%, B-30%, I-30%
- C. A-45%, B-30%, I-25%
- D. A-50%, B-30%, I-20%

Ans. option C A-45%, B-30%, C-25%. As the initial market value of the company is \$15mn with equity holdings of 60% and 4-% respectively. After Investing another \$5mn, new market value will be \$20mn. And the equity holding of investor is $= (5/20) \times 100 = 25\%$. And remaining 75% will be distributed among the 2 co-founders in the same % as they had earlier. $A = 0.6 \times 75\% = 45\%$ and $B = 0.4 \times 75 = 30\%$.

Q.3 Find the quantities of shoes to be sold in order to achieve the break-even point if the fixed cost is 12,00,000rs and selling price per unit is 1200rs and the variable cost per unit is 600rs.

- A. 2,000
- B. 20,000
- C. 10,000
- D. 1,000

Ans. option A 2,000.

For break even point, Number of quantities, $q = (\text{fixed cost} / (\text{selling price per unit} - \text{variable cost per unit}))$

$$Q = 12,00,000 / (1200 - 600) = 2,000$$

Name: Ankit Behera

Roll No.: 18IM30005

Part A: Business Idea – Plant Based Meat in India

VISION

Create a more compassionate and sustainable world by innovating to revolutionise the way we eat.

MISSION

- o Innovating to create delicious, plant-based food that is better for people, animal and the planet.
- o Providing compassionate alternatives to animal meat, without sacrificing taste.
- o Promoting a more sustainable food system for India and the world.
- o Revolutionising the future of food with scalable products that are affordable and accessible to all.

VALUE PROPOSITION

Give people a more compassionate way to eat. 'Ahimsa', or non-violence, is a ubiquitous concept in Indian culture. Most people practice Ahimsa with our fellow humans, yet this belief system often does not extend to animals. Our company will provide a path to practice Ahimsa. We can enjoy plant-based meat without inflicting harm on living beings.

Our strategy is to provide delicious products that are affordable, accessible, and healthy.

"Good for you. Good for the planet. Good for animals. Good for all."

COMPITATIVE ADVANTAGES

Compared to typical meat production, plant based meat consume:

- 99% less water
- 93% less land
- 90% fewer greenhouse gas emission
- 46% less Energy

In short, it will save a lot of money and also contribute the society for a better cause.

Why now?

The main cause of COVID-19 pandemic was the way of food China eats, and how most of the people use to don't care of their health. Eating meat can cause diseases like, heart disease, cancer, diabetes, obesity and a lot more.

Now the world demand for a better health and a better food. This is the best time when product like plant based meat can come into the market and change the future, and the way we live.

Market Opportunity

* This data is taken from Forbes

According to the sample registration system (SRS) baseline survey by the registrar general of India, 71% of Indians over the age of 15 are non-vegetarian. While that means 330 million of India's 1.2 billion people are vegetarian, it obscures the fact that many are rapidly abandoning their vegetarian diet due to an increased desire for meat.

The global plant-based meat market valued USD 1630 million in 2019 which is expected to reach USD 3290 million by 2025, witnessing a CAGR of 12% (2020-2025).

The recent Covid-19 pandemic impacted food industries to focus on producing a product that are sustainable and without any harmful impact on public health. Plant based meat could be a safe way to address food safety concerns, reduce concerns of increasing GHG and boosting the protein consumption using locally produced ingredients.

Profit and Loss (Based on Assumptions)

In India, plant based meat is available in Ready to cook form under affordable price range of INR 200 per 200g pack. Soya, textured vegetable proteins (TVP), isolated soy proteins, pea protein, and mushroom are the key plant-based ingredients mix used by these companies to attain mutton, chicken and fish-like texture. And it takes around INR 145 per 200g for manufacturing on an average under favourable conditions. So we get a profit of INR 55 on 200g.

If we consider annual revenue of a plant based Meat company it would be around \$931,000 or INR 6,94,00,000.

*Note: Calculations of profit and annual revenue are based on some assumptions. Annual revenue is calculated taking data of Beyond meat and converted to Indian market reducing certain demand than US.

Part B: MCQ Questions

Q. Read the following conversation and answer the questions.

Bank X: We are experiencing a loss of market share in France in corporate banking.

Researcher: Is it just France?

Bank X: No, but as we conduct the majority of our business there, the loss is causing us the greatest amount of concern.

Researcher: Why do you think you are losing market share?

Bank X: We wish we knew!

Researcher: How are your competitors coping?

Bank X: We suspect that other French banks are also suffering, and the multinational banks are capturing market share.

Researcher: How do your customers feel about the quality of services you deliver?

Bank X: We recently attained our ISO 9000 for service quality, which we are proud of!

Researcher: But how does your service delivery compare with your competitors?

After a series of discussions with key decision makers, analysis of secondary data and business intelligence sources within the bank and from other sources, the problem was identified.

Q1. What could be the best possible Marketing decision problem(s), in order to arrest the decline in market share of Bank X.?

- A: To improve the relationship experience with clients in face-to-face relationship.
B: To improve the relationship experience with clients online relationships.
C: To improve the interiors of the bank.

Options:

- a) Only A
- b) Only B
- c) A and C
- d) A and B
- e) All of the above.

Answer: d) A and B

Marketing decision problem.- To improve the relationship experience with clients both in face-to-face and online relationships, in order to arrest the decline in market share of Bank X.

Q2. What could be the best possible Marketing research problem?

- A: To determine the relative strengths in terms of relationship experiences of Bank X with other major domestic and international competitors in France.
B: To determine the relative weakness in terms of relationship experiences of Bank X with other major domestic and international competitors in France.

Options:

- a) Only A
- b) Only B
- c) A and B
- d) None of the above
- e) Problem cannot be solved.

Answer: c) A and B

Marketing research problem-To determine the relative strengths and weaknesses in terms of relationship experiences of Bank X, vis-a-vis other major domestic and international competitors in France. This would be done with respect to factors that influence a company in its choice of a bank to handle its transactions.

Q.3 Sound marketing decisions can only be made on the basis of good quality information. The data must be:

- a) legal, decent, honest and truthful
- b) timely, accurate, reliable and valid
- c) specific, measurable, achievable, relevant and timed
- d) quantified, accurate and specific

e) political, economic, social and technological

Answer: b) timely, accurate, reliable and valid

Harsh Choudhary

17CH30040

Q1. How can the lean start-up change the entrepreneurial economy?

- A) Lean start-up increases the risk appetite of Venture Capitalists.
- B) Lean start-up reduces the cost of failure.
- C) Lean start-up shortens the technology development cycles.
- D) Lean start-up democratizes the venture capital industry.
- E) Both B & C

Ans: E

Explanation: The lean start-up focuses on making an MVP and testing it with the customers, providing the ability to adapt and adjust before it becomes too late. Thereby reducing cost of failure.

Lean start-up focuses on Build-Measure-Learn Cycle rather than following a linear approach to product/ technology development thereby shortening the development cycle.

Q2. Which of the following business entity owners are collectively known as a firm?

- A) Sole trader-ship
- B) Partnership
- C) Co-operative society
- D) Private limited company
- E) Public limited company

Ans: B

Explanation: The owners of a partnership firm are individually known as partners and collectively known as a firm.

SHIVENDRA SINGH

ROLL NO. : 17MI31029

Q 1 . The idea and actions that explain how a firm will make its profits refers to

- A. Mission
- B. Goal
- C. Strategy
- D. Objective
- E. Vision

correct answer : C – Strategy

Explanation: Strategies are actions to be taken to follow the mission statement so as to achieve the vision. So in the strategy company will explain the idea and action to generate profit.

Q 2. What is the role of a Business Angel?

- A. To provide small business advice.

- B. To give advice on financial management.
- C. To assist an entrepreneur to open a lifestyle business.
- D. To provide capital for business development in exchange for a stake in the Business ownership.
- E. To provide guidance on profit making strategies.

Correct answer : D - To provide capital for business development in exchange for a stake in the Business ownership.

Explanation : A business angel is an independent individual who provides capital for the development of a business. They make their own decisions concerning investments. They invest according to the viability of the project, with expectations of future gains.

Q 3. Innovation can best be defined as_____.

- A. the generation of new ideas.
- B. the evolution of new ideas.
- C. the successful exploitation of new ideas.
- D. the opposite of creativity
- E. the process of generating a product

Correct Answer : C : the successful exploitation of new ideas.

Explanation : According to the Mr. Paul Snoane Creativity is thinking of something new. Innovation is the implementation of something new.

Name: Sai Vishnu Bharath V

Roll No:17EC10050.

1)Which of the following Statements Correctly Describes the VISION of a Company?

- A) Vision is an Overall Statement of the goal of the Organization.
- B) A Vision statement defines what an organization is, why it exists.
- C)A Vision statement is a set of goals set to achieve in a period of time.
- D)A Vision statement is used by the company to explain its purpose of being.
- E) None of the Above.

Answer) Option A: Vision is an overall statement of the goal of an Organization

Vision Is an abstract statement which will be useful to anchor the company in difficult times. It is more specific than vision.

2)Which of the following is true about Balance Sheet?

- A) It is a Financial Statement that provides information on cash sources of a company for a certain period of time.
- B) It is a Financial Statement that shows the costs, expenses incurred during a specific period of time.
- C)It is a Financial Statement that reports a Organisation's assets, equity, liabilities at a particular point of time.
- D)None of the above.

Answer: Option C: Balance sheet is a Snapshot of Financial position at a particular point in time.

Sheetal Kajala

- A. Take any business idea, existing or proposed, and write its following aspects:
- i. Describe the business in a maximum of three lines of text.
 - ii. Write the value proposition (in two sentences) and why now (one sentence).
 - iii. The competitive advantages of the business (in three sentences).
 - iv. Explain why the business will grow and remain profitable (3 to 5 lines of text).
 - v. Prepare the profit & loss account based on assumed data.

Ans-

All the below-mentioned sections are answered for a proposed entrepreneurial venture 'Solstice'. It is an e-education platform for children suffering from dyslexia. The child can use the provided resource alongside their school education. The parents of the child can connect with other parents and collaborate together for the betterment of their children.

i)

Problem identified as worth solving:-

- Few resources for dyslexic children
- Major reasons being lack of special schools and information for parents

The proposed solution to solve the problem :

- An e-education platform for student to cope with dyslexia, which goes along with their on-going education
- An opportunity for parents to learn more about the special needs of their child

ii)

1. E-education which can be used simultaneously with main-stream schooling to improve academic and overall performance
2. Parents can understand more about the problems faced by their child from fellow parents conveniently

Why now -

1. Recent studies show that around 20% of schoolgoing children have dyslexia to some degree. Still, there are no proper resources
2. Online mode has now been recognized as an acceptable form of education delivery.

iii)

Competitive advantage -

1. First in the Indian Market
2. Absence of any widespread alternate solution (only a few special schools present)
3. As the mode of delivery is online, the cost of the product is very less when compared to alternate solutions.

iv)

The business will remain profitable because -

1. Large Target market (20% of the school-going children have dyslexia of some degree)
2. Comparatively less amount of fixed assets because of online delivery mode.
3. First in the market thus very low competition.

v)

Back of the envelope calculations

Revenue Model - Subscription model, 7-day free trial then ₹ 10,000/per year (Basic plan).

Major costings -

- Consulting specialists in dyslexia
- Website and app development
- Marketing

The below-stated calculations are done for the MVP -

Starting capital Rs 1,00,00 (app/website development out-sourcing)

Rs 2,50,00 (consulting)

Rs 50,000 (average operations costing/ month)

Projected costs/month Rs 10,000 (Basic pack/ month)

Sales/year 250 Subscriptions

Revenue/year Rs 50,00,000

Profit/year Rs 15,50,000

B. Set two MCQs out of the lectures delivered so far.

i. Each question should be followed by five options for a possible answer with one correct answer.

ii. You should provide the correct answer with a short explanation.

iii. The question must not be from the numerical topics covered under the financial statements, break-even point, and capital budgeting (to be covered).

Ans -

Q1. Choose the incorrect option about Business Model and Business plan.

1. Business model is more dynamic where Business plan is rigid
2. Business model includes details about the hiring process of the company
3. Business plan includes details about the target market and other stakeholders.
4. Business model is the summary of the business idea on one page.
5. Business model is a part of a business plan.

Explanation -

Correct Answer - 2

Business model contains a summary of the standard operating procedures of any company.. It can be changed as per convenience. Whereas the Business plan is a much more detailed document and it contains details like the hiring process etc.

Q2. What is the difference between Depreciation and Amortisation -

1. Depreciation is calculated on income before tax and amortization is calculated on income after tax
2. Amortisation is +ve whereas depreciation is -ve.
3. Depreciation is applicable on fixed assets, Amortisation is applicable on non-tangible assets like funds for R&D.
4. Depreciation and Amortisation are calculated alternately

5. Depreciation is the cost of reselling a fixed asset and amortization is the annual decrease in its value.

Explanation -

Correct Answer - 3

Depreciation is the accounting of the reduction in the value of a fixed asset over time

Amortization is the gradual spreading out of the cost of acquisition or cost of creation of intangible assets such as R&D cost and cost of branding etc.

Ner Rohit 16MA20053

1. Which of the following strengthens the statement: "The stock price of Google (GOOG) is likely to rise in the future". Select the most relevant option.

a. Dunzo the Indian startup raised \$28 million as part of its ongoing Series E funding round led by Google. The hyperlocal delivery app has a customer retention rate of 80 percent, and completes each task within 20 to 25 minutes, with an average basket size of Rs 500.

b. With the surge in the competitive smartphone market, smartphone manufacturers have been taking a special interest in providing their own software ecosystem with enhanced functionality over the Pure Android experience that the Google Pixel series of smartphones provide.

c. Google's autonomous driving arm Waymo is opening its fully driverless service to the general public in Phoenix.

d. Amazon Web Services is posting big gains during the pandemic as more employees work from remote locations and enterprises adopt more online tools to create efficiency and cut costs.

e. It is argued that Google stock is long past the glory days when it gained nearly 800% in little more than three years after its initial public offering. In recent years, Google stock typically keeps pace with the S&P 500, punctuated by brief periods of outperformance.

Ans. a)

2. Which of the following is not a financial tenet usually followed during a stock purchase?

a. Focus on return on equity, not earnings per share.

b. Calculate "Owner Earnings"

c. Search for companies with high-profit margins

d. For every dollar of retained earnings, has the company created at least one dollar's extra market value?

e. Is the business simple and understandable from your perspective as an investor?

Ans. e)

16PH20025_Nikhil Tailor

Which one among the following is the most significant quality of leadership:-

1. Influence

2. Dedication

3. Creativity

4. Global Thinking

5. Openness

Ans:- Creativity is the most voted quality of leadership in IBM 2010 study

Which one among the below cannot be included in the creative step process

1. Recognition
2. Validation
3. Realization
4. Dedication
5. Fantasizing

Ans:- Dedication is the quality of leadership not of creativity

16PH20032 - Sandeepkrishna S

- 1) Which of the following is not part of TRIZ strategy?
 - a) There will always be opportunity for improvement. We should look for it.
 - b) Use as minimum resources as possible
 - c) The solution we need probably already exists. Search for it.
 - d) Keep your unique ideas a secret to prevent others from copying us.

ANS : D

- 2) Which option is incorrect about the Circle of Competence?
 - a) You should not compete in your competitor's domain
 - b) There are different circles of knowledge you know
 - c) You should aggressively diversify your company ASAP
 - d) You should identify the domain you can excel and stick to it

ANS : C

- 3) What is the top reason startups fail?
 - a) No market need for the product
 - b) Startups run out of money
 - c) Finding the perfect team is difficult and so is moving forward
 - d) Gets outcompeted by other companies

ANS : A

Ankit Pal- 19AR10007

1. Choose the answer that best describes the business model and business plan:

- A. The business model is the foundation of a company, while the business plan is the structure.
- B. The business model is the mechanism through which the company generates its profit while the business plan is a document presenting the company's strategy and expected financial performance for the years to come.

- C. The business model describes how the company is positioned within its industry's value chain, and how it organises its relations with its suppliers, clients, and partners in order to generate profits. The business plan translates this positioning in a series of strategic actions and quantifies their financial impact.
- D. Business model is made to be tested, whereas a business plan's primary goal is to gain investments.
- E. Only A, B, and C

Ans. A, B, C, D (Multiple correct)

2. Amit decides to buy a new machine which is expected to have a useful life of 5 years. The book value of the machine in the initial year is INR 10000. The salvage value of the machine is INR 2000. Using the straight-line method, the book value of the machine at the end of the 4th year in INR is:

- A) 1600
- B) 6400
- C) 5200
- D) 3600
- E) 2000

Ans. D) Value of annual depreciation is INR 1600:

- BV at end of each year:
- Year 1: 8400
- Year 2: 6800
- Year 3: 5200
- Year 4: 3600

3. DuPont is known for management innovation in:

- A) Brand management
- B) Virtual Office
- C) Open Source
- D) Accounting and Finance
- E) Corporate Innovation

Ans. D) Accounting and finance

Rohan Bankatlal Gaggad

Roll No: 17CE10046

Q1. Which of the following is an advantage of a sole proprietorship?

- (a) Ease of starting a business
- (b) Maximum incentive for hard work
- (c) Pride of ownership
- (d) Auditing of account only after reaching a threshold turnover
- (e) All of the above

Correct Answer: (e) The sole proprietorship is the simplest business form under which one can operate a business. The sole proprietorship is not a legal entity. It simply refers to a person who owns the business and is personally responsible for its debts. Hence all the mentioned options are correct.

Q2. Which of the following payments is revenue expenditure?

- (a) Money put into the business by the owner
- (b) Purchase of a motor van
- (c) Cost of servicing the motor van
- (d) Money taken out by the owner of the business
- (e) Investment in other business

Correct answer: (c) Revenue expenditure is that part of expenditure that does not result in the creation of assets. Payment of salaries, wages, pensions, subsidies, interests, also the maintenance costs fall in this category. Thus option c would be the most appropriate.

SAIYAM SETHI

Roll No: 17NA10026

1) What is the meaning of the word 'limited' in the name of a limited company?

- (a) The number of shareholders is limited to 50
- (b) The liability of the company for its own debts is limited
- (c) The liability of shareholders for the company's debts is limited
- (d) There is a limit on the amount of debts that the company can contract
- (e) Limited life – the business is automatically dissolved on the death of the proprietor.

Correct answer: (C) – (There is a limit on the liability of shareholders of the company's debt)

2) Market research is required for:

- a) Deciding sales team numbers
- b) Deciding sales volume
- c) Deciding marketing strategies
- d) Deciding production levels
- e) All of these

Correct answer: (E) – (Deciding sales value, sales team numbers, marketing strategy, production levels are all main aspects of market research)

3) The activity which occurs when the new venture is started are called:

- A. Business skills
- B. Motivation
- C. Departure point
- D. Goal orientation
- E. None of above

Correct answer: (C) – (When new venture is started the activity which occurs is Departure point)

4) What is the primary concern of founders who trade equity for capital for their growing venture?

- A. Capitalization
- B. Control
- C. Valuation
- D. Investor capabilities
- E. Growth

Correct answer: (A) – (Capitalization is the primary concern)

5) The most likely problem encountered by innovative entrepreneurs in raising finance is:

- A) Limited security since R&D is an intangible asset
- B) The costs of the patenting system
- C) The exhaustion of personal equity in R&D
- D) Inability of potential external funders to understand technology
- E) All of above

Correct answer: (C) – (The exhaustion of personal equity in R&D is the most likely problem encountered)

Name: Lohit Bandeboina

Roll no:18EE10026

Q1.Changes in the size of composition of the market is called-

- A. Market Innovations
- B. Market Development
- C. Market Segmentation
- D. Market Expansion

ANSWER: A

Q2. Which is the following is first step in market assessment?

- A. Analysis of situation
- B. Competitive Rivalry
- C. Suppliers power
- D. Defining the problem

ANSWER: D

Q3. Which of the following is NOT an essential skill of successful business?

- A. Engineering Skills
- B. Manufacturing skills
- C. Selling skills
- D.Motivational Skills

Answer: D

Q4. Opening WDV off the block of assets was Rs 15 lakh. During the year, asset was acquired under this block on 15 June 2017 amounting to rupees 10 lakh. One of the assets falling within the block was sold for rupees 5.5 lakh on 14 January 2018. Rate of depreciation of block is 10%. Calculate the amount of depreciation available during the previous year for the block.

- A. rupees 1.95 lakh
- B. rupees 2.5 lakh
- C. rupees 2.25 lakh
- D. Rs 1.45 lakh

Answer: A

17AR10037_Tapasya_Pratap_Singh

1. Which of the following statements is incorrect in relation to partnerships?

- a) Unless otherwise agreed, the property will be considered partnership property where it had been purchased with partnership money
- b) Partners are held jointly and severally liable for the partnership debts
- c) Partners must act in good faith
- d) Partners are not agents of the organization
- e) A partner cannot transfer his interest in the firm to outsiders unless all other partners agree unanimously

Correct answer: (d)

Partners are considered agents of the organization. This enables the partners to manage the organization, contract on behalf of the firm, and obligate the other partners as a result of this (lawful) action.

2. Which of the following statements concerning marketing research is incorrect?

- a) Secondary research can be organized in-house or via a research agency.
- b) Secondary research is done after primary research.
- c) Secondary research is quicker than primary research.
- d) Secondary research is cheaper than primary research.
- e) Secondary research is often a useful precursor to primary research

Correct Answer: (b)

Secondary research is generally quicker and cheaper than primary research, so most research projects would begin by reviewing what secondary data is already available

[Extra questions]

3. 'Mystery Shopper' surveys can best be described as a form of:

- a) Observational research
- b) Desk research
- c) Essentially quantitative research
- d) Attitudinal research
- e) Advertising research

Correct answer: (a)

Mystery shoppers only observe behavior - they do not try to understand the attitudes that underlie such behavior. It is small scale primary research and the results do not generally lend themselves to quantitative analysis.

4. Which of the following statements about segmentation by age is correct?

- a) For most products, it can effectively be used as a single stand-alone basis for segmentation.

- b) Although it is easy to measure it is difficult to estimate how many people in a particular age bracket live in a particular town or country.
- c) People may exhibit characteristics of the age they feel rather than their biological age.
- d) Consumers' tastes don't change as they get older but they do need different products.
- e) All of these

Correct answer: (c)

Age is widely used in segmentation studies because it can be relatively easy to establish and is associated with variations in spending patterns. However, there is a lot of evidence that people's perceived age may be more important for explaining their buying behavior than their actual age.

N.Gayathri
18IM30012

1) Which of the following options is/are NOT correct?

- (i) Preference share capital provides quasi equity and compulsory dividend is not provided
- (ii) Equity share capitals provide voting rights, dividends and no control of the venture
- (iii) Reserves and surplus are owned by the owners and have no rights

Options :

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

Answers :

Option (E)

Explanation :

The correct statements are

- (i) Preference share capital provides quasi equity and dividend is provided
- (ii) Equity share capitals provide voting rights , and some control over the venture and dividends

2) Choose the correct answer(s)

- (i) In preference shares dividends are paid to shareholders first , then to common equity holders
- (ii) In Short term loans , repayment is done by installments
- (iii) PS holders have voting rights whereas CES holders do not.
- (iv) Rate of dividend is fixed in Common equity shares
- (v) In case of liquidation PS holders are paid before CES

Options

- a) Only (i)
- b) (iii) and (v)
- c) (i) and (v)
- d) (ii) , (iii) and (iv)
- e) (i) , (iii) and (v)

Answer :

Option (C)

Explanation:

Statements (ii) (iii) (iv) are wrong.

The correct statements are

ii) Repayment on demand not on installment.

iii) PS holder do not have voting rights whereas CES holders do

iv) Rate of dividend is fixed in PS

3) Choose the options which are NOT correct

- (i) Higher the variable cost , higher the operating leverage
- (ii) Margin of safety is the number / amount by which the sales of a company may decrease without causing loss
- (iii) Financial leverage is the total amount of risk faced by a firm
- (iv) High operating leverage means that variable cost is more than fixed cost
- (v) Break Even point helps to decide between different cost structures
- (vi) If sales increases in large measure for a company of high operating leverage, the profit will increase substantially.

Options :

- a) (i) , (ii) , (v) , (vi)
- b) (ii) , (vi)
- c) (iii) , (iv) , (v)
- d) (i) , (iii) , (iv) , (v)
- e) None of these

Answer : Option (D)

Explanation :

Higher the variable cost , lower the operating leverage , total leverage is the total risk faced by the firm , High operating leverage means fixed cost is higher than variable cost , Cost indifference point helps to decide between different cost structures.

4) Choose the options which are advantages of funding through equity

- (i) Dilution of holding by founders
- (ii) Mentored by Angles
- (iii) Interference by investors
- (iv) No repayment of the money

(v) No interest need to be paid

Options :

- a. (i) and (ii)
- b. (ii) , (iv) and (v)
- c. (v) and (ii)
- d. (iv) and (v)
- e. (ii) , (iii) and (i)

Answers :

Option (B)

Explanation :

Other 2 left out options are cons of funding through equity

ASHUTOSH GARG

19CE10013

1. Which of the following is correct?

- A. Sole Proprietorship has limited liabilities.
- B. Partnership firms has separate legal entities.
- C. Advantage of Proprietorship is it's quick decisions and flexibility of operations.
- D. In sole proprietorship, the owner will not have complete control over all the aspects of business.
- E. None of the above

Ans 1. (C) In Sole Proprietorship, a single individual is the sole owner of business. So he has unlimited liabilities. And also he has complete control over the business. It's advantage is it's quick decisions and flexibility as governed by the single body only.

2. "To provide access to the world's information in one click". This is Google's?

- A. Mission
- B. Vision
- C. Goal
- D. Objective
- E. Principles

Ans 2. (B) As this statement simply says that it is a dream. So the answer is Vision.

Subhadra Jena

18GG20028

Q1. Choose the false statement(s)?

- (a) Market segmentation is a useful process for small businesses to undertake.
- (b) the four marketing elements are product, position, price, and promotion.
- (c) It is a good idea for small businesses to compete solely on price.

(d) In a market economy consumers determine the prices and quantities of goods and services produced.

(ANSWER: (b)(c)(d))

Q2. Suppose you manufacture a flagship cell phone and you have to buy the processor chip from an XYZ company and the outer frame of the screen from ABC company. Which of the following would not be a cost driver for the cost of the phone?

- (a) The processor used inside the phone.
- (b) The Electricity consumed by XYZ to manufacture the chip.
- (c) Interest on loans taken up by ABC company.
- (d) Cost of plastic for manufacturing outer frames.

(ANSWER: (c))

Q3. Which of the following is not true about a firm being funded through equity?

- (a) The firm is obliged to pay interests to its investors on funding received through them.
- (b) The holdings of the firm's are diluted to the investors.
- (c) The big investors may somehow intervene/influence in the ideas and execution.
- (d) There is no need to repay the money received by the investors in exchange of shares.

(ANSWER: (a))

Srihari Viswajit

18BT30023

1. Which of the following is not an example of management innovation?

- a. Cox and Kings
- b. DuPont
- c. Procter & Gamble
- d. General Electric
- e. Visa

- Explanation: a. Cox and Kings that failed due to a surge in online bookings

2. A private limited company is a form of corporate entity that is a voluntary association of not less than ____ and not more than ____ members.

- a. 20, 2000
- b. 2, 2000
- c. 200, 20,000
- d. 2, 200
- e. 20, 200

- Explanation: A private limited company is a form of corporate entity that is a voluntary association of not less than TWO and not more than TWO HUNDRED members.

Abhishek Purty

17CH30036

Q1. Choose the correct option regarding Limited Liability Partnership:

- I. Combines the flexibility of partnership and limited liability form of ownership at lower cost
- II. The number of members should not be less than two and not more than two hundred.
- III. Flexibility of organization of internal management on the basis of mutually arrived agreement
- IV. The creditors and lenders to such companies can recover their dues only to the extent possible by liquidating the company and they cannot claim anything from the personal assets of the owners.

Ans. a) I, II and III
 b) II, III and IV
 c) I, III and IV (Correct, Statement II is valid only for Private Limited Company)
 d) All of these
 e) None of these

Q2. Which of the following are not a part of the “Value” in Business Model Canvas (Left side)?

Ans. a) Customer Relationships
 b) Key Resources (Correct, Key Resources lie on the Right side of the Canvas (Efficiency))
 c) Revenue Streams
 d) Customer Segments
 e) Channels

Q3. Statement A: Extent of dilution in a funding round depends on valuation of start-up
 Statement B: Later investment leads to higher dilution of equity.

Choose the correct explanation for the statements A and B

Ans. a) Statements A and B are correct and B correctly explains A
 b) Statements A and B are correct but B does not correctly explain A
 c) Statement A is correct and Statement B is incorrect (Due to lower valuation at earlier stages, investments contribute a significant portion of equity, hence higher dilution at early stages)
 d) Statement A is incorrect and Statement B is correct
 e) Both Statements A and B are incorrect

Anadi Sinha
 16IM30021

Q 1.) What is the importance of an entrepreneur in the economy?

- a.) Entrepreneurs are our community leaders.
- b.) Entrepreneurs help stabilize and grow the economy with their ability to discover new business.
- c.) Entrepreneurs make all their own rules and new products come from them.
- d.) Entrepreneurs rely only on themselves and do not hire anyone else.
- e.) Entrepreneurs always get the required amount of funding.

Answer b.) Entrepreneurs help stabilize and grow the economy with their ability to discover new business.

Explanation: Path-breaking offerings by entrepreneurs, in the form of new goods and services, result in new employment, which can produce a cascading effect or virtuous circle in the economy. The stimulation of related businesses or sectors that support the new venture add to further economic development.

Q 2.) _____ is a form of financing especially for funding high technology, high risk and perceived high reward projects

- a.) Fixed capital
- b.) Current capital
- c.) Seed capital
- d.) Venture capital
- e.) First Capital

Answer d.) Venture Capital

Explanation: Venture capital is a form of private equity and a type of financing that investors provide to start-up companies and small businesses that are believed to have long-term growth potential. Venture capital generally comes from well-off investors, investment banks and any other financial institutions. However, it does not always take a monetary form

Q 3.) Which are not part of a business canvas model?

- a.) Cost Structure
- b.) Channels
- c.) Value Propositions
- d.) Key Resources
- e.) Logistic Chain

Answer e.) Logistic Chain

Explanation: All others are key components of the business canvas model.

Kush Nambiar
18IM10039

Question 1:

Q. What is a Draft Red Herring Prospectus (DHRP) ? Select the most appropriate answer.

- A. Preliminary registration document prepared by merchant bankers for prospective IPO-making companies
- B. Memorandum containing all salient features of the prospectus as specified by SEBI.
- C. Yearly publication by the company that is sent to the shareholders and other interested parties
- D. Document that conveys the business activities and the financial performance of a company.
- E. Prospectus issued by companies making multiple issues of bonds for raising funds.

Answer:

A. Preliminary registration document prepared by merchant bankers for prospective IPO-making companies

Explanation:

A draft red herring prospectus (DRHP), or offer document, is the preliminary registration document prepared by merchant bankers for prospective IPO-making companies in the case of book building issues. The document includes information about the company's business operations, promoters, financials, its standing in the industry it deals in and listed or unlisted peers.

Question 2:

Q. What does the term "boot-strapping" refer to ? Select the most appropriate answer.

- A. Self-funding a business or project
- B. Strapped with maximum amount of debt to start a business
- C. Tying yourself to a business partner to fund a venture
- D. Self-funding a business or project.
- E. Starting a business with very few assets

Answer:

A. Self-funding a business or project

Explanation:

Bootstrapping is building a company from the ground up with nothing but personal savings, and with luck, the cash coming in from the first sales. The term is also used as a noun: A bootstrap is a business an entrepreneur with little or no outside cash or other support launches.

Akhil Andasu

16MA20008

Q1) Which of the following is not a primary consideration for building a business plan

- A) Follow the lean philosophy, give an MVP
- B) Highlight the risks as much as the prospects
- C) Convey as much as possible in as less words
- D) Gather all possible information about pitfalls
- E) Focus on a flowery presentation deck to portray a rosy picture

Answer: E) This is not a primary consideration for building a business plan, while A,B,C,D are important considerations during the building of one's business plan

Q2) Which of the following is not a characteristic of the "minimum viable product" have in the context of a Lean Startup?

- A) An MVP is a version of a product with just enough features to be usable by early customers
- B) It helps garner feedback for future product development
- C) You monetize the product from the beginning itself
- D) It helps developers avoid lengthy and potentially unnecessary work
- E) Allows the team to collect the maximum amount of validated learning about customers with least effort

Answer:- C) This is incorrect, An MVP could be released on a free-trial or a freemium basis as well and turn out to be successful in fulfilling its criteria I.e: Allowing the team to collect the maximum amount of validated learning about customers with minimum effort. A,B,D are correct as well

HEMANTH KUMAR VADITHYA
17EC10020

- 1) Which of the following is NOT a characteristic of the entrepreneurial experience?
 - a. Uncertainty
 - b. Ambiguity
 - c. Guaranteed success
 - d. Hard work
- 2) Which of the following is NOT one of the forces driving the entrepreneurial trend in our country?
 - a. Shift away from a service economy
 - b. Independent lifestyle
 - c. International opportunities
 - d. E-commerce and the World Wide Web
- 3) The aggregation of factors that sets a company apart from its competitors and gives it a unique position in the market superior to its competition is its

A) mission statement.

B) competitive advantage.

C) competitive profile.

D) strategic plan.

- 4) 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

5) Which of the following is not one of the ways entrepreneurs can stimulate their own creativity and encourage it among their workers?

A) Provide creativity training.

B) Encourage curiosity.

C) View challenges as problems.

D) Develop a corporate culture that both fosters and rewards creativity.

JANA RIMA

18AG30018

QUESTION 01:

Which of the following statements are true about Business Model Canvas and Value Proposition?

i. The Business Model Canvas offers a single-page tool for thinking through the business and keeping the key points highly visible to you, your team, and other stakeholders.

ii. Cost Driven and Value Driven strategies are two main categories in value proposition building block

iii. Business model innovation is about innovating new products, process, services, and businesses without replacing outdated models

iv. A great value proposition may highlight what makes you different from competitors, but it should always focus on how customers define your value

Options

a. i only

b. i and iv only

c. i,ii ,iv only

d. ii ,iii ,iv only

e. All of the above

ANSWER: (b) i and iv only

Explanation: i and iv are straight forward definitions

(ii) is wrong because Cost Driven and Value Driven strategies are two main categories in cost structure block not value proposition block.

(iii) Is wrong because in business model innovation we do replace outdated models.

QUESTION 02:

Which of the following attributes are favored by the lean startup concepts?

- i. Experimentation and Iteration
- ii. Waterfall development
- iii. Elaborate upfront planning
- iv. Customer feedback
- v. Agile development

Options:

- a. i only
- b. i , ii, iv only
- c. iii and v only
- d. i ,iv ,v only
- e. All of the above

ANSWER: (d) i, iv,v only

Explanation: Experimentation and Iteration, Customer feedback, agile development is favored which is basic straight forward concept.

QUESTION 03:

What is the correct order of the five stages involved in creative thinking (from first to fifth)?

- a) Idea germination->Incubation ->Preparation -> Illumination ->Verification
- b) Illumination -> Idea germination->Incubation ->Preparation ->Verification
- c) Idea germination->Preparation->Incubation-> Illumination ->Verification
- d) Idea germination->Preparation-> Illumination-> Incubation ->Verification
- e) None of these.

ANSWER: (c) Idea germination->Preparation->Incubation-> Illumination ->Verification

Tanmay Verma

16BT30024

1. You want to establish your new toothpaste brand, and assume that the market already have brands like Colgate, Pepsodent, Sensodyne and Dabur well established. All of them focus on different qualities to sell their product. Which of the following strategies would work best for positioning your product into the market:

- a. Competing with all other brand by inculcating all their signature qualities.
- b. Focussing on one quality of existing product and competing face to face with it.
- c. Offer something which none of the other brands offer and making it base to advertise your product.
- d. Pushing your product to people by accusing other companies openly about having a bad product.
- e. The market cannot be penetrated, as it's already saturated with many brands.

Ans. (C) If you want to enter a market then you should always try to offer something which none other brands offer, this will make it hard for others to restrict your entry. Competing will all win make your company look unfocussed and vulnerable. Accusing and other cheap strategies can look to benefit in small run but they can backfire.

2. You decided to pay back the long term loan you took while establishing your company. Where will you see the change in your accounts:

- A. Balance sheet
- B. Income statement
- C. Cash flow statement
- D. Both A and B
- E. Both B and C

ANS. (E) Only interests on loan are reflected on the Income statement as expense. The loans are paid back from the retained earnings which are accounted in the Cash flow statement as cash outflow and in the Balance sheet as reduction in liabilities.

18GG20026

SHIVAM_SHARMA

1.) Why should an entrepreneur do a feasibility study for starting a new venture?

- A. To see if there are possible barriers to success
- B. To identify possible sources of funds
- C. To estimate the expected sales
- D. To explore potential customers
- E. To see the market of the product

Answer:-A

Explanation:-

Before preparing a business plan, the entrepreneur should do a quick feasibility study to see if there are possible barriers to success. The entrepreneur should clearly define the venture's goals, which provide a framework for the business plan. The business plan must reflect reasonable goals.

2.) Which of the following factors has allowed small companies to act like they are big ones?

- A. Customers
- B. Technology
- C. Economic development
- D. Competition
- E. Market share

Answer:-B

Explanation:-

A company needs to use technology to make itself faster and more flexible. Technology has allowed small companies to act like they are big ones. Large companies can use technology to make them responsive and flexible

Name-Shubham Kumar

16EX5PE01

Q1. Arrange types and sources of funds in increasing order of seniority.

- i. Preference equity, Long/Short-term Debt, Unsecured loan, Equity
- ii. Equity, Long/Short-term Debt, Preference equity, Unsecured loan
- iii. Equity, Preference equity, Unsecured loan, Long/Short-term Debt
- iv. Long/Short-term Debt, Unsecured loan, Preference equity, Equity
- v. None of these

Ans:- (iii)

Explanation:- Seniority in finance means the order of repayment out of salvaged value in the event of a sale or bankruptcy of the issuer. Senior debt is borrowed money that a company must repay first if it goes out of business. Each type of financing has a different priority level in being repaid if the company goes out of business.

Q2. What is meant by operating leverage?

- i. Operating leverage measure the degree to which a company can create a fund to operate their business by collecting shares from their share holders.
- ii. It is a cost-accounting formula that measures the degree to which a firm or project can increase operating income by increasing revenue.
- iii. It is a formula to analyze the operating expenses of a company occurred in a particular interval of time.
- iv. Operating leverage is the use of borrowed money (debt) to finance the purchase of assets with the expectation that the income or capital gain from the new assets.
- v. None of these

Ans:- (ii)

Explanation:- Operating leverage is the degree to which a firm can increase operating income by increasing sales. It refers to the percentage of fixed costs that a company has compared to variable cost.

Arusarka Bose

18EC30049

Suppose a promoter pools in his own money and convinces two of his good friends to invest in his business, and raises INR 5 Crore as capital. Suppose the company releases Rs. 10 shares. The promoter retains 40% of the shares, the two friends get 5% each and the company retains 50% of the shares. Suppose in the next stage of the business, a venture capitalist agrees to give 7 Crore for a 14% stake in the company. What's the current valuation of the shares held by the promoter?

- 1. 2 Cr

2. 9 Cr
3. 20 Cr (correct)
4. 12 Cr

With reference to the short term and long-term sales volumes of normal products and business classics, choose the correct option:

1. Normal products have higher volume for both short and long term
2. Normal products have higher volume in short term but lower volume in long term (correct)
3. Normal products have lower volume in both short and long term
4. Normal products have lower volume in short term but higher volume in long term

With reference to the funding of a business through its different stages, what's the correct order of funding sources that would be employed under normal circumstances:

1. Bank loan, Private Equity Investor, Angel Investor, Venture Capitalist, IPO
2. Angel Investor, Venture Capitalist, Bank loan, Private equity investor, IPO (correct)
3. Bank loan, Venture Capitalist, Angel Investor, IPO, Private equity investor
4. Venture Capitalist, Angel Investor, IPO, Private equity investor, Bank loan

Shreyansh Vats
17ME10077

XYZ Capitals invested money in a new ed-tech startup, DEF Edu-ventures, which is growing by leaps and bounds during the COVID crisis. XYZ Capitals have preference shares in the company. A famous telecom company, ABC Pvt Ltd, also has equity shares in DEF Edu-ventures. Choose the correct option:

- a. XYZ Capitals shall have certain authority to control the affairs of the company. ABC Pvt Ltd don't possess any say in the matters of the company.
- b. In case DEF Edu-ventures enters bankruptcy, XYZ will be paid after ABC Pvt Ltd are paid from the company assets.
- c. Dividends paid by DEF Edu-ventures to XYZ Capitals and ABC Pvt Ltd are fixed.
- d. Shares owned by XYZ Capitals are such that they give exclusive voting rights to them in taking decisions about decision on segmenting the profits into dividends.
- e. XYZ Capitals have preferential rights over ABC Pvt Ltd in claiming over assets of the firm and also over the profits earned by the DEF Edu-ventures.

Answer: e

Explanation:

XYZ Capitals have preference shares.

ABC Pvt Ltd have equity shares.

1. Preference shares has the features of both equity and debt.
2. These shares don't give voting rights to the holders.

3. The rate of dividend is fixed, but they are performance driven.
4. If a company goes into bankruptcy, preferred shares holders shall be paid before the equity shareholders through the company's assets.
5. Preference shares carry with them preferential rights over ordinary equity shares in sharing of profits and also claims over assets of the firm.

QUESTION 2

Mr. Verma, a successful investment banker with a world-renowned German bank, had a change of heart after working with the company for 5 years and wanted to start his own venture. He left his job in February 2020 and started working on his ambition. Even though COVID struck, he was sanguine that his idea will be impressive and went ahead with the proposition process. He had a passion for food and wants to start-off with a new restaurant in Delhi where he can target middle and upper class segment customers. His work, due to his vast experience doing due diligences, was absolutely meticulous with his projections, numbers, idea's uniqueness and the business plan.

However, when he pitched it to multiple angel investors, his proposal got rejected. Mr. Verma is currently quite baffled. What could be the reason for these rejections by angel investors?

- a. Angel Investors are risk averse, and don't want to jump into any startup funding at this point of time with the COVID crisis still troubling the world.
- b. There might restaurants which have similar business model and therefore, the investors might not have been impressed with the proposition.
- c. The angel investors felt that Mr. Verma had an investment banking background and didn't believe that he could replicate his success as a banker to something entirely new.
- d. All the investors Mr. Verma approached had the opinion that targeting the middle and upper class customers might not be a good idea.
- e. The investors felt that this is an unattractive sector or market, and the margins are low, with the volatility related to the business being quite high, which is quite evident even from the current COVID crisis.

Answer: e

Explanation:

Let us try to see how we visualize each of these options.

- a. Note that angel investors generally like to work with early stage ventures, which are the most exposed to risk. Therefore, saying that angel investors are risk averse might be wrong.
- b. In the question itself, it has been mentioned that the idea is "unique", which clearly means that the business model that Mr. Verma has come up with is different from other existing propositions.
- c. It is wrong to adjunct any professional with the sphere with which he/she is associated. Moreover, investment banking is a challenging profession and Mr. Verma could easily replicate his competency in his new venture also. Angel Investors are good evaluators of professionals and therefore, this option is incorrect.
- d. This statement is quite preposterous. Without analysing and proper diligence, the investors never take a rash decision. Therefore, this statement is wrong too.

e. This is the correct answer. There are a few common reasons for the rejection of investment proposals by angel investors. Unattractive sector or market, for example, have low margins and high volatility (retail, hotels, restaurants, property).

QUESTION 3

Look at the following three statements.

1. A founder, Mr. Y, decides to start his own company. He commences to write a business plan on his idea.
2. After he gets done with the business plan, he shows it to some of his close friends and tries to get them on the team. It took the person 3 months to talk to people, understand their opinion and get them in the company.
3. One of them (Mr. Z) agrees and then they together work on the business plan to show it to the investors. It takes them 4 months to get it done.

The investors, however, don't fund the startup. They cite the reason that there's another idea better than theirs which got the funding, and the idea that these people presented has become obsolete.

Where could Mr. Y have gone wrong? Mention the steps which might be incorrect.

- a. 3
- b. 2
- c. 1 & 3
- d. 1 & 2
- e. 1, 2, 3

Answer: e

Explanation:

Mr. Y had good intentions from the beginning, but he had little idea about how to proceed with his idea.

The way he should have gone about it is as follows:

- A. Timing
- B. Team and Execution
- C. Idea
- D. Business model
- E. Funding

Intentions were good, but they were not in a proper flow and structure.

Rather than going with a full-fledged business plan, he could have developed a minimum viable product (MVP) and achieve verifications from select customers before moving on.

Also, Mr. Y was also perhaps a victim of copying, since his idea was stolen by somebody with whom he shared the idea. Therefore, his idea being so long in the air before getting out took a toll on him ultimately and was copied and replicated in a better manner by someone else.

QUESTION 4

Which might be a disadvantage associated with a crowdfunding process?

- a. Crowd has a lot of interference during the process of collecting money.
- b. People blindly donate, without thinking of the impact delivered by the given startup, thence not validating the product or the service.

- c. It dilutes the share of the owners of the business.
- d. It does not suit a B2B enterprise.
- e. Usually, a vision of scalability is required.

Answer: d

A crowdfunding process does not suit business to business ventures.

QUESTION 5

Which of the following might be a good way to fund an early stage venture with an aim to employ rural people near Kharagpur, West Bengal coupled with an aim to become profitable?

- a. Funding through personal savings
- b. Applying for grant
- c. Cutting projected costs with optimized approach
- d. Donations
- e. Equity-based crowdfunding

Answer: e

Explanation:

Note that crowdfunding is an excellent way to fund new ventures with a social aim. However, equity-based crowdfunding means that people invest in a startup with an aim to get certain number of shares in that company, and it is illegal in India. Therefore, the only option which might not be a good way to go about the funding is e.

Mody Dishant

16MA20027

1. Suppose a hypothetical cash flow statement is shown below. Find cash flow from operating activities and net cash flow.

i) Net profit = 10000 \$

ii) Depreciation = 200 \$

iii) Increase in current assets = 1000 \$

iv) Increase in current liabilities = 1200 \$

v) Purchase of new fixed assets = 1300 \$

vi) Decrease in loan = 1200 \$

vii) Dividend Payout = 5000 \$

- A) Cash flow from operating activities = 10400 \$, net cash flow = 2700 \$
- B) Cash flow from operating activities = 10400 \$, net cash flow = 2900 \$
- C) Cash flow from operating activities = 10200 \$, net cash flow = 2900 \$
- D) Cash flow from operating activities = 10200 \$, net cash flow = 2700 \$

Answer is B: Cash flow from operating activities = i + ii - iii + iv = 10400 \$
Net cash flow = i + ii - iii + iv - v - vi - vii = 2900 \$

2. Suppose a hypothetical profit loss statement is shown below. Find Gross Profit, Operating profit and Net profit

- i) Sales/ Revenue = 15000 \$
- ii) Cost of goods sold = 4000 \$
- iii) Salary = 2200 \$
- iv) Depreciation and Amortization = 1500 \$
- v) Other operational expense = 1000 \$
- vi) Interest/ Finance cost = 400 \$
- vii) Income tax = 200 \$
- viii) Dividend Payout = 4000 \$

- A) Gross Profit = 11000 \$, Operating Profit = 5900 \$ and Net Profit = 1700 \$
- B) Gross Profit = 11000 \$, Operating Profit = 6300 \$ and Net Profit = 5700 \$
- C) Gross Profit = 8800 \$, Operating Profit = 5900 \$ and Net Profit = 1700 \$
- D) Gross Profit = 8800 \$, Operating Profit = 6300 \$ and Net Profit = 5700 \$

Answer is B: Gross Profit = i - ii = 11000 \$
Operating Profit = i - ii - iii - iv - v = 6300 \$
Net Profit = i - ii - iii - iv - v - vi -vii = 5700 \$

Indranil Ray
19ME10027

1. What is the lean startup?

- A) Lean start-up is smaller version of big corporations.
- B) Lean start-up is an organization designed to execute a scalable, repeatable and profitable business model
- C) Lean start-up is a temporary organization designed to search for a scalable, repeatable and profitable business model
- D) All the above
- E) None of the above

Ans: C

2. Which of those attributes are favoured by the lean startup concepts? A) Experimentation and Iteration

- B) Elaborate upfront planning
- C) Customer feedback
- D) Agile development
- E) Waterfall development

Choose the correct option:

- i) A,C,D
- ii) A,C,E

iii) B,D,E

iv) C,D,E

Ans: i) A,C,D

3. What is the agile development phases sequence?

A. Analysis & Design

B. Evaluation

C. Planning

D. Testing

Choose the correct Option:

A) A -> B -> C -> D

B) D -> C -> B -> A

C) B -> D -> A -> C

D) C -> A -> D -> B

Ans: D

4. How can the lean startup change the entrepreneurial economy? A) Lean startup increases the risk appetite of VCs (venture capitalists) B) Lean startup reduces the cost of failure C) Lean startup shorten the technology development cycles D) Lean startup democratizes the venture capital industry Choose the correct Option:

i) A,D

ii) B,C

iii) A,C

iv) B,D

Ans: ii) B,C

5. What is the "business model canvas"?

A) A short version of the business plan

B) A framework to summarize the start-up hypotheses

C) A 5 years financial forecast for the start-up revenues.

D) A diagram depicts how the start-up will create value for both the stake holders and the clients

Choose Correct options:

i) A,D

ii) B,C

iii) A,C

iv) B,D

Ans: iv) B,D

Kaivalya Shah

19IM10013

Suggested questions:

1. Which of the following is not true?

a. Experimentation plays a major role in the formulation part of enterprise.

- b. Invention is creation of knowledge while innovation is the use of this knowledge for a commercial profit.
- c. In the initial days, we must have a leap of faith on finding a solution
- d. One can learn how to innovate using techniques of TRIZ
- e. None of the above

Ans, - e

- 2. What is the biggest reason for the failure of start-ups?
 - a. Insufficient funds
 - b. Incompatible team lacking in overall skills
 - c. Useless product that doesn't solve any problem
 - d. Running out of cash

Ans, - c

- 3. Two's great, three is a group but four is a crowd.... True or False wrt number of cofounders

Ans, -True

- 4. Which of the following is not true about capital budgeting?
 - a. Helps choose between different projects.
 - b. Break even estimation plays a crucial role
 - c. Helps predict future cash flow
 - d. It ranks the scalability of different projects.

Ans, - b

Ishan Agrawal

Roll number 17BT30027

- 1. Which of the following is/are true regarding business plans?
 - a. It helps to persuade others to commit funding to the venture.
 - b. Can help demonstrate the viability of the venture.
 - c. Provides a guide for business activities by defining objectives.
 - d. To discipline the entrepreneur to think of all aspects of the proposed venture.
 - e. All the above.

Answer option E

- 2. Financial feasibility analysis can be done by comparing _____ with the estimated sales figure.

- a. Net cash flow
- b. break-even point
- c. Gross profit/loss
- d. balance sheet
- d. none of the above

answer Option C break even point. The break-even point is the point at which revenue is exactly equal to costs. That is, the break-even units indicate the level of sales that are required to cover costs.

3. An incubator is:

- a. A government agency that advises and assists small businesses and mentors them.
- b. An entity which connects private investment companies to lend money to small businesses.
- c. A centre that offers new businesses low-cost offices with basic business services and provide mentorship.
- d. A specific geographic area to which governments try to attract private businesses by a variety of means.
- e. both B and C

Answer option C as incubators are not government organisation, and are the responsible for assisting and minimising the failure of startups.

4. In Anti dilution provision –

- a. The percentage holding of the investor remains the same.
- b. Application when the new shares issued by the company are higher price per share than before.
- c. The initial investment value remains constant by issuing of new shares to investor.
- d. Both a and b
- e. Both b and c

19EC10021

DeepakPinjala

Question – 1 :

Apart from the usual reasons for failure of startups, what is the most common reason for the failure of Indian Startups?

Options:

- 1. Lack of Vision
- 2. Lack of Market Understanding.
- 3. Lack of Innovation.
- 4. Poor Execution.
- 5. Every founder trying to be a CEO.

Answer: 3. Lack of Innovation

Reason: Reports and 77% of the VCs believe that Indian Startups lack new technologies or unique business models.

Question – 2 :

What are the horizontal forces in Porter's five forces model?

Options:

1. Threat of Substitutes, Threat of New Entrants.
2. Threat of Substitutes, Threat of New Entrants, Competitive Rivalry.
3. Bargaining Power of Suppliers, Bargaining Power of Buyers, Competitive Rivalry.
4. Bargaining Power of Suppliers, Bargaining Power of Buyers.
5. Threat of Substitutes, Threat of New Entrants, Competitive Rivalry, Bargaining Power of Suppliers, Bargaining Power of Buyers.

Answer: 1. Threat of Substitutes, Threat of New Entrants, Competitive Rivalry.

Reason: The horizontal forces include THREE forces and they are Threat of Substitutes, Threat of New Entrants, Competitive Rivalry.

18CY20026

RAJU RAM

Q.1

Which of the following are advantages of crowdfunding ?

1. Usually easy to raise fund
2. Suitable for B2B
3. The crowd does not interfere
4. Usually associated with dilution

Select the correct answer using the given code below,

- a) 1 , 2 and 4
- b). 2 and 3 only
- C) 1 and 3
- d) 1 and 4 only
- e) 2, 3 and 4

Correct answer: 1 and 3

Crowdfunding usually easy to raise funds, it is not suitable for B2B, the crowd does not interfere in crowdfunding and it is usually not associated with dilution.

Q. 2.

Which of the following are correct Dos and Don'ts ?

1. Make a Buck Go a Long Way.
2. Do not chase Vanity Metrics
3. Do not try avoiding Debt
4. Don't make decisions quickly

Select the correct answer using the given code below,

- a) 1 , 2 and 4
- b). 2 and 3
- C) 1 and 3
- d) 2 and 4 only
- e) 3 and 4

Correct answer : e) 3 and 4

Do: Make a Buck Go a Long Way

Do: Do not chase Vanity Metrics

Do: try avoiding Debt

Do: make decisions quickly

Q. 3.

Which of the following are Pearls of wisdom by Samuel Walton?

1. Stick to fundamental values

2. Don't Treat the customers as the boss

3. Don't embrace new technology.

4. DO not chase Vanity Metrics

Select the correct answer using the given code below,

a) 1 and 4

b). 2 and 3

C) 2 and 4

d) 1 only

e) 3 and 4

Correct answer : a) 1 and 4

Pearls of wisdom by Samuel Walton are Stick to fundamental values, Treat the customers as the boss and embrace new technology.

17CS30028

Rohit

1.Which of these are not part of Sole Proprietorship?

A)Limited liability

B)Tax bracket same as individual

C)Succession through court

D)Compliance – no annual returns, auditing of account only after reaching a threshold turnover

Ans:A (Sole Proprietorship is unlimited liability)

2.Which of these statement is wrong about Private Limited Company?

A)A Private Limited Company can have 250 members

B)In the case of default, the creditors or lenders to the company can not lay their hands on the personal assets of the owners.

C)Transfer of shares is limited to its members and not allowed to invite the general public to subscribe to its shares.

D)They keep control over the business within a limited circle and maintain the privacy of their business.

Ans:A(only between 2 to 200 inclusive)

3. Which of these can be a Private Limited Company where number of members are given in option?

- A) 1
- B) 100
- C) 1000
- D) 10000

Ans: B (only between 2 to 200 inclusive)

BHAWNA BHARDWAJ

(18GG20006)

Ques. Which one is incorrect option with respect to vision statement?

- a) Focuses on tomorrow.
- b) Shape your company culture and tradition.
- c) Gives the company direction.
- d) Promotes growth both internally and externally

Ans: b (Core value, which shapes company culture and tradition.)

Ques. Choose the correct option regarding Mission statement?

- a) Focuses on today and what the organization does.
- b) Shape company culture.
- c) Provide the purpose to the company.
- d) Motivate team to move towards the same goal.

I. a, b, c

II. a, c, d

III. a, b, c, d

IV. b, c, d

Ans: (II)

Ques. Choose the option which describe current asset more correctly.

- a) An item that the firm going to sold within 6 months.
- b) An item currently owned by the firm that will convert to cash within a year.
- c) The market value of the all items currently owned by the firm.
- d) an asset that is expected to turn to cash within operating cycle.

Ans: (d)

A current asset is a company's cash and its other assets that are expected to be converted to cash within one year of the date appearing in the heading of the company's balance sheet. However, if a company has an operating cycle that is longer than one year, an asset that is expected to turn to cash within that longer operating cycle will be a current asset.

S.ASHWIN BALAJI

18CY20027

1. Which of the following is the least suitable metric to consider when you are gathering data on your website's performance in order to make future decisions?

- a) Number of people who bought the product through the website (Conversion rate)
- b) Average time spent on the page by the users
- c) Footfall data for the past 6 months

- d) Returning visitors' data
- e) Cart abandonment rate

Ans: c

A metric is considered useful only if it is Actionable, Accessible and Auditable. Footfall data for the past two months does not give a picture of the real performance of the website, hence is not suitable to get any meaningful insight. Such metrics are called 'Vanity metrics'.

2. Ramya and Ravi decide to start a company which makes premier smokeless cigarettes. They believe that this product would be an instant success and put a huge amount of money for manufacturing large quantities of the product and go into sale directly. Within 6 months, they go bankrupt with more than 80% of their inventory remaining unsold. What would be the main reason which can be attributed to their failure?

- a) Inappropriate team and intra-team conflicts
- b) Pricing and cost issues
- c) No Market need and Customer neglect
- d) Lack of passion
- e) Bad marketing

Ans: c

It is clear that they backed their hypothesis with no validation from the customers and also didn't try to find if there is a market need for the product. According to me, the smokers would have missed the elements of traditional cigarettes like the smoke, burn and the flick which make smoking hugely appealing to a large majority of smokers.

3. Which of the following is not a feature of Content marketing?

- a) It leads to increased sales and cost savings
- b) Educating customers with the information they need to make informed decisions
- c) It gives a deep sense of trust about the brand and makes customers loyal
- d) The company's products and services are pitched vigorously to gain attention
- e) It gives the advantage of pricing power in the long run

Ans: d

The main focus of businesses pursuing content marketing are the needs of the prospect or customer. Instead of pitching about their products and services the businesses deliver information that makes the buyer more intelligent to make informed decisions and feel confident while making the purchase.

Tanmay Bansal
18CS10055

1) At the first stage of your startup who should be your investor?

- A) You yourself
- B) Angel Investor
- C) Different Accelerators
- D) Corporate Investors.
- E) Your Customers.

Ans -> A, as you will be more attentive towards your company and your expenses if your own money is involved in it.

2) What is the biggest asset of a business?

- A) It's owners
- B) It's trusted employees
- C) It's investments in land, material things etc.
- D) It's customers.
- E) It's funding company

Ans -> D, the biggest assets of a business are it's customers without which it's impossible to sustain.

3) _____ is a form of financing especially for funding high technology, high risk and perceived high reward projects.

- A) Fixed capital.
- B) Current capital.
- C) Seed capital.
- D) Venture capital.
- E) Running Capital.

Ans-> D

Pranjal Singh
18EE30019

MCQ questions:

1. Which of the following is incorrect:
 - a. An elevator pitch can be used to entice an investor or executive in a company, or explain an idea to a founder's parents.
 - b. An elevator speech is a short description of an idea, product or company that explains the concept in a way such that any listener can understand it in a short period of time.
 - c. Elevator speech is basically self-praising one's own ideas and criticizing the competitors.
 - d. An elevator pitch is meant to last the duration of an elevator ride, which can vary in length from approximately thirty seconds to one minute making it short and direct.
 - e. Elevator speech must be given too fast and any interjection from audience should be ignored.

Options:

- i) a,b,d
- ii) b,c,e
- iii) c,e
- iv) c,d,e
- v) a,b,c

Answer: option iii) c,e

Reason: Elevator speech is not self praising one's own ideas and criticizing the competitors. It is explaining an idea topic in an exciting way in a short duration of time.

Elevator speech must not be given too fast, infact pitch must be according to the listener and any interjection by audience at any time should be accepted.

2. Which of the following statements about a Minimum Viable Product(MVP) is not true.

- a. It demonstrates enough future benefit to retain early adopters.
- b. It provides a feedback loop to guide future development.
- c. It has enough value that people are willing to use it or buy it initially.
- d. It is a squandering of resources (efforts, time, money, advertising) on a product that no one really wants, needs, or likes.
- e. Product demos, crowdfunding projects and landing pages are all common examples of MVPs.

Options:

- i)a
- ii)b
- iii)c
- iv)d
- v)e

Answer: option iv) d : It is a squandering of resources (efforts, time, money, advertising) on a product that no one really wants, needs, or likes.

3. Arrange the 5 steps of marketing research process in order:

- a. Gather problem specific data.
- b. Develop your research plan.
- c. Interpret data and report findings.
- d. Define the problem.
- e. Take action and solve problems.

Options:

- i) a,b,c,d,e
- ii) c,d,b,e,a
- iii) d,e,a,c,b
- iv) c,d,b,a,e
- v) d,b,a,c,e

Answer: option v) d,b,a,c,e:

Step1: Define the problem.

Step2: Develop your research plan.

Step3: Gather problem specific data.

Step4: Interpret data and report findings.

Step5: Take action and solve problems.

Chaitanya Trambadia

19ME10013

Q1. The Yahoo vs Google example teaches us about which myth of entrepreneurship?

- a) You need a business plan to succeed
- b) Entrepreneurs are in it for Money
- c) It takes a lot of money to start a business
- d) Being first to market is the key to success.
- e) College Dropouts make better entrepreneur.

Correct Answer: option (d) – Being first to market is the key to success.

Explanation: Yahoo was already established as a prominent search engine when Google started its journey. But eventually, the execution and the adaptability to change quickly to customer needs made Google what it is today.

Q2. If you have to choose one quality among the following to become a successful entrepreneur, which one it would be?

- a) Open to new ideas.
- b) Strong peer network.
- c) Empathetic.
- d) Unique work style.
- e) Financial savvy.

Correct Answer: option (c) – Empathetic.

Explanation: Though this is a very subjective question, and the answer may vary from person to person, but if you want to have a successful business, then you must feel and think like a customer and what it wants in a product or service. Example given in class: Discovery for the reason in the dying of babies in a class.

16AR10015

Hariharan M

1) Which of the following cannot give invitation to the public to subscribe for any shares in or debentures of the company?

- A. Subsidiary company
- B. Statutory company
- C. Private company

- D. Registered company
- E. All of the above

Answer: C. Private company

Reason: A Private company cannot give invitation to the public to subscribe for any shares in or debentures of the company.

2) What is the total amount of called up share capital which is actually paid to the company by the members?

- A. Nominal capital
- B. Reserve capital
- C. Called up capital
- D. Paid-up capital
- E. Authorized capital

Answer: D. Paid-up capital

Reason: Paid-up capital is the total amount of called up share capital which is actually paid to the company by the members.

ABHISHEK
17BT30026

1. Which of the following is/are part of operating expense?

- I. Depreciation
- II. Amortization
- III. Interest Payment
- IV. Insurance
- V. Raw-material purchase

Options:

- A. I and III
- B. I, II and IV
- C. II, III and IV
- D. III, IV and V
- E. All of the above

Ans: Option B.

Explanation: Operating expense is an ongoing cost for running a product, business, or system. Raw material is capital investment or one time investment and interest payment is done after completion of the operation. Hence these two are not a part of operating expenses.

2. Which of the following is not a part of Bootstrapping?

- A. Using used machines instead of buying new machines.
- B. Using interns instead of regular employees.
- C. Buying offices instead of renting to avoid the payment of huge rent every month.
- D. Following the lean development process.

Ans: Option C.

Explanation: Bootstrapping is building a company from the ground up with nothing but personal savings, and with luck, the cash coming in from the first sales. So buying offices at the starting phase cannot be a part of Bootstrapping.

Varun Garg
16AR10038

Q1. What is an Elevator Pitch and how it should be presented?

- I) Should be long, very detailed, and thorough when presented
- II) a precise description of your company to convey the desired information in the least of words so that one can get a holistic view of your strengths
- III) convey your unique expertise and credentials quickly
- IV) should not be longer than 1 min
- V) Can be Interjected by the Audience

Choose the correct option from the following:

- A) I, V
- B) II, III, IV, V
- C) II, III, V
- D) II, III, IV

Answer: (B) II, III, IV, V

Q2. A Business Angels group Invest \$ 500 Million in a venture for a 25% stake of the venture without a liquidation preference. The venture is then sold for \$ 1 Billion how much money would Business Angels Group and Venture's Entrepreneurs Receive after the company is sold/liquidated?

- A.) Business Angels = \$ 400 Million & Entrepreneur = \$ 600 Million
- B.) Business Angels = \$ 250 Million & Entrepreneur = \$ 750 Million
- C.) Business Angels = \$ 300 Million & Entrepreneur = \$ 700 Million
- D.) Business Angels = \$ 500 Million & Entrepreneur = \$ 500 Million

Answer: B.) Business Angels = \$ 250 Million & Entrepreneur = \$ 750 Million

Yaka Lakshmi Priyanka
18EE30026

1. Which of the following are true related to business plan?
- i) All startups/companies resemble their original business plan.
 - ii) The competitors of the business should be included on the cover sheet of the business plan.
 - iii) The purpose of a business plan is to attract financing and to discipline the entrepreneur to think of all aspects of the proposed venture.
- A) i, ii
B) i, iii
C) iii
D) i, ii, iii
E) ii, iii

Answer: C) iii

Explanation: Almost no startup resembles their original business plan because the situations change very rapidly.

2. Identify the incorrect statement of the following?
- A) For most of the startups, bootstrapping is an essential first stage.
 - B) Bootstrapping gives the concept a chance to be vetted by the market.
 - C) It would immediately generate funds to start business.
 - D) The struggle to repay a debt or deliver a return for an investor wouldn't be there.
 - E) Bootstrapping is a technique used by individuals in business which is self-sustainable means with no assistance from outside

Answer: C) It would immediately generate funds to start business.

Explanation: Bootstrapping takes you longer to get the funds and start the business. It is a potential disadvantage of Bootstrapping.

3. Choose the correct statements regarding early adopters?
- i) Early adopters are critical for the success of any new product or service.
 - ii) Early adopters provide you with an opportunity to test & improve the product before it gets to mass market.
 - iii) It is important to nurture your product's early adopters & work with them to drive mass adoption of the product.
 - iv) Early adopters are the people willing to try new stuff, even if it's buggy or feature poor.
 - v) Early adopters are the people who line up at apple store to try latest thing even when they know the first generation will have lot of problems.

- A) i, iv, v
B) i, ii, iv, v
C) ii, iv, v
D) iii
E) All of the above

Answer: E) All of the above

4. The average number of days inventory is held should be minimized for which of the following reasons?
- i) It costs money to store the products.

- ii) The longer a product stays in inventory, the less likely it will be purchased.
- iii) The longer the negative float, the more interest a business has to pay.
- iv) Some products will be wasted completely if they don't get purchased by a certain time
- A) i, iii, iv
- B) i, ii, iv
- C) i, ii, iii, iv
- D) ii, iii, iv
- E) ii, iv

Answer: C) i, ii, iii, iv

Mann Rakesh Goel

17CH30035

Question 1: Which of the following is not an explanation for why small businesses tend not to write formal business plans in some cases?

- A. A lack of understanding of the process or benefits of business planning
- B. Pressure on doing, rather than thinking, or gathering information
- C. No data being available
- D. The belief that strategic planning is for larger organisations
- E. They are not looking for money from outside sources initially and prefer bootstrapping at early stages

Correct Answer: C. No data being available

Explanation: The other three options are possible reasons to not draft a formal business plan for small business because of lack of clarity of their long-term vision and no validations to propose various things in their B-plan.

Question 2: Which of the following primary research needs relates to understanding a distribution channel better?

- A. Molson's conducting a beer taste test in bars
- B. Using the internet to sell a company's product directly to consumers
- C. A political party's analysis of previous year's fundraising data from the large corporate sector
- D. Black & Decker hardware measuring customer service satisfaction in hardware stores
- E. Costco conducting a member satisfaction survey

Correct Answer: E. Black & Decker measuring customer service satisfaction in hardware stores

Explanation:

Option D: Black & Decker uses hardware stores as a distribution network, and therefore wants to understand their end consumers' satisfaction with the hardware stores where they purchase the product. Therefore Correct.

Option B: This is a transaction, not the defining of a research need. Incorrect. Option C: This is a review of secondary data. Therefore Incorrect.

Option A: This is product specific research, unrelated to the channel where it is consumed. Therefore Incorrect

Option E: This is simply a customer satisfaction survey, as Costco is measuring satisfaction among current customers in its own stores. Therefore Incorrect

Question 3: Which of the following is a reason why a person might prefer to purchase a franchise rather than open a completely new business?

- A. Higher failure rate in business
- B. Increased independence
- C. Ability to benefit from previous experience
- D. Reduced royalty fees
- E. Higher Profits

Correct Answer: C. Ability to benefit from previous experience.

Explanation: Very few people have the natural ability or expertise to be efficient at all aspects of running a successful business. That is where the franchisor's experience comes into play.

Question 4: Which of the following statements is incorrect in relation to partnerships?

- A. Unless otherwise agreed, property will be considered partnership property where it had been purchased with partnership money
- B. Partners are held jointly and severally liable for the partnership debts
- C. Partners must act in good faith
- D. Partners are not agents of the organization
- E. Retirement of a partner results in reconstitution of the firm

Correct Answer: D. Partners are not agents of the organization

Explanation: Partners are considered agents of the organization. This enables the partners to manage the organization, contract on behalf of the firm, and obligate the other partners as a result of this (lawful) action. This means that even if a partner does not have the actual authority to perform such actions, he/she may still bind the partnership under 'apparent' authority.

Question 5: An organization's external environment consists of the general or macro environment and _____?

- A. The internal environment
- B. The competitive environment
- C. The specific environment
- D. The micro-environment
- E. The economic environment

Correct Answer: B. The competitive environment

Explanation: The competitive environment deals with the industry in which the company competes and is a part of the external environment of the company. On the other hand, the general environment could affect all industries and has a less direct effect.

Fouzail Azam

Q1. Which of the following is NOT a common myth about entrepreneurs?

- A) Everyone has the potential to be an entrepreneur.

- B) Entrepreneurs are born, not made.
- C) Entrepreneurs are gamblers.
- D) Entrepreneurs love the spotlight.
- E) None of the above

ANSWER -A

Q2. The entrepreneurial process is comprised of each of the following steps EXCEPT:

- A) Deciding to become an entrepreneur.
- B) inventing a new product or process.
- C) managing and growing the entrepreneurial firm.
- D) moving from an idea to an entrepreneurial firm.
- E) working on a business idea.

ANSWER -B

Q3. The statement of cash flows is divided into _____activities.

- A) profitability, stability, and investing
- B) stability, earning, and financing
- C) spending, earning, and capital
- D) operating, investing, and financing
- E) none of these

ANSWER -D

Q4. What are the primary reasons that startups need funding?

- A) Cash flow challenges, capital investments, and lengthy product development cycles
- B) Business research, cash flow challenges, and costs associated with building a brand
- C) Bonuses for members of the new venture team, legal fees, and lengthy product development cycles
- D) Attorney fees, capital investments, and marketing research
- E) Legal fees, costs associated with building a brand, cash flow challenges, and marketing research

ANSWER -A

Aman kumar Sharma

18EE10008

Q. Which of the following should be considered for building a business plan?

- A. Show investors money
- B. Refrain from highlighting any risks
- C. Poetic Phrases, so investors will during presentation of business plan
- D. Words are tools for conveying ideas.

- 1. ABC
- 2. ACD
- 3. BCD

- 4. AD
- 5. BD

Ans 4

Explanation : Entrepreneurs must not hide any coming risks and being professional no any poetic phrases in business plan.

Q. Managerial Economics deals with

- 1. Decision making process of investors to invest in a company
- 2. how to manage the economy of company by entrepreneurs
- 3. changing macro and micro economic conditions of the company with the help of managers and ceo of the company.
- 4. the decision making process by managers and entrepreneurs in response to changing macro and micro economic conditions.
- 5. All of the above

Ans: 4

Explanation: the decision making process by managers and entrepreneurs in response to changing macro and micro economic conditions.

Q. Which of the following is Incorrect for angels and venture capitalists?

- 1. Angels do get personally involved, but VCs usually get inextricably associated.
- 2. An angel and VC investor works alone or in group
- 3. Angel investors only invest in early-stage companies. VCs look for proven track record.
- 4. They differ in due diligence. VCs are more formal & meticulous
- 5. None of these

Ans: 2

Explanation: OPTION 2 IS INCORRECT because, venture capitalists are part of a company only Angel investor works alone or in group.

19BT3EP06

- 1) Which among these options are the disadvantages of being an entrepreneur?
 - a. Originality
 - b. Freedom
 - c. Independence
 - d. Excitement
 - e. Irregular Income

Answer: Option e

Explanation:

- a. Originality: Entrepreneurs feel that they provide something new to the society which other can't or which was not been ever provided before, e.g. I-pod, I-pad, etc. This increase their self-confidence.
- b. Freedom: An entrepreneur can work on any idea which they feel will eventually turn out to be a successful venture. E.g. Richard Branson's idea of space mission. They are given the liberty of freedom of thought which the employees do not enjoy.
- c. Independence: Some wish to be their own boss and make all the important decisions themselves. For, such person's entrepreneurship is the perfect answer.
- d. Excitement: Involvement of risk element in the business makes it quite an exciting avenue. E.g. Steve Jobs left his position in Apple Inc. and in his excitement to do something new, started Pixar which later turned out to be a successful venture.
- e. Irregular Income: Starting-up an enterprise means that the person must be willing to give up the security of a regular source of income.

2) Which Ethical Practices is not to be followed by an entrepreneur?

- a. Judicious use of natural resources.
- b. Providing quality and correct quality of goods to customers.
- c. Not keeping in mind, the environmental issues during production.
- d. Paying the minimum and correct wages to the workers.
- e. Not to use child labor in their production.

Answer: Option c

Explanation: Following ethics can bring significant benefits to a business in the form of:

- Attracting customers to the firm's product which means boosting sales and profits.
- Attracting investors, and keeping the share price high thereby, protecting the business from takeover.
- Making employees wanting to stay with the business thereby, reducing labor turnover and therefore increasing productivity.

3) How should be an attitude of an entrepreneur look like?

- a. Not believing in oneself
- b. Not maintain strong work ethic
- c. Be flexible, even with the core values
- d. Making timely decisions
- e. Holding back due to fear of failure

Answer: Option d

Explanation:

- a. One needs to believe in one's own self, in one's company, and that one will be successful. One's confidence is contagious to one's employees, customers, stakeholders, suppliers, and everyone, one deals with.
- b. An entrepreneur should be the first to follow and maintain a strong work ethic, only then the employees will follow the lead. It will also help one to beat one's competitors by outworking them, particularly in the case of similar products and services.

- c. Flexibility is important for success in today's dynamic world. So, plans and strategies are bound to change with changing times. However, no matter what the pressure for immediate profits, an entrepreneur should not compromise on core values.
- d. An entrepreneur should always take timely decisions based on his/her intuition. Planning and though are good, but procrastination lead to one to miss opportunities.
- e. Failure is an opportunity to learn. All things being equal, venture capitalists would rather invest money in an individual, who tried and failed founding a company than in someone who never tried.

4) Which of the following factor doesn't play an important role in Market Survey?

- a. Market Survey helps in attaining objectives
- b. Market Survey helps in risk reduction
- c. Market Survey helps in market overview
- d. Market Survey facilitates in decision making
- e. None of these

Answer: Option e

Explanation:

VelpulaKushulu

18EE10056

1. Which of the following is not defined by the Lean startup?

- a) Speeding up production process economically without compromising on customers' needs.
- b) Customers' feedback is the basis for progress measurement.
- c) Charge as per the convenience of the customers.
- d) Continuously creating disruptive innovations.
- e) Keep adjusting with the feedback of customers.

Answer: e

The basic idea of the Lean startup is to take feedback from the customers as soon as possible and change production process according to it. Charging customers as per their convenience may result in delayed feedbacks which deviate from the whole point.

2. Identify the incorrect statement/s.

- I. Business model does not include values and culture of the company.
- II. Majority of the Innovations are value addition to an earlier version.
- III. Management is an inextricable part of Business model Innovation.
- IV. In the Product adoption curve, chasm occurs due to difference in ideologies between early majority and late majority.

- a) All the statements.
- b) 1,2,3
- c) 2,3
- d) 1,4
- e) None

Answer: d

The values and culture of the company is what builds trust among the customers. So, they are an important aspect in Business model.

In the Product adoption curve, chasm occurs due to difference in ideologies between early adopters and early majority.

Vishesh Anand
19IE10042

Q1. Goodwill is characterized as-

- A. A good relationship between a company and its auditors
- B. A non-confrontational attitude between a company's management and its employees
- C. Amount by which the value of a business as a whole exceeds the balance sheet value of its individual assets less liabilities
- D. The trust that the company's clients have in the company's products

Q2. Capital investment is characterized by-

- A. Has the prospect of short-term benefits
- B. Has the prospect of long-term benefits
- C. Applies only to investment in fixed assets
- D. Is only undertaken by large corporations

Q3. Working capital is a measure of

- a. Consistency.
- b. Profitability
- c. Solvency
- d. Liquidity
- e. None of the options listed

Explanations

Q1. When a company acquires another company, it purchases its fixed assets such as property, plant, and equipment, and the intangible assets.

The amount the buyer pays beyond the book value of these identifiable assets is recorded on the balance sheet as a separate noncurrent-asset called goodwill.

In order to calculate goodwill, the fair market value of identifiable assets and liabilities of the company acquired is deducted from the purchase price.

For instance, if company A acquired 100% of company B, but paid more than the net market value of company B, a goodwill occurs.

Q2. Capital investment is the procurement of money by a company in order to further its business goals and objectives. It refers to a company's acquisition of long-term assets such as real estate, manufacturing plants and machinery.

A capital investment can be made via several sources including using cash on hand, selling other assets, or raising capital through the issuance of debt or equity.

Q3. Working capital is the amount of available capital that a company can readily use for day-to-day operations. It represents the difference between a company's current assets and current liabilities. It measures a company's liquidity, operational efficiency, and short-term financial health.

Abhishek Kulshrestha
20RJ91R01

Q.1 Suppose you are an entrepreneur and In order to win over competitors and attract the customers, your company needs to create:

- a) create new markets
- b) New customers
- c) Meaningful unique selling proposition that is more valuable and has more opportunities
- d) More Products

ANSWER: OPTION C

Q.2 Suppose you are advertising your service product (like uber, Zomato, Netflix) as a marketer you will need to

- a) show the product
- b) Need not show the show product
- c) Show some tangible clues to help the customers to understand and evaluate
- d) create world class environment to attract the customers

ANSWER: OPTION C

Q.3 Good market segments should satisfy all the following except

- a) Stable
- b) measurable
- c) undifferentiated
- d) accessible

ANSWER: OPTION C

Q.4 The firm must make all the following decisions when determining which segment it will target for effort and how it will position itself in those market segments except;

- A) results
- B) resources
- C) actions
- d) retractions

ANSWER: OPTION d

Q.5 Suppose you have developed a product for a market that already has a variety of products(eg Shampoo market) , then which of the following is NOT a method of generating growth in such a mature market

- A) Increasing product use
- B) increasing price
- C) repositioning your product
- D) improving physical distribution

ANSWER:OPTION A

16MA20012

Anvee_Naik

1) When a company goes into liquidation, the resulting funds are distributed among all creditors and equity holders. Following the seniority of creditors who among the following will get paid the last?

- a) Preference Shareholders
- b) Owner of the company
- c) Secured creditors
- d) Stockholders
- e) Senior employees of the company

Answer: d) Stockholders, here the options owner of the company and seniors employees of the company are ambiguous and have been kept to confuse the reader. According to the seniority of creditors, stockholders are paid at the last.

2) Say you are starting a company which will develop a drone based, weed detector using a camera attached on the drone, to help farmers easily maintain large lands. Which of the following can be eliminated from the MVP for this idea:

- a) A drone with vertical take off feature
- b) Different colours of drone available
- c) A wide angle camera
- d) A long range remote control with 50 km coverage
- e) Robust detection of weeds at any time of the day

Answer:b) Different colours of drone available, the other options are all important to be a part of MVP as they make the product more useful to use and are integral to such a product. But different colours need not be provided in MVP since that is a superficial factor that can be added later on.

3) Which out of the following should not be used in segmenting a market to sell leather jackets?

- a) The climate conditions of the area where customer lives
- b) The economic status of customers
- c) Whether the customer is married or single
- d) Whether the customer is vegan/vegetarian or not
- e) Age of the customer

Answer: c) Whether the customer is married or single, this option has no relevance to whether a person would want to buy a leather jacket or not. Whereas climate matters because leather jackets are required in colder climates. Economic status matters because leather jackets are expensive. And, as they are made from the fur of animals, it would not align with the beliefs of

vegans/vegetarians. Also, usually older people are not that interested in the current fashion trends so leather jackets would sell more among younger people.

4) Say you want to manufacture plastic buckets, which out of the following is not a fixed cost for that venture?

- a) Rent of premises
- b) Salary of full time workers
- c) Machines bought for the factory
- d) Electricity bill for a month
- e) Annual servicing of machines

Answer: d) Electricity bill for a month, this can vary for every month whereas the rest of the options are a fixed cost.

17EE10018

Madhumita Paul

Q1:

Which of the following is NOT a feature of a limited company?

- a) The company's separate legal personality
- b) The perpetual succession of the company
- c) The limited liability of the members
- d) The directors' immunity from any criminal sanctions
- e) Globally, they are preferred by service industry

Correct answer: (d)

The company's separate legal personality limits the liability of the members, but this does not prevent the directors from being held liable for breaches of (for example) health and safety legislation.

Q2:

In respect of a pub chain seeking to learn more about trends in dining out, the following are all examples of _____. Financial Times industry sector surveys; other pub chains' annual reports, and reports published by trade bodies representing the licensed pub trade:

- a) tertiary data
- b) market information system
- c) primary data
- d) secondary data
- e) data gathering from primary resource

Correct Answer: (d)

All of these are examples of secondary data - the pub chain would be a secondary user of the information which had been previously collected.

SATYAM PANDEY

18ME30039

Q1. How can an organization provide superior customer value to customers ?

- A) by conducting market research
- B) by offering their products at the lowest price
- C) by offering extended warranty coverage on products
- D) by doing a better job of anticipating and reacting to customer needs than the competition does
- E) by offering more variations of a product

CORRECT ANSWER: D

EXPLANATION:

The best method to provide the customer value is to develop the product in the way of fulfilling the customer needs. If customer found the product that provides him relief from certain problems, then this will create higher customer value.

Q2. Smaller women like to purchase fashionable clothes just as much as any women. However, most clothes are not proportioned for their smaller size and do not fit well. As a result, several manufacturers offer "petite" sizes of clothing for this group of consumers. Women who comprise this group have needs that differ somewhat from the total market and represent a _____.

- A) demographic segment
- B) lifestyle segment
- C) market potential
- D) sub-market
- E) market segment

CORRECT ANSWER: E

EXPLANATION:

By examining the above problem, it clearly reflects that the need of people of petite sizes place them in a certain group from the market prospective. Therefore, to addressing this problem and what the group represent is a part of market segmentation and thus, they are a Market segment.

Rajkumar Bunkar

1. What is the need of entrepreneurship:

- (a) For new innovation
- (b) To fill gap in growth
- (c) For healthy competition
- (d) For upcoming generations.
- (e) All of above

Ans-(b)

Explanation-

The most important feature of entrepreneurship is gap filling. It is the job of the entrepreneur to fill the gap or eliminate the deficiencies in knowledge above the production function forever.

Some inputs such as motivation and leadership are unclear and their output is uncertain.

2. Which one of the following is the process of entrepreneur developing new products that over time make current products obsolete?

- (a) New business model
- (b) Anatomization
- (c) Creative Destruction
- (d) None of above

Ans-(c)

Explanation-

Creative destruction is the continuous process of generating changes in technology and business

models that make obsolete the skills that have made successful organizations.

3. which of the following is not the method for valuation of startup venture?

- (a) Cost-based methods or cost to duplicate.
- (b) Income-based methods using similar transactions elsewhere.
- (c) Scorecard Method.
- (d) Market-driven method based on stock market data.
- (e) Venture capital method.

Ans-(d).

Vishal Kumar Mishra

19ME3EP03

1.

Suppose Mr. Ram started a sole proprietorship firm named "Sinpho", a location tracking company.

The product gives instantaneous location with video and audio in a watch. He invested Rs. 40 lakh and also added the subscription offer of Rs. 20/month for further benefits. In this way he bootstrapped and took no loan.

Two years later Sinpho's valuation was at Rs. 10 Crore. A VC invested Rs. 10 crore in 2X preference equity as the company wanted to focus more on its R & D sector.

Later on during liquidation, company sold for Rs. 15 crore only and Mr. Ram had personal property worth 10 crore.

Answer the following questions

- 1. How much money will the VC get?
- 2. What will be the net personal property of Mr. Ram after selling the company?

Ans:

- 1. 20 crore
- 2. 5 crore

2. Repeat the question if the company would have been sold at Rs. 30 crore.

Ans

1. 25 crore

2. 15 crore

Saurabh Singh

17EE10041

Q1) Apple and Samsung are both major MNC. Assuming that both create products that, are more or less on equal footing, why is that Apple has more market share than Samsung in America, but the opposite is true in India, even though India is major potential market? Select all that apply

- a) Technological Edge
- b) Geographical barriers
- c) Government policy
- d) Capital requirements to enter market
- e) Access to distribution channel
- f) Brand loyalty
- g) Customers' cost of switching

Answer: c) Government Policy: India has high tariff in goods imported into the country. Thus, the price of Apple products almost doubles. Whereas Samsung has a few manufacturing plants in India, due to which it is able to keep the price under control.

f) Brand Loyalty: Apple enjoys certain brand loyalty in America. Most people who convert to Apple do not convert back. Samsung on the other hand uses Android as operating system, which can be found on many other phones.

g) Customers cost of switching: Apple has created an integrated environment, where in all its products and services are connected in some way. Thus, once a person is embedded into that environment it is easier for him to bug an Apple product than to switch to any other company. Android also has similar services, but they belong to Google, not Samsung. Thus, it becomes easier for the customer to switch between different brands while retaining all his data.

Q2) Blockbuster was a major DVD rental store with stores all across America and was already an established brand when Netflix arrived. It even teamed up with Enron to create a Video-on-Demand Service. But in 2010 Blockbuster filed for bankruptcy while Netflix is now worth \$194 billion. Why?

- a) Lack of Business Model Innovation
- b) Lack of Brand Loyalty
- c) Lack of Technological Edge
- d) Lack of Scalability
- e) Unfavourable Market Structure

Answer: a) Lack of Business Model Innovation

Blockbuster was a major brand at the time. It had a lot of brand loyalty, and was the leader in video rentals in the market. So 'b' and 'e' are wrong. It had also invested in a video-in-demand service, this it had the technology to compete with Netflix. So 'c' is wrong. It had stores all across America and an online service, so it had potential for scalability. But it was found by Enron and others that Blockbuster was a more focused on its physical rental stores than its

online streaming platform. It also has the opportunity to buy Netflix. But due to its inability or non-desired to move into and innovate on the online streaming, it was out performed by Netflix and soon grew irrelevant in the digital age.

Q3) a) Your father has a small business in your local town b) after graduating college you decide to join your fathers business as an equal entity, while the business is still small in size c) you were able to expand it into a considerable size, but your father decided to retire, thus you are now looking for a partner d) you were able to find a few business partners and decided to expand your company

Which legal entity is the most suitable for each of the cases?

- (i) Limited Liability Company
- (ii) Proprietor ship
- (iii) One Person Company
- (iv) Partnership

Answer: a) Proprietorship

b) Partnership

c) One Person Company

d) Limited Liability Company

Bhavya Kumar

17CH30007

1)

Which of the following statements is false?

- i) The maximum number of failures in Entrepreneurial ventures arise due to bankruptcy
- ii) Entrepreneurs are high-risk lovers
- iii) Balance sheet conveys the assets, liabilities and owner's equity at any particular point of time
- iv) The different profit metrics help a company understand and assess its performance with respect to its competitor
- v) Cash flow originates from either Operating or Financing Activities

- a) i , ii & iii
- b) ii, iv & v
- c) i, ii & v
- d) i , iv & v
- e) None

Answer: Option c [Statements i, ii & v are false]

Explanation:

i) The maximum number of startup failures occur because of inability to finding customers for their product. Hence, i) is false

ii) Entrepreneurs do have strong appetite for risk but they are not risk-lovers. It is one of the myths of Entrepreneurs. Hence, option ii) is false

iii) Balance sheet is a snapshot of company financials at a particular point of time. Hence, option iii) is true

- iv) Each type of profit metric helps to make comparison. Eg: Gross profit reflects the efficiency of converting input into output whereas EBITDA helps in making comparison by eliminating the difference of depreciation, interest and tax. Therefore, option iv) is correct
- v) Cash flow originates from Operating, Investment and Financing activities. Therefore option v) is false

2)

Choose the correct statement:

- a) Early adopters are mostly pragmatics while the Early majority are Technology Enthusiast
- b) Value proposition assures consistency of sales approach at all customer levels and throughout a market segment
- c) A standard business plan is one page document containing business concept, market description and expected Financial performance over the coming years.
- d) MVP focuses on the earnings that can be generated by developing a product.

Answer: b)

Explanation:

- a) Early adopters are mostly Technology Enthusiasts while the Early majority are Pragmatics
- b) A value proposition refers to the value a company promises to deliver to its customers. It consists of a package of benefits from which a customer is persuaded that he/she derives greater value than from a competitor's offering. A fully understood and articulated VP keeps the focus on value, not price. And properly directed at the weakness of a fully researched and understood competitor, the VP can help verify or substantiate a supplier's positive differentiation from that competitor. Proper understanding of VP would assist Sales personnel in effective selling of the product to its customers across all market segments.
- c) Length of a Business plan is not defined. Most business experts say it should be 30 to 50 pages, as a minimum, while others may say even less or more than this depending on their own personal perspective.
- d) MVP (Minimum Viable Product) focuses on learning and MMP (Minimum Marketable Product) focuses on earning. MVP basically gives a version of product that customers can use and give feedback which could be used for further developments

17IM10005

Aditya Singhania

1. The most common reason for failure of ventures is
- A. They want to sell something that nobody wants to buy
 - B. They run out of cash
 - C. Disharmony among funders

D. Lack of innovation

Ans: A

42% of the well-funded ventures fail as they want to sell something that nobody wants to buy.

2. Following is NOT a myth regarding entrepreneurs

- A. Entrepreneurs are only high-risk lovers
- B. It doesn't take a lot of money to start a business
- C. Entrepreneurs should be in it for the money
- D. Entrepreneurs are born in business families

Ans: B

More than 80 percent of new ventures are bootstrapped from personal savings, credit cards, friends and relatives, and sweat equity.

3. The single most important reason that startups succeed is

- A. Funding
- B. Creativity
- C. Appropriate timing
- C. Better customer service

Ans: C

4. Reasons for failure of a startup can be

- A. Uncompromised and consistent ethics
- B. Improper scaling
- C. Eye on profit
- D. Consistent philosophy

Ans: B

It is important to hire a talented executive team with complementary skills early on to flawlessly scale the business.

AYUSH ANAND

17CH30006

Q1. Which of the following statements is true?

- i) Amortization and depreciation are two methods of calculating the value for business assets over time.
- ii) Salvage value is the likely money to be recovered by selling an asset after the end of its useful life and is compulsorily required for determining depreciation
- iii) Business model necessarily contains only the business strategy and expected financial performance

Options:

- (a) All of the above
- (b) (i) only
- (c) (ii) only

(d) (iii) only

Answer: b) [Only statement i) is true]

Explanation:

i) Depreciation is an accounting method of the gradual apportioning of the cost incurred to acquire a tangible asset as expense over its useful life whereas Amortization is the gradual spreading out of the cost of acquisition of intangible assets like R&D and Brand building. Both are together used for calculating the value of assets associated with the business.

ii) Salvage value is the likely money to be recovered by selling an asset after the end of its useful life and is required for calculation of depreciation only in case of the Straight Line method. There's no need for estimating the salvage value for Depreciation calculation by Declining Balance Method/ Reducing Value method. Therefore, this statement is incorrect

iii) Business plan contains the business strategy and expected financial performance for the coming years. So this statement is false.

Q2. Which of the following statements are true about the Global Entrepreneurship Index (GEI)?

i) GEI measures the health of the entrepreneurship ecosystems

ii) It is measured annually

iii) For a country, GEI is directly proportional to per capita GDP

Options:

(a) (i) & (ii)

(b) (i) & (iii)

(c) (ii) & (iii)

(d) All three

Answer: a)

Explanation:

The Global Entrepreneurship Index is an annual index that measures the health of the entrepreneurship ecosystems. The GEI is composed of three building blocks, called 3A's: entrepreneurial attitudes, entrepreneurial abilities, and entrepreneurial aspirations. Therefore, it is not necessarily proportional to per capita GDP.

Vatsal Mitesh Tailor

17CH10047

Drone startup Airware and AI firm Anki both went out of business because of which of the following reasons?

a) Did not follow lean philosophy

b) Were not able to raise enough money for their firm

- c) The products that they sold were not competitive for the market
- d) Intra-team conflicts

ANSWER: (a)

EXPLANATION:

- a) The founders were too extravagant. The workers of both the firms reported this and thus this is the correct option
- b) This is wrong as both the firms raised huge amount. Anki AI was going for billion dollar IPO and Airware was valued 118M dollars. Thus both of them had enough money
- c) This is wrong, as the products that they sold were the best in the market. The cause of the failure was that they took this too far and squandered too much money
- d) This is completely irrelevant, as no such case was reported

Consider the current pandemic situation. You are the head of a pharmaceutical firm, and your firm has successfully produced a vaccine. Based on previous experience, which of Drucker's Five Deadly Sins do you need to be beware of:

- a) Seeking high profit margins and premium pricing
- b) Charging what the market will bear
- c) Using cost-driven pricing
- d) Focusing on past winners
- e) Giving problems priority over opportunities

ANSWER: (a)

EXPLANATION:

- a) Given the demand and monopoly in the current situation, you might be deceived to charge very high. Thus one must be wary of the downfall that this can cause. Take the example of Martin Shkreli, for sharply raising drug prices.

The rest all options are irrelevant here.

You have an idea for a start-up and are seeking funding, in what sequence will you approach the below sources of funding at different stages of start-up?

- 1. Angel Round
- 2. Family and Friends
- 3. Public Issue
- 4. Series-A round
- 5. CO-founder stake
- a) 5,3,1,2,4
- b) 5,4,3,2,1
- c) 5,2,1,4,3

d) 5,1,2,3,4

ANSWER:: c

EXPLANATION::

GO in the following sequence

Co-founder stake, if its successful go for money from family and friends. Then comes Angel round, then series A funding and then at last public issue

19MI3EP08

Rohit Mahatme

1) The _____ section of the business plan should be written last.

- Financial Statements
- Executive Summary
- Appendices

2) What is a definition of an objective?

- A defined specified outcome to be achieved in the long-term
- A clear set of goals to be attained given a set number of resources
- A clearly defined and measurable outcome to be achieved over a specified timeframe
- A set standard of performance agreed by workers and managers

3) Who provides assurance that a company's financial statements represent a true picture?

- Audit Firms
- Top Management
- Investment Bankers
- Board of Directors

4) Which of the following do NOT makes a successful marketing strategy?

- Product
- Price
- Promotion
- Place
- Marketing Manager

Remark: When creating a marketing strategy, keep in mind the four P's of marketing

5) Questions Your Business Plan Should Answer

- How much capital is required to execute your business plan?

- On a summary basis, what is the historical financial performance of the company (even if, and perhaps particularly if, you have no revenues)?
- What new products/services are being developed and when will they be ready for market?
- Why are they superior or inferior to a competitor?
- How many potential customers have you talked to?
- How will you get this product into mass market distribution channels?

Pranjal Gupta

17EX20020

Ques 1) Which of the following is the Characteristics of Successful Entrepreneurs?

- 1) They take what they do seriously.
- 2) They make the big decisions carefully.
- 3) They aren't scared of the road less traveled.
- 4) They harness technology.
- 5) All of the above

Ans1) All of the above

Explanation 1) Entrepreneurs understand that the success or future of the business ultimately rests upon their shoulders. When they run a startup, whether or not rent is paid depends on how they run the business. Because of this, all successful entrepreneurs take their work very seriously. Every decision has repercussions, whether good or bad. Over time, those consequences shape their reality and tell the story of their lives. Entrepreneurs who are doing well take note and carefully identify the potential long-term effects of each decision, while seeking counsel before making a major decision. Different actions have different results so following the crowd only leads to where others have been before. Successful entrepreneurs aren't afraid to venture out on their own with a company and blaze a new trail. That's their defining characteristic. Some of the best inventions and designs have come from the minds of those who weren't afraid to be different. Things change constantly, and they change especially quickly in business. To best serve their customers, successful entrepreneurs keep up to date with the best technology can offer to them. Take, for example, live chat. It can make a huge difference in your company's customer service results and overall growth.

Ques 2) Which of the following is not a component of operation strategy?

- 1) Plant location decision
- 2) Product design decision
- 3) Dealership decision
- 4) Marketing decision
- 5) All of the above

Ans2) Product design decision

Explanation 2) Operations strategy comprises six components : (1) Positioning the production system. (2) Focus on factories and service facilities. (3) Product/Service design and development. (4) Technology selection and process development. (5) Allocation of resources to strategic alternatives. (6) Facility planning

Jarupula Baba
17EC10022

1. Which of the following was NOT identified as one of the suggestions for small business success?

- a. Develop a business plan as you grow your business.
- b. Manage your financial resources and understand financial statements.
- c. Know your business in depth.
- d. Learn to manage people successfully.

2. Which of the following is/are true regarding business plans?

- a. Provide a pathway to success
- b. Allow entrepreneurs to replace faulty assumptions with facts before making the decision to go into business
- c. Create a benchmark against which entrepreneurs can measure actual company performance
- d. All of the above.

Name- Rajat Khetan

Roll. No- 18MF10023

Qus.1 Cost of a product are driven by several factors, some of them are fixed other are variables. Mark the options which are under the category of variable cost

- a) schedule, routine or preventive maintenance
- b) electricity bill
- c) Interest cost on working capital loan
- d) Wages paid to contractual workers
- e) Transportation
- f) Salary paid to regular employee
- g) Packaging and Delivery
- h) Interest cost for long-term loan
- i) need-based or trouble-shooting maintenance

- 1. All of these
- 2. b, c, d, e, g, i
- 3. a, b, h, d, e, f,
- 4. a, b, c, d, e, g
- 5. b, d, e, g

Ans. Option2- (b, c, d, e, g, i) [Self explanatory]

Qus.2 Break Even point is the number of units to produce and sell at which the total cost is just equal to total sales. How the cost of product effect at break even point?

1. After BEP price of an individual product increase, as we increase the production quantity, due to increase contribution of fixed cost.
2. After BEP price of an individual product increase, as we increase the production quantity, due to decrease contribution of fixed cost.
3. After BEP price of an individual product decrease, as we increase the production quantity, due to increase contribution of fixed cost.
4. After BEP price of an individual product decrease, as we increase the production quantity, due to decrease contribution of fixed cost.
5. After BEP price of an individual product constant, as we increase the production quantity, due to constant contribution of fixed cost.

Ans. Option-4 [Reason- fixed price remains constant but its contribution decrease as no of production increases]

Qus.3 Operating leverage is the degree to which a firm can increase operating income by increasing sales. Which are the supporting statements?

- a) is the ratio of fixed costs to variable costs.
- b) is the ratio of variable costs to fixed costs
- c) Lower the variable cost, higher the operating leverage
- d) Lower the variable cost, lower the operating leverage
- e) low operating leverage means that the fixed cost of a company is high compared to the variable cost
- f) High operating leverage means that the fixed cost of a company is high compared to the variable cost

1. b, d, e
2. b, d, f,
3. a, c, f
4. a, c, e
5. b, c, f

Ans. Option-3- (a, c, f) [Self explanatory]

Qus.4 A company defaults on payment to a creditor and the court orders liquidation. How the payment will be made and will there be anything for the equity holder?

1. bank loan> unsecured loan> trade creditor> equity shareholder> preference stocks
2. bank loan > trade creditor > unsecured loan >preference stocks> equity shareholder
3. equity shareholder> preference stocks> bank loan> unsecured loan> trade creditor
4. equity shareholder> bank loan> unsecured loan> preference stocks> trade creditor
5. preference stocks> equity shareholder> bank loan> unsecured loan> trade creditor

Ans. Option-2 [preference level taught in the class]

Qus.5 Different methods of funding are available. Mark the correct options regarding the investment strategy.

- a) Equity investment gives ownership to investors
- b) Equity holder has the first right to repaid in case of liquidation.
- c) Preference Stock holders have voting rights in management decisions.
- d) Debt is loan taken on interest and has to be repaid – no matter what.
- e) Grant has to repaid in particular time period.

1. a, c, d
2. b, c, e,

3. a, c, e

4. a, d

5. b, d, e

Ans. Option-4 [Taught in the class]

Saurav Kumar Nishant

17CH30049

1. If the present Value of Cash Inflow is greater than the Present Value of Cash Outflows, the project would be:

- A. Accepted
- B. Rejected
- C. May be accepted or rejected
- D. Data Insufficient
- E. Needs to start the project to decide

ANS – A

EXPLANATION - accepted because cash inflows keep the business running and is a sign for the long life of the business

2. Which of the following is an important source of idea generation due to their familiarity with the needs of the market.

- A. Existing products and services
- B. Distribution channels
- C. Federal Government
- D. Consumers
- E. None of the above

ANS – B

EXPLANATION – distribution channels have a very good idea of the happenings in the market due to their continuous interaction with the market

Kushagra Chitkara

19EE10036

Q1) Who are early adopter customers?

- 1) Customers who don't know that they have the problem that you're solving
- 2) Customers who already know that they have the problem that no one is solving
- 3) Customers who already know that they have the problem you're solving
- 4) Customers who have a problem someone else is solving
- 5) None of the above

In this context, early adopter customers are ones who have a problem and they're relevant because your product would solve their issues.

Hence the third option, "Customers who already know that they have the problem you're solving", is the correct answer

Q2) The process of creating a good value proposition includes the following except:

- 1) Offers a solution that is 'nice to have'
- 2) Clarity in the formulation of the statement
- 3) Offers a solution that is 'need to have'
- 4) Lining up the features and benefits of the product to the real need for the solution to the customer's pains
- 5) All are essential

Here it is clear that something that is 'nice to have' doesn't belong or isn't as essential as the other options are. Hence the answer should be Option 1) "Offers a solution that is 'nice to have'"

Sai Vishnu Bharath V

Roll No:17EC10050.

MCQ Questions

1) Which of the following Statements Correctly Describes the VISION of a Company?

- A) Vision is an Overall Statement of the goal of the Organization.
- B) A Vision statement defines what an organization is, why it exists.
- C) A Vision statement is a set of goals set to achieve in a period of time.
- D) A Vision statement is used by the company to explain its purpose of being.
- E) None of the Above.

Answer) Option A: Vision is an overall statement of the goal of an Organization

Vision Is an abstract statement which will be useful to anchor the company in difficult times. It is more specific than vision.

2) Which of the following is true about Balance Sheet?

- A) It is a Financial Statement that provides information on cash sources of a company for a certain period of time.
- B) It is a Financial Statement that shows the costs, expenses incurred during a specific period of time.
- C) It is a Financial Statement that reports a Organisation's assets, equity, liabilities at a particular point of time.
- D) None of the above.

Answer: Option C: Balance sheet is a Snapshot of Financial position at a particular point in time.

3) Which of the following is part of Operating Expense?

- A) Maintenance
- B) Depreciation
- C) Amortization
- D) Rent
- E) All of the above.

Answer: E (All of the Above). Maintenance, Depreciation, Amortization and Rent all come under Operating Expenses.

NIHAR Y. JOSHI

Rollno.: 17CH10029

1. Below are 3 statements provided,

Statement I: The advantage of “Open Innovation” is it accelerates the development process

Statement II: In the case of “Open Innovation” the cost of product development however increases.

Statement III: “Open Innovation” reduces resource requirement and skill gaps.

Answer True/False accordingly

- a. I, II, III all True
- b. I, II True and III False
- c. I, III True and II False (Answer)
- d. I True and II, III False
- e. I, II, III all False

2. What was Dhirubhai Ambani’s motto for working?

- a. “Think Different”
- b. “Loss is mine, the profit I share” (Answer)
- c. “Growth is life”
- d. “Just Do It”
- e. None

3. Identify the correct order for phases in the life of a venture.

- a. Idea, Define, Validation, Prototype, Refined prototype, Go-to-market, Growth, Commercial operation, Sustain
- b. Idea, Define, Prototype, Validation, Refined prototype, Go-to-market, Commercial operation, Growth, Sustain
- c. Define, Idea, Prototype, Validation, Go-to-market, Refined prototype, Commercial operation, Growth, Sustain
- d. Define, Idea, Validation, Prototype, Refined prototype, Growth, Go-to-market, Commercial operation, Sustain
- e. Idea, Define, Prototype, Validation, Refined prototype, Go-to-market, Commercial operation, Growth, Sustain (Answer)

4. What is the correct order for “Steps to Innovation” in design thinking? a. Design, Empathize, Ideate, Prototype, Test

- b. Define, Ideate, Empathize, Prototype, Test
- c. Empathize, Ideate, Design, Prototype, Test
- d. Empathize, Define, Ideate, Prototype, Test (Answer)
- e. None

5. What does “Tone” mean in Color terminology?

- a. Pure color + White + Black (Answer)

- b. Pure color + White
- c. Pure color
- d. Pure color + Black
- e. None

(NOTE: The respective answers are highlighted in Bold)

Name – Abhishek Kumar Singh
Roll No. - 17MI31022

Q.1 Which of these companies have the vision to be Earth's most customer-centric company?

- (a) Sony
- (b) Google
- (c) Amazon
- (d) Adobe
- (e) Walmart

Ans: (c) Amazon - Amazon wanted to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online.

Q.2 Which of the following conditions compel an OPC (One Person Company) to convert itself into a Private Limited Company?

- (a) If at any time the paid-up capital of the OPC exceeds Rs. 25 lacs
- (b) If at any time the paid-up capital of the OPC exceeds Rs. 40 lacs
- (c) If the average turnover in any of the three consecutive financial years is more than Rs. 1 crore
- (d) If the average turnover in any of the three consecutive financial years is more than Rs. 2 crores
- (e) None of the above

Ans: (d) An OPC has to be compulsorily converted itself into a Private Limited Company –

- (i) If at any time the paid-up capital of the OPC exceeds Rs. 50 lacs
- (ii) If the average turnover in any of the three consecutive financial years is more than Rs. 2 crores

Himanshu Khobragade
18AG30017

1)

2) In which component of business plan detailed profit & loss account, balance sheet, cash-flow statement, detailed project cost, images you think make a difference, etc. are present?

- A) Conclusion
- B) Contents
- C) Appendices
- D) Executive Summary
- E) The Detailed Plan

Correct Answer: C) Appendices

3) fixed cost on per unit basis _____ and Variable cost _____ on per unit basis as production increases.

- A) decreases, remains constant
- B) increases, decreases
- C) increases, remain constant
- D) remains constant, remains constant
- E) decreases, decreases

Correct Answer: A) decreases, remains constant

M.Vamsi Krishna

17EC10029

1) What was the major or top reason why startups fail ?

- A) Run out of cash
- B) Lack of passion
- C) No market for the product
- D) Pricing and cost issues
- E) Bad location

Ans)C) selling of product to the customer is the main idea behind the business. if the product never had any need to customer, they never buys so the startup automatically fails.

2) Which of the following option is less common trait in the successful entrepreneurs?

- A) Readiness to accept failure as an option and learn from mistake
- B) Self-motivated
- C) Driven by emotion
- D) A positive view on constructive criticism
- E) optimistic

Ans) C)when entrepreneurs are driven by emotion, they cannot make right decisions someday negative emotions overshadows the positive ones. So they need to critical in their decision making. Some times they evalute their idea based on emotion but in reality the idea may fail

17NA30030

Thota_vineela

1) Which of the following is one of the causes of the chasm?

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

Answer: c

- 2) Which of the following is/are correct?
- a) Design sensibilities are a combination of design features, qualities, and aesthetics
 - b) Empathy is 'see no evil', 'hear no evil' and 'speak no evil'
 - c) Empathy is seeing with your own eye, hear with your own ear and feel the pain with your own heart
 - d) Design sensibilities are complex feelings such as amenity, pleasantness, comfort, pleasure, etc.
 - e) None of the above
- Answer: d

Viraj Nayak
17PH20036

Q1. Barriers to entry into an industry are likely to be high if:

- a. Switching costs are low
- b. Differentiation is low
- c. Requirement for economies of scale is high
- d. Access to distribution channels is high
- e. Differentiation is high

Answer: c. Requirement for economies of scale is high

Explanation: If economies of scale are required to make a reasonable profit-margin it will be difficult to enter the industry.

Q2. Which of the following is not an example of a behavioural variable?

- a. Product usage
- b. Social Media usage
- c. Willingness to purchase
- d. Attitude
- e. Personality

Answer: e. Personality

Explanation: The behavioural variable of market segmentation accounts for the habits and attitude of the customer regarding the product.

Q3. In Marketing mix which scope of the products supports the elements:

- 1. Guarantee
- 2. Warrantee
- 3. Discount
- 4. Branding
- 5. Content Marketing
- 6. Efficacy

The option must contain all the answers.

- a. 1,2,3,4,5,6
- b. 1,2,3,6
- c. 1,2,4,6

d. 1,2,6

e. 1,2,3

Answer: c. 1,2,4,6

Explanation: The product variable of marketing mix deals with topics like customer solutions, pain reliever, etc. Example include Quality, Efficacy, Differentiators, Branding etc.

Q4. What might funding by bootstrapping entail:

1. Personal savings

2. Hiring paid interns

3. Trying to obtain payment in advance

4. Avoid using freelancers

a. 1,2,3,4

b. 1,2,4

c. 1,3,4

d. 1,3

e. 2,4

Answer: d. 1,3

Explanation: Bootstrapping means getting oneself out of a situation using existing resources and it involves cutting costs and arranging money from sources other than formal investors.

Q5. _____ of a product are mostly enthusiasts and visionaries whereas the _____ are the pragmatists.

a. Early Majority, Early Adopters

b. Innovators, Early Adopters

c. Innovators, Early Majority

d. Early Adopters, Early Majority

e. Early Majority, Late Majority

Answer: d. Early Adopters, Early Majority

Shubhra Mishra

18MT30019

. An incubator is:

a. A government agency who runs programs to support, in an accelerated pace, early-stage, growth-driven startups.

b. A program through which private investment companies licensed by the S.B.A. lend money to small businesses.

c. A centre that offers new businesses low-cost offices with basic business services like space, utilities, connectivity and considerable amount of seed money.

d. A specific geographic area to which governments try to attract private businesses by a variety of means.

e. None of the above

Explanation: Incubators are an ecosystem of startups where the basic infrastructures necessary for healthy unhindered progression of startup ideas into commercial ventures are provided at subsidized rates.

2. Shrinivas is an entrepreneur to the max. Shrinivas has started three businesses, two of which he sold for a great deal of money. He is now involved in running his third business, with plans to sell it shortly and start yet another one. When commenting on his success as an entrepreneur, he says that once an idea comes to him, he just can't wait to start working on it and bring it to reality, and that is what he focuses on. Which of the traits of successful entrepreneurs does this suggest, is characteristic of Shrinivas?

- a. Action-oriented
- b. Self- nurturing
- c. Self-directed
- d. Tolerant of uncertainty

Explanation: Entrepreneurs are Action oriented; they believe in actions and take corrective actions based on validated learnings. They are open to new ideas and are not emotionally overly passionate.

3. In which of the following situations the company is considered to be on breakeven point?

- a. Expenses are equal to profits
- b. Profits are higher than expenses
- c. Fixed costs are equal to total sales
- d. Expenses are higher than total profits
- e. Variable costs are equal to total sales

Explanation: The breakeven point is the number of units to produce and sell at which the total cost is equal to total sales i.e., No profit and no loss.

Mittal Yogendra Lalitkumar

17AG36011

ASSIGNMENT OF FOUNDATIONS OF ENTERPRENUERSHIP EP60020

Q1.) Why should a founder not straightaway get funding for his startup company? Choose the best option.

- a. The founder should have more validation from customers. Therefore, the startup needs to be exposed more to the market.
- b. There should be an attempt to prevent loss of opportunity, which means the founder should strike a balance between dilution of his shares and the growth prospects of the startup.
- c. If he goes directly to the investor, he shall get less money.
- d. Bootstrapping is the long way to permanently sustain a startup.

e. None of these.

Answer: b

If the amount to be invested is same offered at different stages of the startup, it would make more sense to delay the investments by investors so that founders holdings don't have diluted shares. However, waiting too long might also stop the acceleration of the startup.

Q2) Which of the following is NOT an advantage for the convertible debt?

- a. Investors get voting right.
- b. Funding doesn't dilute equity.
- c. Need for estimating pre-money valuation.
- d. Quick disbursement.
- e. Can avoid bias of earlier valuation during subsequent investor rounds.

Answer: a

There's no voting right given to the investor for convertible debt.

Sachin Jaiswal

19MI3EP12

1). Should we go for VC in the initial stage of our startup?

- (i) yes, VCs are very helpful and provide mentoring
- (ii) no, most of the VCs can rip you off since you are in early-stage and inexperienced
- (iii) maybe
- (iv) we should look for other alternatives in early stage

Correct (ii)

2). For a startup differentiation lies in

- A. Promotion
- B. Placement(or distribution)
- C. Product
- D. Price
- E. Customer

Which is correct?

- (i) only A
- (ii) A, B, C and D
- (iii) A, B, C, D and E
- (iii) C and D
- (iv) B, C and D
- (v) C, D, and E

Correct : (iii), customer can't be differentiated

3). What can be a MVP for a fintech startup like PayTM?

- (i) An interface with basic functionalities
- (ii) A picture showing the interface
- (iii) Screenshot of the interface
- (iv) First version of the app providing main services
- (v) Just tell the people about its functionalities, that will be MVP

Correct : (i)

Bolla Madhuri

17BT1005

1.What are the component/s of Business value?

- a. Shareholder value
- b. costumer value
- c. Employee Knowledge
- d. Channel partner value
- e. All of the above

Ans: (e)

Explanation:

All these are most important assets of the business. Value partner can be critical for any firms functioning.

2. The primary concerns when first starting your business are:

- a. marketing and accounting.
- b. planning and human resources.
- c. financing and planning.
- d. financing and marketing
- e. accounting and resources

Ans: (c)

Explanation:

Financing and planning are the most important concerns for startups to get the success.

Yogesh Yadav

Q1. Which of the following is a business model in form of value proposition -

- 1. Integration or acceleration of supply
- 2. Person to person business
- 3. Product as service and outcome
- 4. Direct distribution operation

Correct: 3. Product as service and outcome

Q2. For Acquisition, which of the following market research is important?

1. Market Segmentation
2. Pricing research
3. Customer experience research
4. Industry and Competition analysis

Correct: 2. Pricing research

Q3. Market segmentation is an important step because-

- a. To choose different selling and delivery channel for the product for users
- b. Creating awareness to all
- c. To identify heterogeneous groups spread over the geography
- d. To divide heterogeneous customers into subgroups of homogenous customers

1. A, B, D
2. B, C
3. A, D
4. B, D

Correct: 3. A, D

17MF10014

M AADESH KANNA

Q1. Which of the following is not a part of Business model canvas?

- a. Route to Market
- b. Value proposition
- c. Customer Acquisition
- d. Finance
- e. None of them

Ans. e, all the above options are a part of business model canvas

Q2. What is the most compelling reason for a company to invest in Business Model Innovation?

- a. To reduce risk and capital investment
- b. Cost reduction
- c. To exploit new market/product opportunities.
- d. Strategic flexibility
- e. None of them

Ans. b, According to the statistics present in slides.

Q3. What's the ideology of lean startup up by Eric Ries?

- a. Ideas > build > product > measure > data > learn
- b. Ideas > learn > build > product > measure > data
- c. Learn > ideas > product > build > data > measure
- d. Learn > measure > idea > build > product > data
- e. None of them

Ans. a, this order is circular in nature and present in the slides.

Aditi Sisodia

Q 1. Under what conditions an OPC should compulsorily change into a Private Limited Company?

- a. If paid-up capital of the OPC exceeds Rs. 50 Lacs and average turnover in any three consecutive financial years is more than 2 crore.
- b. If paid-up capital of the OPC exceeds Rs. 70 Lacs and average turnover in any three consecutive financial years is more than 3 crore.
- c. If paid-up capital of the OPC exceeds Rs. 50 Lacs and average turnover in any five consecutive financial years is more than 2 crore.
- d. OPC can not be converted into a Private Limited Company.
- e. None of the above

Answer

- a. If paid-up capital of the OPC exceeds Rs. 50 Lacs and average turnover in any three consecutive financial years is more than 2 crore.

Q 2. "Never give complete product to your early customers". What is incorrect about the above statement?

- a. It helps to get feedback in the early stage and develop the product according to the customers desire
- b. Development of the product should be a progressive process so as to keep the product up to date
- c. If complete product is released and does not receive good response, going back to early stage of development is a struggle, which may lead to failure
- d. For developing a product that for the customer, it is a good practise to involve the consumers from the early stage
- e. It is not good to launch complete product because customers will not like it then

Answer

- e. It is not good to launch complete product because customers will not like it then

Explanation

Customers should be involved from an early stage so that the product could be modified according to the consumers' needs from the start as a result of which it will be accepted in the market from start because at the end of the day it is the consumer for whom we are building this product.

Q 3. The major reasons for the failure of Indian startups. Which of these is incorrect?

- a. Lack of innovation and original dea
- b. Lack of market understanding
- c. Poor Execution
- d. Lack of attention to meritocracy

- e. Technology used/offered is way ahead of time.

Answer

- e. Technology used/offered is way ahead of time

Explanation

As given in the slides the 7 major reasons for the failure of Indian Startups are as follows:

- a. Lack of innovation and original business ideas.
- b. Lack of Vision
- c. Lack of Market Understanding
- d. Poor Competency
- e. Poor Execution
- f. Excessive Focus on Weaknesses
- g. Every Founder Trying to be the CEO
- h. Lack of Attention to Meritocracy

So as per this the 5th option is the incorrect one , among the given options.

Abhinav Singh
19BT3EP01

1- Depreciation

- A) Does not effect Cash Flow and is added in Cash Flow because it was earlier subtracted when computing operating profit.
- B) Does not effect Cash Flow and is subtracted from Cash Flow because it was earlier added when computing operating profit.
- C) Effects Cash Flow and is added in cash flow as cash is coming in.
- D) Effects Cash Flow and is subtracted from cash flow as cash is going out.
- E) None.

Correct - (A)

Because depreciation was earlier added in operating expense which was later subtracted from gross profit. Depreciation does not effect cash flow it is not cash, it is just an estimation of value decreased of some asset. Depreciation is used to reduce tax payable.

2- Which of the following can be Amortized

- A) Land
- B) Building
- C) Salary
- D) Brand Building Marketing
- E) Machinery

Correct - (D)

Because Brand building marketing does not have any true physical book value and cannot be resold but other depreciable assets can be resold. This can be amortized in a period of some years

16AR10033

Shashank Singh

Q1) A product whose Book value at beginning of the year is 20,000. What will be the Accumulated Depreciation of it after 3 year using Declining Balance Method? Where Depreciation rate is 20%.

- A) 5,760
- B) 10,240
- C) 9,600
- D) 12,800

Q2) Why do Companies Engage in Business Model Innovation?

- I. Cost reduction
- II. Strategic Flexibility
- III. Focus and Specialisation
- IV. Rapidly exploit new market/ product opportunities
- V. Move from fixed to Variable cost
- VI. Share or reduce risk and capital investment

Choose the correct option from the following:

- A) I, II, and V
- B) III, IV, V and VI
- C) I, III and IV
- D) All of the Above

Rahul Raghunath Bodanki

19MF3EP05

Q1) In the event of a sale or a bankruptcy, the seniority order of the repayment out of the salvaged value to the corporate liabilities is:

- i) Preference shareholders
- ii) Unsecured Creditors(public deposits, corporate bonds,etc.)
- iii) Equity shareholders
- iv) Secured Creditors(claimed by the government, bank loans)

- a) (ii)-(iii)-(iv)-(i)
- b) (iv)-(ii)-(i)-(iii)
- c) (iii)-(i)-(ii)-(iv)
- d) (ii)-(i)-(iii)-(iv)
- e) (iv)-(iii)-(ii)-(i)

Q2) What are the primary reasons that startups need funding?

- a) Cash flow challenges, capital investments, and lengthy product development cycles
- b) Business research, cash flow challenges, and costs associated with building a brand
- c) Bonuses for members of the new venture team, legal fees, and lengthy product development cycles
- d) Attorney fees, capital investments, and marketing research

Q3) _____ costs remain the same despite the volume of goods or services produced.
_____ costs vary proportionally with the volume of goods or services provided.

- a) Expense; Non-standard
- b) Standard; Non-Standard
- c) Fixed; Variable
- d) Non-Standard; Standard

Q4) The 4 P's of a firm's marketing mix consists of :

- a) product, price, promotion, and place
- b) passion, pride, principle, and premium
- c) parity, passion, product, and pay
- d) place, promotion, passion, and performance

TripatJot Singh

(18AG10035)

Ques 1

What would be the best fit for defining business model?

- A) a small pilot of the business as it will be practiced
- B) a series of hypotheses that suggest business practices
- C) a plan for expansion
- D) a framework that describes how a company creates, delivers, and extracts value

Ques2

The best fit out of the given options for key tasks of marketers is _____ and to create consumer perceptions that the product is worth purchasing.

- A) To make products easily visible and available
- B) To promote sales of products
- C) To differentiate their products from those of competitors
- D) To do marketing surveys

Ques 3

Financial feasibility analysis can be done by comparing _____ with the estimated sales figure .

- A) Cash flow statement
- B) Balance sheet
- C) Break-even point
- D) Profit and loss statement
- E) Name: Karan Singh
- F) Roll number: 18BT30009
- G) 1) Which one of the following is the reason for the fall of Taskbob, Shopo and Stayzilla?
- H) a) Lack of funding
- I) b) Poor compensations for the contributors
- J) c) Lack of market as the product was not needed
- K) d) Bad partnership
- L) e) Bad outreach
- M) Answer: (c) the product offered by these companies was not really required by the general demographic
- N) 2) Uber is _____
- O) a) A startup
- P) b) a global brand which employs tens of thousands of people c) A failure
- Q) d) A partnership
- R) e) A business
- S) Answer: (b) uber is no longer a startup as now it has crossed certain threshold of employees/revenues/market presence that is considered measurable, noticeable, or significant
- T) Rakshit Rana
- U) 18AG10027
- V)
- W) Que1):Which of the following would not be a current asset?
- X) a: Account receivable
- Y) b:Land
- Z) c:Prepaid insurance
- AA) d:Supplies
- BB)
- CC) Ans: b) Land
- DD)

EE) Que2): The amortization of the cost of an intangible asset?
FF) a: Operating
GG) b: Investing
HH) c: Financing
II) d: Supplemental
JJ)
KK) Ans: a) Operating
LL)
MM) Que3): Which financial statement will allow you to determine the gross margin for a retailer or manufacturer?
NN) a: Balance Sheet
OO) b: Income statement
PP) c: Statement of cash flows
QQ) d: Statement of stockholders Equity
RR)
SS) Ans: b) Income statement
TT)
UU) Que4): If an asset has an useful life of 4 years . What is annual straight line depreciation rate ?
VV) a: 25%
WW) b: 33.3%
XX) c: 20%
YY)
ZZ) Ans: a) 25%
AAA)
BBB) Que5): An asset cost 11,800 and has a salvage value of 2,800 after 5 year ,what is the declining balance method depreciation rate ?
CCC) a: 20%
DDD) b: 25%
EEE) c: 33%
FFF)
GGG) Ans: b) 25%

TANMAY NAGPAL
19MF3IM16

Q1. The Lean start-up process, agile process model and waterfall model are (respectively)-

- A. Iterative, linear, linear
- B. Linear, iterative, iterative
- C. Linear, iterative, linear
- D. Iterative, iterative, linear
- E. Linear, linear, iterative

Q2. The Top three reasons for failure of start-ups are (not in order)-

- A. No market need, bad location, bad-timing
- B. Customer neglect, bad marketing, loss of focus
- C. Bad core product, lack of passion, legal hurdles
- D. No market need, run out of money, inappropriate team
- E. A pivot gone bad, pricing and cost issues, lack of financing
- F. Name: Atharva Prabhune
- G.
- H. Roll Number: 17IM3FP19
- I.
- J. Q1. Which of the following type of companies places unlimited liability on the owners?
- K.
- L. (A). One-Person Company (OPC)
- M. (B). LLC
- N. (C). LLP
- O. (D). Proprietorship
- P. (E). Corporation
- Q.
- R. Answer: (D)
- S.
- T. Q2. Which of the following is not a myth about entrepreneurship?
- U.
- V. (A). Entrepreneurs are high-risk lovers.
- W. (B). It takes a lot of money to start a business.
- X. (C). Entrepreneurs are born in business families.
- Y. (D). Being first to market is the key to success.
- Z. (E). Entrepreneurship can be taught.
- AA.
- BB. Answer: (E)
- CC.
- DD. Q3. Which of the following is not a barrier to entry?
- EE.
- FF. (A). Economies of scale resulting in cost advantages.
- GG. (B). Product Differentiation
- HH. (C). Switching Costs
- II. (D). Brand loyalty
- JJ. (E). Pricing power of competitors.
- KK.
- LL. Answer: (E)
- MM.

Aman Gautam

17AR10006

A. Assume that you have enough production capacity and the demand (d) for your product is described by $d = A - Bp$, where p is the unit price of the product, and A, B are constants. You have identified two customer segments for your product; one willing to place an order more than

one week in advance and the other willing to pay a higher price as long as it can provide less than one week's notice for production. The customers that are unwilling to commit in advance are less price-sensitive and have a demand curve $d_1 = 5,000 - 20p_1$. Customers willing to commit in advance are more price-sensitive and have a demand curve of $d_2 = 5,000 - 50p_2$. Production cost is $c = \$10$ per unit. What price should you charge each segment if your goal is to maximize profits?

- a. $p_1 = \$130, p_2 = \55
- b. $p_1 = \$180, p_2 = \75
- c. $p_1 = \$210, p_2 = \190
- d. $p_1 = \$250, p_2 = \180

B. What is an example of a business model innovation?

- a. Launching international stores to reach more consumers
- b. Making changes that support a company's financial well-being.
- c. When competitors create new products to challenge your business
- d. Creating new channels of hiring and recruitment

C. Company A produces Product X for its customer. The supplier S provides resources to company A at a cost of Rs.10500. The supplier S would have accepted to provide the resources to A at the lowest amount of Rs. 10000. A survey done by TechX showed that the customers are willing to pay Rs. 15000 for Product X. Company A decided to sell the product in the market at Rs. 12500. Assuming that Company A has only one supplier and only one buyer, answer the following:

A. Opportunity cost of supplier S?

B. Total value created by this transaction?

C. Supplier's share in the value?

D. A's share in the value?

E. Customer's share in the value?

- a. Rs 10000, B. Rs 5000, C. Rs 500, D. Rs. 2000, E. Rs.2500
- b. Rs 5000, B. Rs 2500, C. Rs 1000, D. Rs. 1000, E. Rs.500
- c. Rs 2500, B. Rs 5000, C. Rs 500, D. Rs. 10000, E. Rs.1000
- d. Rs 10000, B. Rs 500, C. Rs 5000, D. Rs. 1000, E. Rs.1500

D. Paras Malli

E. 18EC10040

F. _____

G. _____

H. Q1. Identify which among the following are not a Variable Cost?

I. _____

J. (a) Electricity consumed by the firm in manufacturing a product.

K. (b) Depreciation in the value of the furniture of the office.

L. (c) Telephonic bill produced due to contacting customers.

M. (d) Salary paid to the employees.

N. (ANSWER: (b)(d))

O. _____

P. _____

Q. Q2. Suppose you are a firm manufacturing Wireless headsets but due to the limitations of the size of your company, you ship the bluetooth chip used inside the headset from XYZ firm. Now, you have to decide the cost of the headset before you launch it into the market. Which of the following things would you consider to decide the price?

R.

S. (a) Transportation charges of the chip from XYZ firm to your firm.

T. (b) Power consumed by your firm to finalize the product.

U. (c) Depreciation in fixed assets of your firm.

V. (d) Price at which you purchase the bluetooth chip from XYZ firm.

W. (ANSWER: (c))

X. _____

Gyaneshwari Chavan

01. The general manager of a logistics firm has forecast that the firm will need to handle the demand of 10,000 units for each of the next two years. Historically, the firm has required 1,000 sq. ft. of warehouse space for every 1,000 units of demand. Assume that the only cost the firm faces is the cost for the warehouse. The firm receives revenue of \$1.22 for each unit of demand. The two-year lease will cost \$1 per square foot per year, and the warehouse space is currently available on the spot market for \$1.10 per square foot per year. From one year to the next, the spot prices for warehouse space may also go up by 10 percent with probability 0.5 or go down by 10 percent with probability 0.5. The firm is committed to handling all demand that arises. The general manager must decide whether to sign a two-year lease or obtain warehousing space on the spot market each year. Assume a discount rate of $k = 0.1$ and that all cash inflow and outflow in a year are incurred at the beginning of each year. Compute the NPV of signing the two-year lease and the NPV of buying the warehouse space from the spot market.

a. NPV (Lease) 2200, NPV (Spot purchase) 2291

b. NPV (Lease) 5200, NPV (Spot purchase) 2400

c. NPV (Lease) 4200, NPV (Spot purchase) 2291

d. NPV (Lease) 4200, NPV (Spot purchase) 2491

02. 19. Which among the following is true about market positioning?

a. All of these

b. It is a value-creating activity.

c. It refers to creating the consumer's perception of a brand or product compared to competing brands.

d. Positioning defines where your product (or service) stands in relation to others offering similar products and services in the marketplace.

e. A good positioning confers a brand or product the ability to charge a higher price and stave off competition from the others.

03. You are planning to set up a manufacturing business and considering three alternative facilities namely, Small, Medium, and Large. The fixed cost, which includes costs of the equipment and infrastructure for the operation and a variable cost for the three facilities are given in the following Table. You are contemplating three different demand scenarios: Low, Moderate, and High with an expected demand of 2,000, 4,000, and 6,000 units respectively. The unit price of the item in the market is expected to be Rs. 30.

Alternatives	Fixed cost (Rs)	Variable cost (Rs)
Small Facility	30,000	14
Medium Facility	40,000	10
Large Facility	60,000	6

What is the break-even quantity for the large facility?

Ans. 2500

19AG30013

KevinSabu

Question 1 :

Which of the following is the correct order of the creative process?

- A) Preparation, Idea Germination, Illumination, Incubation, Verification
- B) Idea Germination, Preparation, Incubation, Illumination, Verification
- C) Preparation, Idea Germination, Illumination, Verification, Incubation
- D) Illumination, Idea Germination, Verification, Preparation, Incubation
- E) Illumination, Idea Germination, Preparation, Incubation, Verification

Answer: B)

The creative process of innovation can be summed up into a 5 step process. These are -

- Idea Germination/Recognition
- Preparation/Rationalization
- Incubation/Fantasizing
- Illumination/Realization
- Verification/Validation

Question 2 :

Read the given statements and choose the correct option :

1. MVP helps in the process of getting better feedback from the customers
2. MVP is introduced to the early majority
3. The smallest version of the product is not necessarily the MVP
4. An MVP should introduce all the features of the product to the customers
5. A video can qualify as an MVP

- A) 1,2 and 4 are true
- B) 2 and 3 are false
- C) 5 is false
- D) 1,3 and 5 are true
- E) All statements are true

Answer: D)

Out of the given statements, only 1,3 and 5 are true.

2) is false because the MVP is introduced to the early adopters.

4) is false as an MVP is to get feedback about the basic and essential features of the product from the customers.

18GG20025

Shivam Kumar

MCQ type Questions:

1. What are core competencies ?

(a) Key skills required for success in a particular startup.

(b) Activities that underpin competitive advantages and are difficult for competitors to imitate.

(c) Activities and processes needed to meet minimum requirements and therefore continue to exist.

(d) Resources which are critically underpin competitive advantages and are difficult for competitors to obtain.

(e) b and d both.

Answer: Core competency is specialized expertise that results from harmonizing complex streams of technology and work activity. It cannot be copied. (b) is correct.

2. Which of the following is not correct about these companies?

(a) General Electric focused on research and development type of management innovation.

(b) Visa Inc. was the first to develop Corporate Entrepreneurship and also promoter of open innovation.

(c) Uber is a good example of product market fit.

(d) DuPont systematized capital budgeting techniques and developed standardized ways of estimating return on investment.

(e) Netflix innovated choose your own adventure program.

Answer: Procter and Gamble first introduced Corporate Entrepreneurship and aggressive promoter of open innovation.

(b) is correct.

3. Which of the following is the best reason for why companies engage in forming Business Model Innovation?

(a) BMI shares or reduces risk and capital investment.

(b) Helps to move from fixed to variable cost.

(c) Rapid exploitation of new markets.

(d) Helps in cost reduction.

(e) advantage of changing customer demands and expectation

Answer: the best benefit of BMI is that it helps in cost reduction, around 58% companies engage in BMI because it helps in cost reduction. (d) is correct.

Pragya Dixit

18MA20032

Question 1: Venture Capital firms

- a) provide debt financing but not equity financing.
- b) usually invest less than \$500,000 in a small business.
- c) invest in companies that have a potential to grow quickly.
- d) is a risk free firm
- e) All of the above

Ans 1: c) Reason : Venture capital is a form of risk capital that fund startup companies and small businesses that are believed to have long-term growth potential or companies that have grown quickly and appear poised to continue to expand.

Question 2: What is one way angel investors vary from venture capitalists?

- a) Angel investor make relatively small investments.
- b) An angel investor does not expect a return on investment
- c) Angel investors are a part of a company.
- d) An angel investor invests more than venture capitalists
- e) Angel Investors tend to invest in businesses that are already established to reduce their risk of losing investments.

Ans 2: a) Reason: Angel investors makes small investments than venture capitalists.

Question 3: What is a risk of working with an angel investor?

- a) They might be more personally involved in the business than the entrepreneur wants.
- b) They might not care about the business or their return.
- c) They might not give the money they agreed on.
- d) They might steal the business idea.
- e) They might not have high expectation.

Ans 3: a) Reason: The primary disadvantage of using angel investors is the loss of complete control as a part-owner. Your angel investor will have a say in how the business is run and will also receive a portion of the profits when the business is sold.

Question 4: In which of the following methodology product development processes were step by step?

- a) Spiral
- b) Waterfall
- c) Agile
- d) Prototyping
- e) Incremental

Ans 4: -b) Waterfall method is a step by step process in which each step is done individually

Question 5 : Which of the following are the assumptions for break-even analysis? Choose the correct option.

- A: Elements of cost cannot be divided in different groups.
- B: Change in volume of sales does not affect the price of the product.
- C: Behaviour of different costs is linear.
- D: Selling price per unit remains constant.
- E: Sales mix is changed for the estimation.

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

Ans 5:b)B,C,D

Explanation: A is wrong as cost are of two types fixed cost and variable cost.

E is wrong as sales mix is not changed for estimation

Question 6: A business plan should be ----- to convey critical information to potential investors.

- a)complex and technical
- b)coherent and short
- c)crisp and concise
- d)concise and technical
- e)crisp and long

Ans 6: c)crisp and concise belong to the seven C's.

Question 7: Which of the following is not a type of equity financing?

- a) Venture capital
- b) Angel Investors
- c) Stock Sales
- d) Partner
- e) Small Business Administration guaranteed loans

Ans: c)Loans are not a type of equity financing.

Varanasi Thanusha

19MT10046

- 1) The first step in selecting a target market is to establish a unique position that differentiates you from your competitors.
- 2) New ventures are more likely to target an entire segment of a market because they lack the expertise to focus on a niche within the segment.
- 3) Most experts encourage entrepreneurs to charge a low price for their products as a way to quickly capture market share.
- 4) It is generally more important for an entrepreneur to emphasize a product or service's benefits over its features.

Options:

- 1) 1,2,3 are correct
- 2) Only 4 is correct
- 3) Only 2 and 4 are correct

- 4) All of the above is correct
- 5) None of the above is correct

Ans: 2) only 4 is correct - customers buy products and services because they want to solve a problem or meet a need So benefits are needed to be highlighted more importantly the features which also increases profits and sales

- 1) A full business plan should be written at the beginning of the entrepreneurial process
- 2) A business plan is important not just for outside investors and suppliers, but also current and potential employees.
- 3) The process of writing a business plan is NOT as valuable as the plan itself.
- 4) The appendix of a business plan should NOT contain any information that is vital to the plan.
- 5) As it is good to ensure that a business plan looks as professional as possible, a consultant or outside advisor should be the primary author of the plan

Options:

- 1) All are correct
- 2) Only 1 and 2 are correct
- 3) 1,2 and 4 are correct
- 4) 1,2 4,5 are correct
- 5) Only 2 is correct

Ans: 5) only 2 is correct – A business plan is a formal written document containing business goals, the method on how these goals can be attained and the time frame within which these goals needs to be achieved. So it is useful for the current and potential employees for reference

17PH20015

AKASH GUPTA

1. Which of the following is eliminated while converting payments and receipts shown in profit and loss account to payments and receipts actually in cash while calculating cash flow from operating activities?

- a) Non-cash expenses from expenses incurred.
- b) Non-cash revenue from revenue earned
- c) Both a and b
- d) None of above.

ANS. (c) We deduct both Non-cash expenses from expenses incurred and Non-cash revenue from revenue earned.

2. Marginal costs is taken as equal to

- a) Prime Cost plus all variable overheads
- b) Prime Cost minus all variable overheads

- c) Variable overheads
- d) None of the above

ANS. a) Prime Cost plus all variable overheads

3. Which of the following is not an example of a behavioural variable?
- a. Product usage
 - b. Social Media usage
 - c. Willingness to purchase
 - d. Personality

ANS: d) Personality

(The behavioural variable of market segmentation accounts for the habits and attitude of the customer regarding the product.)

4. Under the direct method, which of the following items must be added to operating expenses reported on the income statement to determine cash payments for operating expenses?
- a. increase in prepared expenses
 - b. decrease in prepaid expenses
 - c. increase in income taxes payable
 - d. increase in accrued expenses

ANS. a) increase in prepared expenses

Name- Rajat Khetan

Roll. No- 18MF10023

Qus.1 Cost of a product are driven by several factors, some of them are fixed other are variables. Mark the options which are under the category of variable cost-

- a) schedule, routine or preventive maintenance
- b) electricity bill
- c) Interest cost on working capital loan
- d) Wages paid to contractual workers
- e) Transportation
- f) Salary paid to regular employee
- g) Packaging and Delivery
- h) Interest cost for long-term loan
- i) need-based or trouble-shooting maintenance

- 1. All of these
- 2. b, c, d, e, g, i
- 3. a, b, h, d, e, f,
- 4. a, b, c, d, e, g
- 5. b, d, e, g

Ans. Option2- (b, c, d, e, g, i) [Self explanatory]

Qus.2 Break Even point is the number of units to produce and sell at which the total cost is just equal to total sales. How the cost of product effect at break even point?

1. After BEP price of an individual product increase, as we increase the production quantity, due to increase contribution of fixed cost.
2. After BEP price of an individual product increase, as we increase the production quantity, due to decrease contribution of fixed cost.
3. After BEP price of an individual product decrease, as we increase the production quantity, due to increase contribution of fixed cost.
4. After BEP price of an individual product decrease, as we increase the production quantity, due to decrease contribution of fixed cost.
5. After BEP price of an individual product constant, as we increase the production quantity, due to constant contribution of fixed cost.

Ans. Option-4 [Reason- fixed price remains constant but its contribution decrease as no of production increases]

Qus.3 Operating leverage is the degree to which a firm can increase operating income by increasing sales. Which are the supporting statements?

- a) is the ratio of fixed costs to variable costs.
- b) is the ratio of variable costs to fixed costs
- c) Lower the variable cost, higher the operating leverage
- d) Lower the variable cost, lower the operating leverage
- e) low operating leverage means that the fixed cost of a company is high compared to the variable cost
- f) High operating leverage means that the fixed cost of a company is high compared to the variable cost

1. b, d, e
2. b, d, f,
3. a, c, f
4. a, c, e
5. b, c, f

Ans. Option-3- (a, c, f) [Self explanatory]

Qus.4 A company defaults on payment to a creditor and the court orders liquidation. How the payment will be made and will there be anything for the equity holder?

1. bank loan> unsecured loan> trade creditor> equity shareholder> preference stocks
2. bank loan > trade creditor > unsecured loan >preference stocks> equity shareholder
3. equity shareholder> preference stocks> bank loan> unsecured loan> trade creditor
4. equity shareholder> bank loan> unsecured loan> preference stocks> trade creditor
5. preference stocks> equity shareholder> bank loan> unsecured loan> trade creditor

Ans. Option-2 [preference level taught in the class]

Qus.5 Different methods of funding are available. Mark the correct options regarding the investment strategy.

- a) Equity investment gives ownership to investors
- b) Equity holder has the first right to repaid in case of liquidation.
- c) Preference Stock holders have voting rights in management decisions.
- d) Debt is loan taken on interest and has to be repaid – no matter what.
- e) Grant has to repaid in particular time period.

- 1. a, c, d
- 2. b, c, e,
- 3. a, c, e
- 4. a, d
- 5. b, d, e

Ans. Option-4 [Taught in the class]

Sruteesh Kumar Paramata

18EE10032

- 1. Which of the following best explains Backward integration?
 - A. Integrating with choice of customers to provide useful products/services
 - B. Company owns and controls business activities that are ahead in the value chain of its industry
 - C. Company merges with a supplier to take advantage of raw materials and segments of supply chain
 - D. An enterprise integrating with it's competitor for the mutual benefit
 - E. An enterprise integrating a protocol with its own product/service to develop cutting-edge product/service

Answer: C

Explanation:

Backward Integration refers to the process in which a company purchases or internally produces the segments of it's supply chains.

- 2. Choose the best one among the following
 - A. Entrepreneurship is meant for generating personal wealth
 - B. Status quo refers to the present state of a business
 - C. Value proposition refers to the price a company propose before bringing the product into market
 - D. Equity refers to the portion of company's profit a shareholder would receive
 - E. A farmer would depreciate his agriculture land while preparing cash flow statement

Answer: E

Explanation:

Depreciation is applicable to those assets which lose value over time. Those businesses using land solely for the purpose of office/factory do not depreciate land. But

in the case of agriculture business, land loses its fertility over time and hence loses its value. So, depreciation is applicable.

NAME: CHOUHAN PRAKASH ROLL NO: 18EE10017 PART-B: MULTIPLE CHOICE QUESTIONS:

1) The financial function of the established enterprise is concerned with the real flow of funds within the venture and can be divided as four functions. Which one of the following is not a function?

- A) The administration of and reporting on financial matters
- B) The acquisition of funds, also known as financing
- C) The advancement of funds by giving credit to customers
- D) The application of funds by acquiring assets and the different production factors such as labour
- E) Those related to the preparation and analysis of pro forma financial statements

2) Creating an information product that is targeted to _____ is far more likely to sell than _____.

- A) A specific group; a general product
- B) A large market segment; a small product
- C) The internet; a physical product
- D) Friends; untargeted products
- E) All of the above

3) In order to have a successful business plan for the obtainment of funds, the owner(s) must also be able to show:

- A) That they will be actively involved in the daily management of the business.
- B) That they have made a substantial capital contribution to the business already.
- C) That they have already made efforts to get the business up and running and tried to sell products / deliver a service already.
- D) That they have done nothing yet and that they only need the funds

4) You should ask yourself if your advertising deliver the message you want to the audience that you are targeting. Which one of the following does not belong to the Six-Sentence Advertising Strategy?

- A) Primary link
- B) Company personality
- C) Audience reaction
- D) Target audience
- E) Secondary benefits

5) _____ is known as the skills in identifying, meeting, and developing new customers and in closing sales.

- A) New product planning
- B) Customer relations
- C) Marketing planning
- D) Direct selling
- E) Sales management

6) Which one of the following statements concerning cash flow determination for Capital Budgeting purposes is not correct?

- A) Tax depreciation must be must be considered because it affects cash payments for taxes B)
Book depreciation is relevant because it affects net income
C) Sunk costa are not incremental flows and should not be included
D) Net working capital changes should be included in cash flow forecasts

ANSWERS:

1 E 2 A 3 C 4 A 5 D 6 B

Name: Akshat Jain

Roll Number: 16IM30024

Q1) Guy and his brothers want to start a plumbing business together. What is an advantage of organizing the business as a partnership rather than a corporation?

- a) Partnerships can be started up quickly
- b) Partnerships can issue stock to raise up money
- c) Partnerships have limited legal capability
- d) Partnerships need a legal charter to begin
- e) Partnership is more profitable than any other venture

Correct Answer: a) Partnerships can be started up quickly

Explanation: In this case with a partnership they are brothers so they can start a business on their own and then think about having employees. Option b is wrong as there is no guarantee about it. Option c and d may or may not be correct. Option e is a vague option as type of corporation has no direct relation to profitability

Q2) Shoes of Prey is a company that allows customers to design their own shoes, from style, to materials and colors. This is an example of:

- a) Dedicated personal assistance customer relationships
- b) Co creation customer relationships
- c) Automated service customer relationships
- d) Product and customer service relationship
- e) None of the above

Correct Answer: b) Co creation customer relationships

Explanation: This is not an example of option a as it provides customers an option to customize the product based on their needs. Option c and d are not right as automated service is not provided nor product and customer service relationship is true. Co creation customer relationships is the correct answer as it allows customers in a way to create or at least demand their own specification

Name: Apurv Sharma

Roll No: 18IM10006

Q1) Which of the following are the profiles of Design Thinkers ?

- i) Empathy
- ii) Integrative thinking
- iii) Simplicity

iv) Optimism

- A) i,ii,iii
- B) i,ii
- C) i,ii,iv
- D) i,ii,iii,iv

Correct Answer : C

Explanation: Design thinkers tend to be creative people who have a tendency to think out of the box. They prototype visions rather than products. Generally they have a lot of complex thoughts that sometimes results in quite realistic and simplistic products. Simplicity is not their cup of tea.

Q2) Market Research helps in identifying which of the following things ?

- i) Helping in identifying features that needs to be added/discarded or need more or less focus
- ii) Provides relevant Information, data to the organization regarding the product or service.
- iii) Helps in Understanding Customer Response to any change in your Products or Services

- A) i,ii
- B) i,iii
- C) i,ii,ii
- D) I,iii

Answer : C

Explanation: Market Research is a process that helps the company in understanding the Response of the customer, market and competitors when a product or services is launched. Therefore all the above 3 options are correct.

Akash Verma

17EC35001

Q1) Generally how is the life of sole proprietorship business?

- A. Very short
- B. Stable
- C. Long
- D. Unstable
- E. Predictable

Ans) D

Explanation: Life of sole proprietorship business is unstable because in sole trade only one person do all tasks of business but in situations of death of partner business will shut down completely. And sole trade has many limitations like unlimited liability, lack of resources, improper management etc. So it is unstable.

Q2) Which company needs to have only two directors?

- A. Public Company
- B. Sole Proprietorship
- C. Private Company
- D. Unlimited Company
- E. None

Ans) C

Explanation: Private companies have to have a minimum of 2 directors, but it can also increase the number of directors.

Q3) Which of the following is true about Business Model Canvas?

- A. It has references to exogenous forces.
- B. It focuses mostly on economic value
- C. It focuses on environmental and social value.
- D. It is overly simplistic and narrow in terms of diversity of business challenges.
- E. All are true.

Ans) C

Explanation: Option D is the main criticism about Business Model Canvas.

Akshata Sharma

17EX20003

1. Select all that's correct:

- a. Preferred stocks don't have voting rights
- b. In a case of liquidation, sales proceeds are given to common shareholders before preference shareholders
- c. Preferred stocks have more risk than common stocks
- d. Dividends are always paid to preference shareholders whereas it might or might not be paid to common shareholders

Ans: A,D

2. From the product adoption perspective, type of consumers that are socially active, take calculated risk and need a lot of validation to trust a new product are:

- a. Innovators
- b. Early adopters
- c. Late majority
- d. Early majority

Ans: D

3. What is the most important reason for an entrepreneur to charge early:
- a. Match the competitors in the market
 - b. Seek profit
 - c. Keep the cash flow running
 - d. No! It should not charge early! Never!

Ans: C

4. Degree of Financial leverage means:
- a. Measures the amount of debt in capital structure
 - b. Measures the total risk for a company
 - c. Measures capability of a company to service interest
 - d. None of the above

Ans: C

19NA3EP07

- 1) When one should call one as an entrepreneur and the so, called tagline in your bio as an entrepreneur makes worth it?
- a) You have a failed start-up that has provided a complete solution for a problem and failed because of politics, nepotism, and religionism.
 - b) You invented a big successful idea and, you are not studied well or illiterate.
 - c) When you studied well and did a master's in entrepreneurship and started a start-up that benefits some part of the society.
 - d) Started a successful start-up with huge-investment that runs mainly on your dream idea.

Answer: - a) and b).

- 2) Which of the following minor reasons do you think will also make your start-up a failure one?
- a) Failure to pivot, lack of financing or investor activity, legal hurdles or a lack of an advisor.
 - b) Failure to pivot, lack of financing or investor activity, run out of time or a no market need product you made.
 - c) Bad timing, outcompeted, legal hurdles or a lack of a advisor.
 - d) Bad timing, outcompeted, run out of time or a no market need product you made.

Answer: - a)

19IE10003

Aditya Saha

Q1) You have an idea for an application which efficiently solves a personal problem for you and you feel that on enterprising this idea, you can meet a large number of people who want something similar. What should be your first course of action?

- 1) Assemble a team diverse in business development, accounting, technical skill and start implementation and operations.
- 2) Propose business plan, project financials, and start on making the absolute minimum viable product to use for customer feedback.
- 3) Talk to customers, take surveys, one-on-one interviews to make sure the problem you are trying to solve is real, sizeable and scalable.
- 4) Talk and pitch your idea to investors so you can make the best and the most finished possible product.
- 5) Bootstrap and spend personal money to increase customer acquisition.

Rationale: You may think you have a good idea and a good solution, but you need to make sure that your customer thinks so too before you start a venture.

Q2) You are trying to enter the telecom market as you have technical expertise ,experience and an innovative alternative. What issue may you face which is intrinsic and is NOT an entry barrier?

- 1) Market Saturation due to current Telecom giants like Airtel, Vodafone. Customer conversion rates may be very low.
- 2) You do not have the operational or executive skill you need to make a better product than the market.
- 3) Telecom giants have intangible assets like Bandwidth licenses and government policies that prevent competitors.
- 4) Customers may not have access to your product because the telecom giants already own a large number of distribution channels which are inaccessible to you because of competitive forces.
- 5) Companies have capital and can afford to spend on R&D to fight or imitate your product's value proposition before you can get any sustainable traction.

Q3) Why do we look at EBITDA while comparing companies like TATASTEEL and JSWSTEEL that are significantly different in the amount of debt?

- 1) Comparing EBITDA gives a good idea about the profitability margins regardless of debt.
- 2) It is used to compare the health of a company on the basis of it's debt and better EBITDA means more debt.

Rationale: JSWSTEEL is a newer company and it naturally has much higher debt than TATASTEEL, and hence lower earnings. However they have more efficient scientific methods to make steel which leads to better margins and relatively much higher profitability. However some companies may have a very low EBITDA/ Debt ratio, which is also unhealthy for the company's finances.

NOTE: I couldn't find other fitting options that are not that obvious. Sorry.

Name-Somil Agrawal

Roll NO-18EE10050

The highlighted/Bold option is the correct answer

Q1.The definition of entrepreneurship holds the promise of....

A. Financial difficulties and hardship

- B. Limited expansion
- C. Growth, unlimited expansion and long-term financial gain
- D. Growth, expansion and long term financial gain

Q2. Entrepreneurial companies are different from small business companies in that they...

- A. Are innovative and growth driven
- B. Are not creating jobs for themselves but are wealth driven
- C. Create wealth that is sustainable for future generation to come
- D. All of the above

Q3. One major advantage of being an entrepreneur is that:

- A. Entrepreneurs are guaranteed to make large sums of money
- B. Entrepreneurs can choose a business that interests them
- C. Entrepreneurs do not need to work with anyone else to get their business up and running
- D. All of the above are advantages

Q4. People go into business for themselves because:

- A. they want to set their own schedules
- B. they hope to pursue a personal dream
- C. they want to work at home but still earn an income
- D. all of the above

Q5. Which of the following would generally NOT be considered a desirable characteristic of a good team member?

- A. Committed
- B. Confrontational
- C. Cooperative
- D. Creative

Q6. A _____ is a professional money manager who makes risk investment from a pool of equity capital to obtain a high rate of return on investments.

- A. venture capitalist
- B. entrepreneur
- C. businessman
- D. buyer

Q7. Which of the following is alternatively called corporate venturing?

- A. Intrapreneurship
- B. Entrepreneurship
- C. Act of starting a new venture
- D. Offering new products by an existing company

Q8. Female entrepreneurs differ from male entrepreneurs in terms of all of the following EXCEPT:

- A. Motivation
- B. business skills
- C. Departure point
- D. Goal orientation

Q9. Which of the following factors does not affect a person for being an entrepreneur?

- A. Gender
- B. Education
- C. Family background
- D. values

Q10. Government can help in forming new venture by providing:

- A. Finance
- B. Technology
- C. Infrastructure
- D. Subsidiaries

Q11. A new venture's business plan is important because _____.

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

Q12. As a new company grows, the entrepreneur will need to _____.

- A. Be responsive to changes in the market.
- B. Ensure financial controls are maintained.
- C. Build a management team.
- D. All the above.

Mudit Gupta 18CY20019

ASSIGNMENT: FOE

Q1 Which of the following is alternatively called corporate venturing?

- 1. Entrepreneurship
- 2. Intrapreneurship
- 3. Act of starting a new venture
- 4. Offering new products by an existing company

Answer: 2

As given in the slides

Q2 Members of distribution channels are excellent sources for new ideas because:

- 1. They are familiar with the needs of the market
- 2. They earn a handsome profit from new business
- 3. They do not bother if entrepreneur bears a loss
- 4. They have well-developed sales force

Answer :1

As given in the slides

Q3 What type of MVP does Zappos.com belong:

- 1. The Video MVP
- 2. The Concierge MVP

3. The Wizard OZ MVP
4. The Piecemeal MVP

Answer: 3

As given in the slides

Q4 Where does Waterfall methodology fail:

1. It failed to build a relationship between the developer and the marketing team.
2. It failed to deploy the product.
3. It failed to Maintain the product.
4. Requirement and Analysis of the method failed to meet the market in right time.

Answer:4

20RJ91R04

Gulshan Kumar Yadav

1. Process innovation refers to
 - a. the development of a new service
 - b. the development of a new product
 - c. the implementation of a new or improved production method
 - d. the implementation of a new or improved servicing method
 - e. the development of new product or services

Correct option : c

Explanation : A process innovation is the implementation of a new or significantly improved production or delivery method. This includes significant changes in techniques, equipment and/or software.

2. Innovation can help to provide a temporary competitive advantage(TCA) when:
 - a. barriers to entry are high
 - b. barriers to imitation are low and intellectual property rights are difficult to enforce
 - c. there are few other competitors
 - d. have a first mover advantage
 - e. barriers to entry are low

Correct option : b

Explanation : TCA is part of a strategy that is dynamic and changing. Flexibility and speed of actions play an important role in building TCA. Companies gain the opportunity not only to adapt to changes but also to create them. TCA is often associated with the creation of new solutions, experimenting, and discovering to attract customers' attention

3. _____ is an example of Customer Relationships
 - a. Cost Reduction
 - b. Diversification

- c. Communities
- d. CRM

Correct option : c

Explanation : A CRM model is a framework for how your company will manage these customer relationships, from acquisition to retention. The better you understand potential and current customers, solve their pain points, and build trust/rapport, the more likely they'll stick around.

Md Moin Memon.

16MA20055

Q1. Which one of the following forms of Legal Entities has Unlimited Liabilities?

- A) One Person Company
- B) Partnership
- C) Private Limited Company
- D) All of the above.
- E) None of the above.

Ans : B) Partnership. Because One Person and Private Limited Companies are examples of Limited Liability entities. Their liabilities are to the extent of their ownership in the company, which is supposedly public, or is to become public upon certain achievements.

Q2. Which of these is NOT True about the founding team?

- A) Hiring decisions should be made on missing skills.
- B) Adding a Cofounder with whom you don't have a long history could be fatal.
- C) All founders should be on the same page regarding the future goals and ambitions.
- D) Lone Cofounder is the most optimal.
- E) Founding team is the greatest differentiator.

Ans : D) Lone cofounder is not optimal. The most optimal number of cofounders is between 2-3.

Name: Bamacharan Kole , Roll#20RJ91R02

Q1. A firm has a DOL of 3.5 at Q units. What does this tell us about the firm?

- a) If sales rise by 3.5% at the firm, then EBIT will rise by 1%.
- b) If EBIT rises by 3.5% at the firm, then EPS will rise by 1%.
- c) If EBIT rises by 1% at the firm, then EPS will rise by 3.5%.
- d) If sales rise by 1% at the firm, then EBIT will rise by 3.5%.

Ans: D. If sales rise by 1% at the firm, then EBIT will rise by 3.5%.

$DOL = (\% \text{ change on O/P profit or EBIT}) / (\% \text{ change on Sales})$

Q2. The value of EBIT at which EPS is zero is known as

- a) Break – even point
- b) Financial break even point
- c) Operating break even point
- d) Overall break even point

Ans: B, Financial break-even point is the level of earnings before interest and taxes that will result in zero net income or zero earnings per share.

Q3. For which type of Industry EBITDA is more important ?

- a) Capital intensive Industry like Oil , Manufacturing , telecom etc.
- b) Service Industry
- c) Capital and Service both.
- d) Software and IT industry.

Ans: A, EBITDA is more likely used for company valuation, since such valuations are usually based on cash flows. EBITDA is more likely to be used in the analysis of capital intensive firms or those amortizing large amounts of intangible assets.

Q4. What is typically higher – the cost of debt or the cost of equity?

- a) Cost of Debt.
- b) Cost of Equity
- c) Both are same .
- d) None of the above

Ans: B, Debt is cheaper because it is paid before equity and has collateral backing it. Debt ranks ahead of equity on liquidation of the business.

Q5. What happens on the income statement if inventory goes up by \$10?

- a) EBIT increase \$10.
- b) No impact on Income statement. Only balance sheet and C/F will be impacted.
- c) Income statement, Balance sheet and Cash flow impacted.
- d) None

Ans : B , only the balance sheet and cash flow statements are impacted by the purchasing of inventory.

Q6. Growth rates, margins, and profitability are related with which financial statement

- a) Income statement
- b) Cash flow
- c) Balance sheet
- d) Retained earning

Ans: A, margin , growth and Profitability , PAT and other profitability ratios are derived from Income statement.

Q7. Liquidity, credit metrics, liquidity ratios, leverage, return on assest (ROA), and return on equity (ROE) are related with which financial statement

- a) Income statement
- b) Cash flow
- c) Balance sheet
- d) Retained earning

Ans: C , asset and liability are captured in balance sheet.

Name: - Adimulam yaswanth

Roll No: - 18EE10003.

1) Company is owned by one entrepreneur and sometimes, the owner may employ a worker for assistance This refers to

- A) Sole Proprietorships
- B) Partnership
- C)Public Company

D) Private Company.

Answer: - A (Sole Proprietorship)

2) what does business model mean?

A) creating a business idea

B) How many people own the business

C) The owner ship of the business

D) How a business sells its products or services

Answer: - D (How a business sells its products or services)

shahrukh khan 18CY20031

Questions :

1) Select the number of incorrect statements.

- Monopolistic markets have simple type of products without any barrier for new entrants.
- Markets with perfect competition have homogenous products without any pricing power.
- Oligopolistic markets have different types of products with high barrier for new entrants and no pricing power.
- Both Oligopolistic and Monopolistic markets have high pricing power but low new entrant barriers.

[a] 3

[c] 2

[e] 0

[b] 1

[d] 4

-> CORRECT ANSWER – [a]

-> Explanation – Monopolistic markets have simple product types with high barrier for new entrants and high pricing power. Oligopolistic markets have different product types with high pricing power and high barrier for new entrants. Perfect Competition markets have homogenous products without any pricing power. Only 2nd statement is correct and rest all are incorrect.

2) Match and choose the correct option :

[a] Anshu Gupta

[b] DuPont

[c] Eric Reis

[d] Nick Swinmurn

[i] Lean Start-up

[ii] Goonj

[iii] Zappos

[iv] Accounting & Financing

1. [a]-[ii], [b]-[iv], [c]-[iii], [d]-[i]

3. [d]-[iii], [a]-[ii], [b]-[i], [c]-[iv]

5. [d]-[ii], [b]-[i], [a]-[iv], [c]-[iii]

2. [b]-[iii], [a]-[ii], [c]-[i], [d]-[iv]

4. [c]-[i], [a]-[ii], [b]-[iv], [d]-[iii]

-> CORRECT ANSWER – [4]

-> Explanation – Anshu Gupta is related to Goonj, DuPont is an example of Accounting & Financing, Eric Reis is related to Lean Start-up, and Nick Swinmurn was the founder of Zappos.

3) "The end is near if the rate of change on the outside exceeds the rate of change on the inside" was said by Jack Welch in relation to -

[a] Business Model Innovation
[c] Lean Product Development
[e] Lean Startup

[b] Marketing
[d] Minimum Viable Product

-> CORRECT ANSWER – [c]

-> Explanation – Jack Welch said this in relation to product development which is best handled with Lean Product Development approach to reduce product development cycle and ensure customer buying.

Kshitij Prasad
18GG20014

1. What form of legal entity should a lone founder register his start-up as, if he wants to ensure continuity of ownership in case of death?

- A. Limited Liability Partnership (LLP)
- B. Sole Proprietorship
- C. One-Person Company
- D. Private Company limited by Shares
- E. None of the Above

Reason: The only two options among the above which allows a single owner to register a company are Sole Proprietorship and One-Person Company, but Sole Proprietorship does not allow transfer of ownership. Hence, One-Person Company is the correct answer.

2. Which of the following real corporate philosophy statements are Mission Statements rather than Vision Statements? Answer with regard to the short/intermediate/long-term nature of such statements.

- i. Sustain XXX's position as one of India's most valuable corporations through world-class performance, creating growing value for the Indian economy and the Company's Stakeholders (Company A)
- ii. To enhance the wealth-generating capability of the enterprise in a globalising environment, delivering superior and sustainable stakeholder value (Company A)
- iii. To grow our business, while decoupling our environmental footprint from our growth and increasing our positive social impact (Company B)
- iv. Making every day more than ordinary (Company C)

- A. ii and iii
- B. Only ii
- C. ii and iv
- D. i, iii and iv

E. None of the Above

Reason: A: ITC, B: HUL, C: P&G

These are actual mission/vision statements of the following companies.

Name: Sachin Yashwantrao Patil

Roll NO. :18GG20018

1. Which of the following is a purpose of a business plan?

- a. to attract financing.
- b. to inform competitors of plans.
- c. to discipline the entrepreneur to think of all aspects of the proposed venture.
- d. an outline of plans of the company to produce a product and market it.
- e. a, c & d.

Answer: e

2. Which of the following statements do NOT correspond with the strategies promoted by the "lean start-up" method? Select one:

- a. Make a prototype
- b. Obtain valuable feedback from the market
- c. Spend time at the beginning finding funding for your venture
- d. Start with small budgets
- e. None of the above

Answer: c

3. Why do entrepreneurship and innovation go hand-in-hand?

- a. Entrepreneurs are both owners and managers of the business, so they are more likely to take calculated risks to pursue business opportunities
- b. Entrepreneurs identify business opportunities and assemble the resources and capabilities needed to create value.
- c. Entrepreneurs have the capability and motivation to pursue innovative commercial opportunities that are riskier and more radical than normal.
- d. a, c
- e. All of the above

Answer: e

4. The most formal definition of marketing is ____.

- a. meeting needs profitably
- b. identifying and meeting human and social needs
- c. the 4Ps (Product, Price, Place, Promotion)
- d. an organizational function and a set of processes for creating, communicating, and delivering, value to customers, and for managing customer relationships in ways that benefit the organization and its stake holders.
- e. improving the quality of life for consumers

Answer: d

5. Which of the following is a purpose of a business plan?

- a. to attract financing.

- b. to inform competitors of plans.
- c. to discipline the entrepreneur to think of all aspects of the proposed venture.
- d. an outline of plans of the company to produce a product and market it
- e. a, c and d

Answer: e

6. The 4 P's of marketing consists of
- a. product, price, promotion, and place
 - b. passion, pride, principle, and premium
 - c. parity, passion, product, and pay
 - d. place, promotion, passion, and performance
 - e. product, promotion, performance, place

Answer: a

Nithish Kannan S

Roll: 18EE30016

1. Which of the following are NOT TRUE about Incubators and Accelerators?
- I. Incubators house several start-ups at one place where they can share infrastructure, tools and expertise that helps start-ups at early stage.
 - II. These incubators then become the formal office of the start-up, once it is ready to go to market.
 - III. Accelerators emphasise and advise to form team of founders, rather than individual founders.
 - IV. Incubators provide seed fund in terms of Equity, whereas Accelerators provide their funding in the form of loans.
 - V. The Accelerator programs run for a fixed duration of time ranging from 3-5 years.

Options:

- a) I, II, V
- b) I, IV, V
- c) II, IV, V
- d) I, III, V
- e) II, IV

Correct Answer: c)

Explanation:

- I. Yes, Incubators house early stage start-ups to accelerate growth.
- II. No, the start-ups are expected to move out to their OWN office once the start-up is market ready
- III. Yes, accelerators prefer team of founders as they believe individual effort is not sufficient to successfully run a start-up.
- IV. No, observe carefully to see the statement is reversed. Incubators give loans and Accelerators fund through equity.
- V. No, they fund for 3-5 months.

2. Which of the following is a Disadvantage of Funding through Equity?

Options:

- a) No interest payment
- b) No repayment of money
- c) Advice from Angels
- d) Dilution of founder holding
- e) Demotivates employees

Correct Answer: d)

Explanation: This question is more of a wordplay. Since 3 of the 4 points start with a negation, i.e. 'no', the student psychologically associates no with a disadvantage. No interest payment here means that the company need not pay interest, but in the option, it is not clearly mentioned who pays interest to whom.

Similarly, no repayment of money refers to the company not having to repay the money, but the word company has not been used to confuse students.

Advice from Angels is not seen as a disadvantage. It is only a disadvantage if the Angel tries to interfere, but here it hasn't been mentioned that way.

Dilution of Founder holding is the most appropriate disadvantage of all the options mentioned.

The Equity funding has nothing to do with the employees.

Kumudanjan Kumbhar

16MA20023

MCQ

- 1) The maximum number of partners in LLP is:
- A) 2
 - B) 20
 - C) 200
 - D) There is no limit
 - E) 100

Ans: D

Explanation: There must be a minimum of two partners in a LLP but there is no maximum number.

- 2) The partnership may come to an end due to:
- A) Death of a partner
 - B) Insolvency of a partner
 - C) Retirement of a partner
 - D) All of these
 - E) None of these

Ans: D

Explanation: The partnership dissolve in case of death, insolvency, retirement of any partner. The partnership agreement is again signed by the partners who want to continue the partnership. They do not continue the old partnership.

16IM30016
Rajat_Singh

Q1) What are the main steps to decide when to pivot?

- a) Establishing a baseline of the current situation using an MVP
- b) Attempting to tune an MVP towards the ideal scenario through multiple iterations in the Build-Measure-Learn feedback loop
- c) Deciding based on experience and intuition whether to pivot or persevere
- d) Only (a) and (b)
- e) (a), (b) and (c)

Ans: e) (a), (b) and (c)

Q2) Which of the following best represent the types of MVP?

- a) Video
- b) Concierge
- c) Wizard of OZ
- d) (a), (b) and (c)
- e) None of the above

Ans: d) (a), (b) and (c)

18AG10018

Q1. XYZ, who designs and sells a line of purses and tote bags, recently sent free totes bag to local female news anchors. XYZ's goal is to have others see the local celebrities carrying the tote bags to generate interest in her product. What form of word-of-mouth marketing is XYZ using?

- 1. Product seeding
- 2. Celebrity testimonial
- 3. Cause marketing
- 4. Social media applications

Explanation: Product seeding involves "planting" or placing the product in the hands of specific influencers. The goal is to have the influencers be seen using or wearing the product, which will in turn generate interest in and desire for the product. A testimonial is a statement by an identified user of a product proclaiming the benefits received from the use of the product. Cause marketing occurs when a business supports a cause that affects society such as protecting the environment or raising awareness of a disease.

Q2. To develop repeat business and customer loyalty, a business owner might

- 1. update equipment.
- 2. increase prices.
- 3. ridicule the competition.
- 4. offer a new service.

Explanation: Because a business cannot survive if it does not earn a profit, and profits are generated from product sales, business owners often look for ways to improve or develop goods and services to keep the customers coming back. Increasing prices and ridiculing the competition are not activities that would increase repeat business and customer loyalty. Updating equipment does not necessarily facilitate repeat business and customer loyalty

Q3. Determine if the following statement is true or false: When developing an exit strategy for an entrepreneurial venture, the most important consideration is finding a suitable buyer.

1. False, there are many factors to consider, such as company valuation and personal goals.
2. True, if the buyer is inexperienced, the business risks monetary losses and long-term failure.
3. False, the most important factor that an entrepreneur should consider is profitability.
4. True, the valuation of a business is dependent on the buyer's financial resources.

Explanation: there are many factors to consider, such as company valuation and personal goals. Entrepreneurs often leave their ventures after they achieve their objectives for their businesses. Entrepreneurs consider many factors, such as how much the business is worth, and personal considerations, such as retiring or starting another venture. There are several ways for an entrepreneur to exit a business, which include selling the business, taking his/her share of the profits and letting partners or others run the business, and closing the business. Thus, exiting a business is often complex and has many factors and options to consider, other than finding a suitable buyer.

18BT10010

Aparajey_Singh

Question-1

Following data are related to a company for the financial year 2018-2019.

Gross profit: ₹500

Interest payment: ₹50

Depreciation:

Other operating expenses:

Dividend:

What is the operating profit for the company during 2018-2019?

- a) 200
- b) 250
- c) 100
- d) 300

Ans -> b) 250

Question-2

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?

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

Ans-> d) 80%

Question-3

Which of the following is an example of Freemium pricing?

- a) Amazon
- b) Flipkart
- c) Spotify
- d) Airbnb

Ans-> c) Spotify

ATHARVA WAGLE

17CH3FP07

Q.1 Which of the following is not true when considering a Porter's Five Forces analysis for the Indian Pharmaceutical Industry?

- A) The threat of new entrant is low as cost of R&D for pharmaceuticals is relatively high
- B) Suppliers have very little pricing power
- C) Buyers have high pricing power (CORRECT ANSWER)
- D) Competitive rivalry in pharmaceuticals is cutthroat due to lot players in the industry
- E) Threat of substitutes is high as cheaper substitutes can be offered

Explanation: Buyers do not have high pricing power in the pharmaceutical industry as a drug prices cannot be bargained upon and people have to pay whatever price is set and fixed. The other Porter's forces for pharma industry are true.

Q.2 Why do most products of start-ups fail to gain traction?

- A) Less money is spent on making the products
- B) The products are unable to meet customers' needs (CORRECT ANSWER)
- C) The products are not advertised or marketed well enough
- D) The starting price of most products is extremely high which discourages customers
- E) Customers do not trust new start-ups to come up with high quality products

Explanation: Most products of start-ups do not have a good value proposition and do not target a customer's major needs. This is the reason they are not bought and these products fail to gain traction.

Q.3 What would be optional while writing a Value Proposition Statement for a product/service?

- A) The product/service being sold/offered
- B) The customer segment/market being targeted

- C) The pain point being alleviated
- D) How the product is better than any competitor's product out there (CORRECT ANSWER)
- E) The gain in terms of cost/efficiency/time offered by the product/service

Explanation: While writing a value proposition it is very important to mention about your product, customer segment, pain point and gains. It is, however, optional to mention about the competitor's products.

Q.4 Which of these is not a major objective for a company conducting marketing research?

- A) Understanding what kind of product satisfies the customers and how
- B) Understanding customer behaviour towards a particular product/service
- C) Using the huge acquired data to put it in front of customers in an attempt to gain their trust (CORRECT ANSWER)
- D) Getting an idea about the market share and market potential
- E) Measuring how effective pricing, product distribution and advertising is

Explanation: Marketing research does not mean that the obtained data should be thrown into the customer's faces to decide upon the product. That would not reflect well on the product/service. Instead the company's decision makers should decide upon how to make changes to the product or act upon the data obtained from market research.

Abdul Ahadh
[17AG3FP02]

Q1. Imagine yourself being an entrepreneur, building the MVP of a free digital product (the user may not always need to pay for the product. The burden of payment can be on another stakeholder also. For ex: Instagram) and iterating it in accordance with the Lean Startup Cycle we covered in the class. What are the possible validations you can rely on for your hypothesis?

- (i) Decrease in the average time taken by the users to complete the task of interest (for ex: uploading a picture on instagram is a task)
- (ii) Increase in the number of users launching your digital product (for ex: opening instagram application on your phone)
- (iii) Increase in the number of users completing the tasks on your product, irrespective of the time taken to complete it
- (iv) Increase in the number of tasks completed on your product, irrespective of the number of the users (for ex: 10 tasks completed by 1 user alone)

The options are:

- A. All of the above
- B. (i), (ii) and (iii)
- C. (i), (ii) and (iv)
- D. (i), (iii) and (iv)
- E. (ii), (iii) and (iv)

Answer: D. (i), (iii) and (iv)

Short Explanation: It cannot be option (ii) as the user may launch your digital product (for ex: opening instagram app) and close it immediately without performing any task (probably because the user didn't like your product/find any value). The (iii) option gives you an insight on the value addition of your product (users are finding value no matter how time consuming it is). The (i) option gives you an insight on the effectiveness of your solution and the last option gives you an insight that onboarded users are finding it useful as they are using it repeatedly.

Q2. Imagine yourself being graduated from campus this year and you've validated your idea for your entrepreneurial journey. You only have internship experiences in the sector your startup is in and the experiences gained during your validation journey as an entrepreneur. You're now looking to raise fund for your startup. What is the best source of the fund for you currently?

- A. Crowdfunding against equity on your startup
- B. Angel Investor who is known for his experience in the sector your startup is in
- C. Sector agnostic accelerator/incubation programs
- D. A new VC fund who are trying to enter into the startup ecosystem
- E. Bank Loan

Answer: B. Angel Investor who is known for his experience in the sector your startup is in

Short Explanation: Given that you lack real world experience in the sector you're trying to mark your territory in and that you're an early stage startup who has just validated your idea, raising funds from Angel Investor who is known for bringing his sector experiences on the table is the best source.

Ayush Sinha

1. Which of the following is not true for a One Person Company (OPC):
- a. Has to submit annual reports and audited accounts.
 - b. Is not allowed to transfer its shares.
 - c. Nominee who is a natural born citizen of India becomes the successor in case of the death of the sole member.
 - d. Tax is applicable in the same bracket as an individual
 - e. The liability is limited
 - f.

Answer: d. Tax is applicable in the same bracket as an individual.

Explanation: For an OPC, tax is applicable in the same bracket as any private company.

2. Which of the following factors related to the USP (Unique Selling Proposition) of a product is incorrect?
- a. The USP helps determine whether there is any reason of buying your product instead of continuing to use established one.
 - b. A company can create its own USP by targeting an audience and solving their problem.
 - c. USP is only about having a unique product or service.
 - d. USP is what sets your product apart from your competitors.
 - e. USP is projected as something that is in your company's DNA.

Answer: c. USP is about having a unique product or service.

Explanation: USP is not about having a unique product or service. It is about making your product stand out even in a market filled with similar businesses.

Meka Sai
(15AG10019)

QUESTIONS

1. Which one of the following is the process of entrepreneurs developing new products that over time make current products obsolete ?

- a) New business model
- b) Creative destruction
- c) Anatomization
- d) None of the above

ANSWER : option (b)

Explanation : Creative destruction occurs when something new kills something older. An example of this is personal computers. The industry, led by Microsoft and Intel, destroyed many mainframe computer companies, but in doing so, entrepreneurs created one of the most important inventions of this century

1. One of the primary determinants of the supply of entrepreneurship is _____

- a) Connections of an individual to become an entrepreneur
- b) Dependent of Individual to become an entrepreneur
- c) Willingness of an individual to become an entrepreneur
- d) None of the above

ANSWER : option (c)

Explanation : One should have a primary quality for entrepreneurs is willingness because sometimes in the process of making new products one can face the situation where they feel it is not worth and no use by the critics but if they keep going with their will power they definitely make a stand among other, it's matter of personal choice

2. Which of the following has NOT been identified (by research) as a personal characteristic that entrepreneurs need to succeed?

- a) Strong ethical fibre
- b) Leadership skills
- c) Passion for the cause
- d) Tenacity

ANSWER : option (d)

Explanation : Tenacity is not identified in the text as a critical characteristic.

Name: Sinha Pankaj Kumar

Roll no: 16MA20043

1. Among these types of customers who are the most averse to new experience and most concerned about the value of money

- A. Innovators
- B. Early Adopters
- C. Early Majority
- D. Late Majority
- E. Laggards

Solution: D Late Majority

Explanation: Late Majority (They are very concerned about the value of money and look for validation and revalidation)

2. Which of the following is a Qualitative Research Technique

- A. Observation
- B. Experimentation
- C. Postal questionnaire
- D. Tracking
- E. Focus group

Solution: E Focus Group

Explanation: Others are Exploratory Techniques

3. Ram wanted to research parental attitudes to toy advertising so she invited six mothers to get together, watch some carefully selected adverts, and then discuss them. He asked them some questions but mainly just encouraged them to talk. Which research technique was he using?

- A. Case study
- B. Survey
- C. In-depth interview
- D. Observation
- E. Focus group

Solution: E Focus Group

Explanation: A focus group is a form of qualitative research in which a group of people is asked about their perceptions, opinions, beliefs, and attitudes towards a product, service, concept, advertisement, idea, or packaging

Name B.Sai Rohith

Roll number 18EE30006

1. Businesses calculate break even in units so they know? A. How much profit they earn after break even B. Which products they should purchase to resale C. Which costs are variable and fixed D. How many products they should sell to break even

Ans.) D

2. Why do you need a business plan? A. To explain your idea B. The ability to get financing C. It's a road map that sets the objectives and goals for the business D. To help reduce the risk of business failure E. All the above

Ans.) E

NAME: Arindam Biswas

Roll no: 16PH20005

Questions:

1) Which one these is not a correct procedure for funding of startups?

A) Personal Investment

B) Personal Loan

C) Venture Capital

D) Crowdfunding

2) Which one of these is not a correct exit strategy for startups?

A) Acquisition

B) Initial Public Opening

C) Liquidation

D) Banruptcy

Navam Singla

18EE10031

1. The measure of business risk is _____.

A. operating leverage

B. financial leverage

C. total leverage

D. working capital leverage

E. break even point

Solution : Option A

The measure of business risk is operating leverage. Operating leverage is a cost-accounting formula that measures the degree to which a firm or project can increase operating income by increasing revenue.

2. At Break even point_____

A. Total cost is more than the sales revenue

B. Total cost is less than the sales revenue

C. Total cost is equal to sales revenue

D. Fixed cost is equal to variable cost

E. Fixed cost is less than sales revenue.

Solution: Option C

the break-even point refers to the revenues necessary to cover a company's total amount of fixed and variable expenses during a specified period of time.

17EX20027

Sanchita Singh

1. Which of these features are of "sole partnership firms".
 - a. The liability of each member/owner is limited to the extent of the ownership in the company.
 - b. It has perpetual existence or successions.
 - c. The firm has no legal existence separate from its owner.
 - d. Tax is applicable in the same bracket as of any private company.
 - e. Has to submit annual report and audited accounts.

Answer c.

2. according to Maslow's hierarchy of needs what is the most primary need .

- a. Self actualisation .
- b. Love and belongings
- c. Esteem
- d. Physiological needs.
- e. Safety needs

Answer d.

NAME : PARTH VATS

ROLL : 16AR10023

1- EBITDA = Operating Profit + _____?

1. Gross Profit
2. Depreciation
3. Amortization
4. 2 and 3 both
5. Total Operating expense

2- In Cash Flow from Operating Activity - Payable _____

1. Increase is positive
2. Increase is negative
3. Decrease is neutral
4. Decrease is positive
5. Increase or decrease does not affect neutral

ANS

1. 4
2. 1

Adarsh Agrawal
19HS20003

Ques1) What are the features of minimum value product?

- a) Give the customer sense of value proposition
- b) evaluate core functionality and give feedback
- c) it is the final version of the product
- d) only a and b
- e) all of a, b and c

Ans) d

Ques2) On which if the following factors attractiveness of the market depends upon?

- a) size and growth of market
- b) profile margin and stability if the market
- c) having friends in the friend
- d) all a, b and c
- e) only a and b

Ans) e

Ques3) which of the following us not related to operations?

- a) Promotion
- b) Location
- c) Raw materials
- d) Labor skills

Ans) c

Ques4) Which activity occurs at the start of a new venture?

- a) Motivation
- b) Business skills
- c) Departure point
- d) Goal orientation

Ans) c

NAME: DHWANIT HURA
ROLL NO: 18GG20010.

1.) Individuals influencing an entrepreneur's career choice and style are known as which of the following?

- A. Role model
- B. Moral-support network
- C. Professional support network
- D. Support system

E. Market system

Answer :- A

Explanation :-Role models

Individuals influencing an entrepreneur's career choice and style

2.) Which one of the following is the process of entrepreneurs developing new products that over time make current products obsolete?

- A. New business model
- B. Anatomization
- C. Creative destruction
- D. Graph analysis
- E. None of the given options

Answer:-C

Explanation:-Creative destruction

occurs when something new kills something older. A great example of this is personal computers. The industry, led by Microsoft and Intel, destroyed many mainframe computer companies, but in doing so, entrepreneurs created one of the most important inventions of this century

Ananyaa Radhesh Welling

Roll no.: 18BT10008

1. What is the most crucial component of a business plan?

- a. USP
- b. Executive summary
- c. The business
- d. Strategy
- e. Value proposition

Ans: b. Executive summary. The other components are essential, but executive summary is what an investor or any reader will see first, and it forms the first impression of the business.

2. How many companies will an oligopolistic market contain?

- a. One
- b. Two, in direct competition
- c. Small number of companies
- d. Many companies with no market barrier
- e. Infinite

Ans: c. Small number of companies. They will have differentiated products, high market barrier and high pricing power.

18EE10002

Adarsh Soni

Q.1) Which of the following is not an important feature of a Team in a company:

- A. Team should have individuals with complementary skills
- B. Committed to a common goal
- C. Share same vision
- D. High level of collaboration among team members
- E. Members should have the same pay.

Ans E

Q. 2) According to Dave Lavinsky which among the below is/are part of Business Plan Outline?

- a. Executive Summary
- b. Customer Analysis
- c. Employee selection procedure
- d. Financial Plan
- e. Operations plan

A. a,b,c,d,e

B a,c,d,e

C a,b,c,d

D a,b,d,e

E a,b,c

Ans D

Anirudh Agarwal

16MA20010

1. Which of the following is not recognized as a misconception about entrepreneurship?

- A) Successful entrepreneurship needs only a great idea.
- B) Entrepreneurship is easy.
- C) Entrepreneurship is found only in small businesses.
- D) Entrepreneurial ventures and small businesses are different
- E) Entrepreneurship is an easy way to get rich.

Ans. D)

A successful entrepreneurship requires a perfect blend of idea, resources, opportunity, market and passion to become a success. It is one of the most complicated skills to master, and as said in the words of Elon Musk, "Being an entrepreneur is like eating glass and staring into the abyss of death". Entrepreneurship is found in small and large businesses alike varying upon the idea, opportunity and market. An entrepreneurial venture is the concept of starting a small business to offer a product or service with the intention of disrupting an industry or maximizing profit.

2. The most likely problem encountered by innovative entrepreneurs in raising finance is:

- A) Limited security since R&D is an intangible asset
- B) The costs of the patenting system
- C) The exhaustion of personal equity in R&D
- D) Inability of potential external funders to understand technology
- E) Higher customer acquisition costs

Ans. C)

Investing in R&D is considered to be necessary evil from an innovative entrepreneur's pov. With constant innovation and spending in R&D, the entrepreneur risk losing a big chunk of their personal equity in raising capital.

The patenting costs are assisted and covered in long term with the assist of investors, and there is not in any way lack of external funders not understanding latest technology.

Arnav Raj Verma

17CH30031

1)

Which of the following isn't a characteristic of an angel investor?

- a. They possess surplus fund and want to go through the excitement of the lifecycle of a startup.
- b. They are experts and successful entrepreneurs in certain fields.
- c. They don't want more risk and support only those startups which don't have much risk involved in them.
- d. They closely mentor the startups.
- e. They give small amount of money as an investment.

Answer: c

Angel investors support startups in their early stages, which means that the risk involved with the startups is high and its valuation is less.

2)

Consider the following statements about crowdfunding:

Statement 1 : Crowdfunding investments are usually associated with dilution.

Statement 2 : Crowdfunding is not suitable for B2B.

Statement 3 : In Crowdfunding there is risk of sharing the idea to the public too early .

Statement 4 : The interference from crowd is usually very high .

Which of the following statements are true?

- a. Statement 4 is False
- b. Statement 2 is True and Statement 1 is False.
- c. Only Statement 1 is False.
- d. Statements 2 and 3 are both correct

Ans. a,b,d

Explanation :

Statement 1 & 4 are FALSE

Statement 2 & 3 are TRUE

NAME: SAURAB AGARWAL

ROLL NO: 17CH30030

Q1)

About 70% of the weightage on investment decisions by VCs in startups is based on which of the following parameters?

- 1. A Balanced founding team or the human capital and their commitments.

2. Size of the Market
3. The Financials and Key Metrics of Their Business
4. the Potential Risks to the Business
5. Competitive Landscape

ANS:

(1) The VCs need to ensure whether whatever the venture has to offer can really be achieved via great execution

Q2) Which is the false statement concerning the favorable points in a startup team?

1. The team must have individuals with complementary skills.
2. The team members are job hoppers and are high salary seeking individuals.
3. Committed to a common goal who all share the same vision.
4. Initial employees are as good as co-founders and hiring decision should be based on missing skills.
5. A great team has all the critical competencies for efficient execution.

ANS:

(2) The team members are job hoppers and are high salary seeking individuals. Team members must have an entrepreneurial mindset.

(Q3)

Choose the false statement based on Competitive Advantage:

1. Competitive advantage is the skill necessary to outpace your rivals.
2. Most successful companies derive such advantages through knowledge, technology, information (data), and by adapting or restructuring their offerings as the market evolves.
3. Companies come up with product-market-fit and customers love the product/service they offer.
4. Create a great brand with such a narrative that customers fall in love with their story and the brand.
5. None

Ans:

5) None

19AG3EP09

Bhanvi Suryavanshi

B. Two MCQs.

1. How can a company enjoy pricing power?

- i. By having technological advantages.
- ii. If it has superior brand value.
- iii. Enforce a pricing framework.
- iv. Provide a great experience and decent customer service.
- v. Increase the price as much, as to get maximum profit by seeing their competitors.

Choose any one.

- a. i, ii, iii
- b. All of these
- c. i, iii, iv, ii
- d. i, v, iv
- e. ii, iv, v

ANS- Option c.

Explanation- Pricing power means the capability to increase price without the fear of losing customers. A company can enjoy this by providing better efficacy, better quality to the customer which can be done if it has technological advantage. Other than that the company should maintain good relations with the customer by delivering more than what it promises. The increase in price of the company should not depend on what its competitors are doing rather it should focus on establishing clear pricing principles.

2. Which of the following statement is correct regarding the current perspective of investors and customers?

- a. Financial capital is dominant.
- b. Globalization is driving prices down.
- c. Investors and regulators ignores ethical standard.
- d. Prices reflects costs.
- e. Shareholders demand incremental improvements.

ANS- Option b

Explanation-Earlier prices reflected costs, people used to price the product with additional price in addition to its actual cost , but now it cannot be done due to global competition.

Name: Suryadeep Mandal

Roll No: 19EE10060

Q1. Which of the following are correct assumptions for break-even point analysis?

- A. Inventory level remains constant.
- B. Behaviour of different costs are non-linear with respect to quantity.
- C. Selling price, variable cost per unit, and total fixed cost remain constant.
- D. Cost can be divided into fixed and variable costs.

E. Volume is the only cost driver for variable cost.

Options:

1. A, C only
2. B, C, D only
3. A, C, D, E only
4. A, B, C only
5. A, B, C, D, E

Answer: 3. A, C, D, E only

Explanation: All costs are assumed to be constant and linear relation assumed to quantity however in point B, it is given otherwise. All other points are correct assumptions for break-even point analysis.

Q2. Which of the following is not a criticism of the Business Model Canvas?

Options:

1. It focuses mostly on economic value and not environmental and social value.
2. It does not have any reference to endogenous forces.
3. Overly simplistic and narrow in terms of diversity of business challenges.
4. Does not describe how to create competitive advantages, entry barrier, scaling business and such.
5. None of the above

Answer: 2. It does not have any reference to endogenous forces.

Explanation: Business model canvas does consider endogenous factors like finances. However, it is criticized because it does not have any reference to exogenous factors like environment, industry structure, etc.

Q3. What is the maximum amount of monetary support given for the fabrication, refinement and validation of prototypes under the PRISM initiative of DSIR to support startups?

Options:

1. 2 lakhs
2. 5 lakhs
3. 10 lakhs
4. 20 lakhs
5. 50 lakhs

Answer: 4. 20 lakhs

Explanation: Under category-II of Phase-I of PRISM of DSIR, innovators can receive upto 20 lakh rupees or 90% of the project cost whichever is lower.

Name: Debraj Maji

Roll Number: 18EE10019

Question 1:

Given below are some reasons as to why startups go out of business and an example that has succumbed to these. Arrange them in the order of most common to least common along with the correct example.

- A. Losing to the competition in innovation or quality of product and other factors.
- B. Being too much ahead of their time and not taking initial consumer feedback.
- C. Compatibility issues between the Founders.
- D. Unable to manage finances adequately.

Companies:

Iridium, Ezytruk, MonkeyBox , Pellion technologies.

Options:

- 1.B-Iridium, D-Ezytruk, C-Pellion Technologies, A-MonkeyBox
- 2.B-Iridium, D-Pellion Technologies, C-Ezytruk, A-MonkeyBox
- 3.D-Iridium, B-Pellion Technologies, C-Ezytruk, A-MonkeyBox
- 4.D-MonkeyBox, C-Ezytruk, B-Pellion Technologies, A-Iridium
- 5.D-Iridium, C-Ezytruk, A-MonkeyBox, B-Pellion Technologies

Answer: 1. The order of failure percentage is B(42%)>D(29%)>C(23%)>A(19%).

Note:

Sir I am unable to remember whether you have mentioned Pellion technologies in the class but I found it on cb insights and it fit the question so I used it. Hope there wouldn't be a problem

Question 2:

Which of the following are correct wrt to building a business plan?

- 1. The portrayal of risks should be given priority and the possible routes to risk minimization be mentioned clearly so as to choose best options
- 2. The presence of a working model for demonstration of the business idea is not that much important however its presence can alleviate willingness among investors.
- 3. The report conveying the business model should be minimalistic with high information density because investors are busy people with time thresholds.
- 4. Pitfalls should not be highlighted in the business report as it would divert attention from the main business model and make it lose its credibility.

Options:

- A. 1,2,3
- B. 2,3
- C. 1,4,3
- D. 1,2
- E. All are correct.

Answer:Option A is Correct.

4 Is incorrect because Pitfalls are an important factor in deciding whether a particular business model is viable or not So not creating awareness about it might be considered as fraud.

Question 3:

Some statements with respect to Validation are given as:

- 1. Validation serves as an early evaluation to the hypothesis which is validated upon.

2. Helps in assessing whether the product is fit for a particular type of market or not through consumer feedback.
3. It plays no important role in risk evaluation of a product or for making faster decisions
4. Final product should always be used for the purpose of validation.

The correct statements from the above are:

- A. 1,4,3.
- B. 1,2,3.
- C. 1,2.
- D. All of the above.
- E. 2,4.

Answer: C is the correct choice. Because 3 is incorrect as validation is the best way to understand pitfalls and risks involved with a particular product. Again 4 is incorrect because for the sole purpose of validation a rough working prototype with the most important and differentiating factor should be utilised which is known as Minimum Viable Product. (MVP).

18AG10037

Yash Ganesh Chaudhari

Question 1: Which of the following doesn't come under managerial accounting??

- A) Constraint Analysis
- B) Cash Flow analysis
- C) Consumer analysis
- D) Product costing and Valuation
- E) None of these

Answer: C)

Question 2: A new venture raises 200 million at a pre-money evaluation of 400 millions. What is the post-money shareholding of the founders?

- A) 10%
- B) 33.33%
- C) 99%
- D) 66.66%

Answer: D)

The valuation at post money stage will be 600 million. In that 400 million i.e. 66.66% of the shareholding belongs to the founders.

Question 3: Which of the following you think are not the responsibilities of a Founder?

- A) Create a vision that he wants from his consumers
- B) Hire the best talents
- C) Build and lead the executive team
- D) Pilot the fund raising
- E) None of these

Answer: E)

Karan Rajendra Jadhav

17NA30009

Q.1. In Sole Proprietorship how much income tax do you have to pay if the rate of tax on company is 25% and your individual income tax rate is 33%?

- a. 25%
- b. 30%
- c. 33%
- d. 29%
- e. 35%

Answer: c. 33%

Explanation: In Sole Proprietorship if you are doing another business also you have to club the profit of the firm and individual income and pay the income tax as per individual rate whereas in Partnership the proprietors have to pay different and distant income taxes on profit of the firm and individual income separately.

Q.2. What should NOT be the strategy to gain Competitive Advantage?

- a. Cost Leadership Strategy
- b. Product Differentiation and Positioning Strategy
- c. Strategy to work in core competency
- d. Strong Brand Presence
- e. Seek high-profit margins.

Answer: e. Seek high-profit margins.

Explanation: This will lead to unhealthy competition. This strategy will eventually be disadvantageous to us.

NAME: TEJASWINI MANGALAGIRI

ROLL NO: 16EX20029

1. Which among the following is not a vision statement

- a) Bring inspiration and innovation to every athlete in the world
- b) A love of wild and beautiful places demands participation in the fight to save them, and to help reverse the steep decline in the overall environmental health of our planet
- c) To create economic opportunity for every member of the global workforce
- d) Offer a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.

Answer - d

2. Assertion(A) - Monopolistic market has non-existent barrier for new entrant

Reason(R) - being with only one company for that product, we can easily enter into competition

Choose the correct option-

- a) Both A and R are correct and R is the correct explanation for A
- b) A is false, R is true
- c) Both A and R are correct, but R is not correct explanation for A
- d) Both A and R are false

Answer – d

16AR10008

Anuj_Daga

1 . From _____ strategists get time to anticipate opportunities and to plan to take optional responses to these opportunities.

- a) Six Sigma
- b) Portfolio Analysis
- c) Environment Analysis
- d) Movement Analysis
- e) None of the Above

Ans 1) c

2 . Which of these is largely external to the enterprise and thus beyond the direct influence and control of the organization, but which exerts powerful influence over its functioning?

- a) Macro Environment
- b) Macro Environment
- c) PESTEL Analysis
- d) Management Thinking
- e) None of the Above

Ans 2) b

3 . Potential positive and negative impact of significant international events such as a sport meet or terrorist attack, is a factor related to _____.

- a) Technology Environment
- b) Economic Environment
- c) Demographic Environment
- d) Global Environment
- e) None of the Above

Ans 3) d

4 . In which approach businesses take an intelligent interest to adapt with the changing external environmental ?

- a) Least Resistance
- b) Proceed with caution
- c) Dynamic Response
- d) All the Above
- e) None of the Above

Ans 4) b

5 . Survival objective of a business gains more value and prominence during which stage of establishment of enterprise?

- a) Profitability
- b) Initial
- c) Growth
- d) Stability
- e) None of the Above

Ans 5) b

17AE10011

| Didugu Phani Sai Ganesh

1. Which of the following is considered as an attribute of parameters used in the Lean Start Up Model, during measuring and testing phase

- A. Actionable
- B. Accessible
- C. Auditable
- D. All the above

Ans: (D) Eric Ries argues that the parameter used in measuring and testing must be actionable, accessible, auditable. Without which human minds fall to the allure of Vanity Metrics. (The Lean Start Up pg. no 143)

2. Blue Ocean Strategy is referred to a market for a product where there is no competition or very less competition. This strategy revolves around searching for a business in which very few firms operate and where there is no pricing pressure.

The strategy aims to capture new demand, and to make competition irrelevant by introducing a product with superior features. It helps the company in making huge profits as the product can be priced a little steep because of its unique features. The strategy mocks the phenomena of conventional choice between product/service differentiation and lower cost, but rather suggests that both differentiation and lower costs are achievable simultaneously.

Which of the following product/Company is an example of Blue Ocean Strategy.

- A. iTunes in Music Industry
- B. Ferrari in Automobile Industry
- C. Walmart in Retail Industry
- D. Red Bull in Soft Drink Industry

Ans: (A) Ferrari places itself as different over affordable. So does Red Bull. Walmart in contrast tries to place itself as affordable. However, iTunes places itself as both different and affordable compared to traditional music industry. Blue Ocean Strategy.

NAME: Aayush Shah

Roll no: 16MA20002

Q-1: Which of the following is not an example of a fixed cost?

- 1. Depreciation
- 2. Salary of Employees
- 3. Property Tax
- 4. Commission on sales
- 5. Rent

Correct Answer: (4) Commission on sales

Explanation: Fixed cost is referred to as that cost which does not register a change with an increase or decrease in the number of goods produced by a firm. Since the Commission on Sales varies with the number of goods sold, it is a variable cost.

Q-2: Which of the following is not an essential practice while Pitching?

1. Staying relaxed
2. Having a small amount of text data in the presentation
3. Using infographics
4. Dressing in good attire
5. Sticking to the ground

Correct Answer: (5) Sticking to the ground

Explanation: The person should not stick to the ground but should move around and hold a gaze with everyone in the audience. This makes you seem more approachable and pleasing to the people.

Q-3: Which among the following is not a feature of Marketing Research for a start-up?

1. Market Size
2. Historical and Present Growth
3. Market Type(Perfect, Monopoly etc)
4. Future Growth
5. None of the above

Correct Answer: (5) None of the above

Explanation: All the mentioned features are part of Marketing research. Hence, there is no wrong option among them.

Name – Akshat Patidar

Roll no. – 17EX20002

1 Which of the following is NOT recognized as a misapprehension about entrepreneurship?

- A) Successful entrepreneurship needs only a great idea.
- B) Entrepreneurship is easy.
- C) Entrepreneurship is found only in small businesses.
- D) Entrepreneurial ventures and small businesses are different.

2. Which of these are not an attribute of small businesses ?

- A) Small businesses are independently owned, operated, and financed.
- B) Small businesses have fewer than 100 employees.
- C) Small businesses emphasize new or innovative practices.
- D) Small businesses have little impact on industry.

3. Which of the following is NOT an area in which the dominance of entrepreneurship can be shown?

- A) Innovation
- B) Number of new start-ups
- C) Job creation and employment
- D) Bureaucrat

NAME:SHALMALI SRIRAM

ROLL : 19AR10033

1. Is it preferable to have a higher receivable turnover ratio or not?

- a. Yes
- b. No
- b. Not related/ will have no impact

Answer: a. Yes

Having a higher turnover ratio will result in a lower receivable cycle and it is always preferable to have a shorter span of receivable cycle. Having a short receivable cycle indicates that you are being paid regularly in short intervals, which is a good thing.

Receivable turnover ratio= Avg outstanding in receivable/Annual Sales

Receivable cycle=365/Receivable turnover ratio

2. Usually when a company invents a product, certain rights are to the company since it is the inventor. But these are given only for a specific amount of time. Why?

- a. To limit the monopoly of the company
- b. Because in this specific time, the company would gain enough profit for the product
- c. Because in this specific time, it would earn all the money that it had spent for the development of the product
- d. To stimulate idea and development of a better version of the product or a better product in this time

Answer: d. To stimulate idea and development of a better version of the product or a better product in this time

When a company invents a product, it gets a patent for that. Competitors in the market would then try to invent a better product or a better version of the product which would increase competitiveness and bring quality products into the market.

Extra Questions-

We recently had to submit a report in our course of Economics(HS20001). We were supposed to choose any topic related to Economics and write a report. I really liked our course of Foundations of Entrepreneurship and thus I chose the topic- "How does Entrepreneurship affect the economy of a country?" I have attached the report in this mail. I had cited certain points from your slides in the report and thus I have given you the credits at the end. Some of the observations that I came across while researching for the report were quite alarming. One of them is as follows-

In the “How unequal is the world?” part, it has been stated that in many of the poor countries, the unemployment rate is high and thus people seek Entrepreneurship as their last source of income. Entrepreneurship is not innovation-driven. Also, there is a lack of big firms in these nations whose presence would have otherwise led to the development of these nations. Thus, the Total Entrepreneurial Activity rate on economic growth has a negative effect for the relatively poor countries.

But in the conclusion part, I have stated that-

The negative impact of entrepreneurship on GDP growth for developing and/or poor countries is one of the striking results that we came across. But the observation that poorer countries fail to benefit from entrepreneurial activity does not imply that entrepreneurship should be discouraged in these countries. Instead, it indicates that not enough larger companies are present in these countries. The transformation from a developing economy to a developed economy is highly influenced by the presence of large firms. Local workers get employment in these large firms and by further training and practise, these local workers may become more productive compared to if they are running a small store and struggling to survive as an “entrepreneur”. Moreover, due to the presence of large firms, smaller firms may also flourish, as they may act as suppliers for large firms.

Thus, my question is-

3. Studies show that entrepreneurship in low-income countries is NOT innovation driven. Due to low employment rates, Entrepreneurship is usually the last option for people to earn a living. There is a lack of big firms in these nations. Thus Entrepreneurship does not have a positive impact on the economy of these nations. Does this mean that entrepreneurship should be discouraged in these countries?
- a. Yes, since it is not bringing any profit for the nation
 - b. No, since entrepreneurship involves taking risks irrespective of the location
 - c. No, this just indicates that there is a lack of big firms. Thus, efforts should be made to bring big firms to benefit the entrepreneurial activity.
 - d. No, because lack of entrepreneurship would stagnate the country's economy

Answer: C

Name: Sumit Kumar

Roll no: 17MT10040

Q1.The primary difference between debt and equity:

- a. Debt involves dilution while equity attracts interest
- b. Debt is not repayable while equity is to be paid
- c. Debt can be raise without securities 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 venture

Ans: (d) Debt financing is riskier than equity funding

Q2. Which of the following is not bootstrapping:

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

Ans: (a) Buying offices instead of renting to avoid the payment of huge rent every month and improve cash flow

-KAVYA VENKATAGIRI

-18MI33019

Q1.) Which among the following is not considered as factors of competitive advantages of business models?

- 1. Company should have unique advantage over other competitors in its field
- 2. Company should always have an idea of the product growth in market
- 3. It should always provide the products cheaper than its competitors
- 4. It should check whether it can earn customers loyalty such that they will again come to the company to buy.

Ans: 3.

Because during some circumstances, the company should raise the price according to the product value increase and increase in customer's loyalty (pricing power). Otherwise it won't get benefited always. So it is not always true.

(or)

economic condition of the company (this can also be an answer for above question)

Q2.) Which of the following is not correct to do as entrepreneurs?

- 1. You should be able to manage money
- 2. You should mainly focus on competitors then customers
- 3. You must network with smart and successful people
- 4. You should follow your passion instead of focussing on money

Ans: 2

As the entire company's success is always mostly based on customers, we must always give priority to customers rather than always focussing on winning on competitors. So it is wrong statement

Q3.) Which of the following is not a characteristic feature of venture capital firms?

1. Holding equity in firms that are funded.
2. Having a long term investment horizon
3. Funding particular or small number of firms.
4. Providing advice and assistance to the firms that are funded.

Ans: 3

It is not correct for a venture capital firms to only focus on small number of firms, it must be able to focus on vast and diverse firms such that it could reach most of the fields in business models

Q4.) Which of the following is a definition of break-even point?

1. The fixed plus variable costs of business
2. The situation where a profit is made
3. The situation where neither profit nor a loss is made
4. The difference between the selling price of a product and the variable costs incurred in producing that product

Ans: 3

Pooja Reddy
18GG20019

1. Which of the following are the characteristics of Mezzanine Financing?

- (1) It is a hybrid of equity and debt financing
 - (2) It is the highest risk form of debt and offers some of the highest returns
 - (3) It is a low-risk form of debt and offers modest returns
 - (4) It allows companies with less collateral to obtain funding
 - (5) It is a form of preference equity
- a. 1,2,4
 - b. 1,2,4,5
 - c. 1,3,5
 - d. 1,3,4
 - e. 1,3,4,5

Reason: Factual question. Mezzanine financing involves a combination of equity and debt financing. It is unrelated to preference equity.

2. Which of the following are drawbacks to a sole proprietor of becoming a private limited company in order to raise money for expansion?

- (1) Interest will need to be paid on the amount raised
 - (2) The process to change the type of ownership is time-consuming
 - (3) Less control over the decisions made within the business
 - (4) The amount generated will need to be repaid
 - (5) A dividend must always be paid each year to the shareholders
- a. 2,3

- b. 1,2,3
- c. 2,3,4
- d. 2,3,5

Reason: Factual question. It is not obligatory for a company to pay dividend.

3. The yield on convertible bonds is:
- a. Lower than non-convertible bonds
 - b. Higher than non-convertible bonds
 - c. The same as non-convertible bonds
 - d. Lower or higher than non-convertible bonds
 - e. Zero

Reason: Factual question

4. Venture Capital funding is usually offered in the form of:
- a. Straight equity
 - b. Senior Debt
 - c. Both a and b
 - d. Convertible debt or preferred stock
 - e. Stock options

Reason: Factual question

NAME: Hetarth Dave

ROLL : 18EE10018

Consumer perceptions of the product's value set the _____ for prices

- A ceiling
- B demand curve
- C Floor
- D Image
- E Variable cost

Ans = A ceiling as the maximum price can be decided by how much the consumer rates any product as if a product is rated high then its price can be more compared to the one which is rated less .

Consumers usually think high priced products means ?

- A Good quality
- B out of reach of most people
- C having high profit margins
- D having cost-based prices
- E being in the introductory stage of the product life cycle

Ans = A good quality

Generally people think that high price means it has good quality

NAME: VARUN SATYARAJ

ROLL NO: 17PH20010

1) A Person wants to start a Car Manufacturing Business, which of the following may not give him/her a competitive advantage?

- a. Scalability
- b. Repeatability
- c. Logistic Advantage
- d. Product Differentiation
- e. New Experience

Scalability is correct. Creating initial Infrastructure, Research and Development may be hard but once the Infrastructure has been created, scaling it would be less taxing.

Repeatability is incorrect. Unlike an E-Commerce customer like Flipkart. A Customer may not return to buy a car within the next 15 to 20 years. Hence it would not be feasible to keep a sale like "Big Billions Day Sale" and sell initial products at a loss, since customers are not expected to return in a short span of time.

Logistic Advantage is correct. Having logistic advantage is always of great benefit in Car Manufacturing.

Product Differentiation is Correct. Since a car is a commodity that a consumer is expected to have for 15 years. It is essential that the Car is of good quality, has better features etc.

New Experience is Correct. The Quality of the car, the service you provide during maintenance will all add up to the Experience.

Naman Paharia

18EE10029

Que 1. Which of the following is true regarding Funding Ventures.

- i) Primary security is the charge on the assets funded by the loan and secondary security is the charges on assets other than those acquired with the loan
- ii) Secondary security is the charge on the assets funded by the loan and primary security is the charges on assets other than those acquired with the loan
- iii) Venture capitalist get personally involved in the company decision making unlike Angel Investor

- iv) Angle investor have a higher risk appetite than a venture capitalist
- v) Payment of dividends is optional for preference share but mandatory for an equity share

- a. i, iii, iv
- b. i, iv
- c. ii, iv, v
- d. i, iv, v
- e. ii, iii

Ans. d) - Angle investor generally are board member in company and have high risk takers as they fund small startups whereas venture capitalist invest in pre-established business.

Que 2. Under the Limited Liability Partnership Act of 2008, which of the following statement best describe a LLP.

- a. At least one general partner is needed
- b. all partner have limited liability
- c. for a LLP maximum number of partners are 20
- d. the LLP are not available for business and are only suitable for professionals like accountants and solicitors
- e. LLPs are formed by agreement between the partners

Ans - b) No maximum number of partner are there in LLP and are suitable for business. LLP are limited liability company, personal assets of the owner can not be liquidated

Que 3. What benefit is derived form competitive rivalry?

- a. Differentiation
- b. Price war
- c. Higher marketing budget
- d. Alliances

Ans. a) Differentiation

Explanation - Price war and higher marketing budgets are result of higher competitive rivalry not benefits and positive influences of competitive rivalry are increase in product demand and product differentiation.

Que 4. Which of the following is true regarding conversion of One Person Company(OPC) to Private Limited Company.

- i) Paid up capital of the OPC must exceed Rs. 50 Lacs

- ii) The average turnover in three consecutive financial years is more than Rs. 2 crores
- iii) After 2 year of existence as an OPC, it can be voluntarily converted into Private Limited Company
- iv) Paid up capital of the OPC must exceed Rs. 25 Lacs
- v) The average turnover in any of the three consecutive financial years is more than Rs. 2 crores

- a. i, iii, v
- b. iii, iv, v
- c. i, v
- d. iv, v
- e. ii, iii

Ans. a) i, iii, v

Explanation - OPC have to be compulsorily converted to Private Limited Company if (i) and (v) are followed and optional for case (iii)

Prakhar Bindal

17CS10036

Q.1) Which of the following is not a driver of Competitive Advantages of a Business Model?

- a) Scalability
- b) Repeatibility
- c) Core Competency
- d) Logistic Advantage
- e) Profitability

Answer- e) Scalability, Repeatibility, Core Competency and Logistic Advantage all are drivers of Competitive Advantages of Business Model

Q.2) Researches have shown that the creative process can be perceived to be a five step process. Which of the following Shows the correct order in which the processes should be executed?

- a) Idea germination->Preparation->Incubation->Illumination->Verification
- b) Idea germination->Incubation->Preparation->Illumination->Verification
- c) Idea germination->Incubation->Illumination->Preparation->Verification
- d) Idea germination->Illumination->Incubation->Preparation->Verification
- e) Idea germination->Preparation->Illumination->Incubation->Verification

Answer- a) the correct order is Idea Germination(Recognition)->Preparation(Rationalization)->Incubation(Fantasizing)->Illumination(Realization)->Verification(Validation)

Q.3) Which of the following is not an advantage of Proprietorship?

- a)Ease of formation: trade license, business premises, GST registration
- b)Maximum incentive for hard work.
- c)Secrecy of business.
- d)Unlimited liability.
- e)Quick decisions and flexibility of operations.

Answer- d) All a),b),c),e) are advantages of Proprietorship.Unlimited liability is actually a disadvantage of Proprietorship

Ankit katewa
19BT10005

- Business Process Management (BPM)
 1. Brings about clarity on strategic direction, alignment of the firm's resources, and increases discipline in daily operations.
 2. BPM is an enterprise-wide, structured approach to providing the products and services that your customer's value most.
 3. It is grounded in the premise that you must not take a process view in order to understand the products and services your customers value most.

Choose the correct option:

- a. Only (1) is correct
- b. Only (1) and (2) are correct
- c. Only (2) and (3) are correct
- d. All are correct

Ans: (b). Only (1) and (2) are correct

it's strategic, structured and you must take a process view in order to understand the products and services your customers value most.

- Choose the correct option about mission
 - a. Mission is an aspirational description of what an organization would like to achieve or accomplish in the mid-term or long-term future. It is intended to serve as a clear guide for choosing current and future courses of action.
 - b. The mission 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.
 - c. Both (a) and (b) are correct
 - d. None of these

Ans: (b).

The mission in simple words is what a company does, the purpose for which it exists and an as aspirational description of what an organization would like to achieve or accomplish in future is vision not mission.

Vijay Kag

17PH20034

Q1) Top Three reasons for Startup failure

- 1) Run out of money
- 2) Bad marketing of product
- 3) Pricing and cost issues of the product
- 4) No market needed
- 5) Inappropriate team

Which of the following options are correct?

- i) 1, 3, 5
- ii) 1, 2, 4
- iii) 1, 4, 5
- iv) 2, 3, 4
- v) 2, 3, 5

Answer: option iii)

Explanation:

Data suggest cause of startup failure

42% No market for product

29% Run out of money

23% Inappropriate team

18% Pricing and cost issues of the product

14% Bad marketing of product

Q2) Entrepreneurs tend to be overly _____ and commonly misjudge the _____ requirements of going into business.

Which of the following option is correct?

- i) optimistic , personal
- ii) optimistic , financial
- iii) pessimistic, financial
- iv) optimistic, professional

Answer: option ii)

Q3) A new venture's business plan is important because _____

Which of the following option is correct?

- i) It helps to persuade others to commit funding to the venture.
- ii) Can help demonstrate the viability of the venture.
- iii) Provides a guide for business activities by defining objectives.
- iv) All the above

Answer: option iv)

Q4) Which of the following statement is False ?

- i) an entrepreneur develops new plans and ideas and manager implement them
- ii) a manager faces more income uncertainty than entrepreneur
- iii) the area of required qualification for manager and entrepreneur are quite different

iv) an entrepreneur can be manager but manager can not be an entrepreneur

Answer : option ii)

Jagath Gopan G B

18MI33008

1)What do you think is wrong to do when it comes to funding

- a)Try to gain as much as traction before going for fundraising
- b)Start approaching investors if you feel your idea has a market even though you didn't test it as it can help you grow faster
- c)Value your company right even if the investors are ready to value high as it can possibly affect your next round of investment
- d)You should always focus on putting the product out in market with the little amount of money than running behind funding opportunities
- e)Do not show desperateness for funding

Ans:b

It is very important that you develop a MVP and test your idea multiple times and then only approach investors

2)If the income of the entity is added to profit of the business to arrive at a taxable income then the entity mention here is

- a)Partnership
- b)One person company
- c)Sole proprietorship
- d)Limited Liability Partnership

Ans:c

3)Which notion of MVP discussed here is wrong

- a. MVP is a product with essential features or a product with no aesthetics that your customer can use and give feedback
- b. MVP is a simple product that gives you insight on how your customers are going to use the final product
- c. MVP helps to understand the price competitiveness
- d. MVP is the initial step to buildings new enterprise using a concept of validated learning
- e. MVP can be seen as a way to generate quick profit as it can be build with less cost

Ans:e

The sole purpose of MVP is to test your ideas and get them validated

Name: ISHITA AGARWAL

Roll No: 18AG10014

Q-1 What is the relation between risk and valuation of a start-up as it goes to market from ideation stage?

- a. Inversely proportional, as risk increases
- b. Directly proportional, as risk increases
- c. Inversely proportional, as risk decrease
- d. Directly proportional, as risk decreases
- e. None of these

Answer: Option (c)

Q-2 Startups are funded by various sources, many of them are as loan and others are as a company ownership, few of them are mentioned below.

- 1. Equity shareholder
- 2. Bank loan
- 3. Angel investor
- 4. Venture Capitalist
- 5. Corporate bond
- 6. preference stocks
- 7. Grants

Mark the sources which fund to get ownership (fully or partially) in the company.

- a. 1,3,4,6
- b. 2,4,5
- c. 2,3,5,7
- d. 1,2,6,7
- e. 2,3,4,6
- f. 3,5,6
- g. All of these

Answer: Option (a)

Q-3 Read the following statements carefully.

- 1. Vision is the effect of Mission. Vision is what a company wants to achieve in long run and mission is the purpose for which the company exists.
- 2. Most of the entrepreneurial traits cannot be learnt.
- 3. Financially savvy entrepreneurs have pricing power as they have a clear understanding of cash flow and are comfortable with finance.
- 4. Entrepreneurs believe in fate but never blame outside forces for failures.
- 5. Entrepreneurs are self-sufficient and never need to seek help from others.
- 6. Premature scaling is the cause of failure of around 90% ventures.
- 7. Entrepreneurs focuses on equity, manager on profit and technicians on making cutting-edge product.

Which of the above statements is/are correct?

- a. 2,3,4,7
- b. 1,6,7
- c. 3,4,5,6
- d. 3,5,6
- e. 3,4,7
- f. All of the above
- g. None of the above

Answer: Option (b)

NAME: DINESH KUMAR

ROLL NO: 16AR10013

Q1. Which of the following are related to Business Model?

- I. It is taken up to solve a problem of a customer segment through superior value proposition
- II. The value proposition includes meeting the needs of your target customers, offering superior value for their money compared to competitors
- III. It is a document that delineates the detailed execution plan of the business model
- IV. It is actually your future story presented in a systematic way highlighting key features.

Answers:

- A. I, II
- B. I, II, IV
- C. III, IV
- D. All of these
- E. None of these

Correct Solution: A.

Reason: Option 3 and option 4 are the part of business plan

Q2. Which of these is not a key component of Managerial Economics?

Answers:

- A. Cost and Production Analysis
- B. Advertising, Capital Management
- C. Demand Analysis and Forecasting
- D. Capital Management, Profit Management
- E. Economic Order Quantity, Pricing decision

Correct solution: E.

Reason: Components of managerial economics are: Demand analysis and forecasting, Cost and Production Analysis, Inventory Management, Advertising, Pricing Decision, Profit Management, Capital Management.

ROLL NO: 17MT10016

NAME: GOURI IKHE

Assignment

Name: Gouri Ikhe

17MT10016

A. MCQ questions:

1. Which of the following was not done by Nasty Gal to boost their social connection?
- a. Everyone in the company were marketers and no separate marketing department
 - b. Engaged the customers into brand conversation and responded quite slowly to any question or comment
 - c. She created visibility by encouraging customers to use the hashtag #Nasty across all social networks
 - d. Both b and c

Ans: d

2. Which of the following statements is false for Amoruso?
- a. She respected money and used her money efficiently
 - b. She loved her job and focused on the same
 - c. Her objective was not to make a quick million and she had a long term perspective
 - d. All of the above

Ans: d

3. Guy Kawasaki recommended:

- a. 20 minutes presentation, 30 slides & minimum 10 font size
- b. 30 minutes presentation, 20 slides & minimum 10 font size
- c. 10 minutes presentation, 20 slides & minimum 30 font size
- d. 20 minutes presentation, 10 slides & minimum 30 font size

Ans: d

Nitish Kumar

18EE30017

Topic: How to start start-up

Q) As a newly entrepreneur, what quality of product will you be focusing on to deliver in the market to get so that people will use it and your start-up will boost rapidly?

Options :

- a. It always should be a revolutionary idea as people will use it because they never have it before.
- b. It should be innovation in the domain of that product, so people will always use it to get evolved.
- c. It may be the combination of two ideas and more, with the good service and reaching the people's needs.
- d. It should solve the problem that you have faced or experienced, because you are the better person for yourself to judge whether it meets your requirements or not.
- e. All of these

context :

It's a very good question in my perception of this course which I have learned and I think will value later in my future also, this question touches the inner question of the new entrepreneur that how one should start their own start-up.

Correct Answer :

c. It may be a combination of two ideas and more, with good service and reaching the people's needs.

Explanation : To start a successful start-up you don't need an innovative or revolutionary idea and neither it shall only reach your need at any point of time. It can be an extension of an Idea or Combination of two Ideas with good services and most importantly it should reach the people's needs related to the domain of that product.

Topic : Financial Statement : Cash Flow

Q) Which of the following are true as major assumptions of discounted net present value estimation?

- 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

options :

- i. A and C
- ii. A and E
- iii. A and D
- iv. C and D
- v. None of these

Context : The first thing after the start-up is how you will be managing the money, as at the initial period you have to do it your own as it is very important to have basic knowledge financially so you can manage things easily at the most critical time period of your start-up.

Answer :

- i. A and C

Explanation : Cash flow can be analysed at any specific time how much money you have invested in different areas of your business and how much money have been in debt and how much money you have on credit. So investment is of two types - one time investment and regular investment that should be done to continue your business. So, apart from the investment you did in the beginning you will be reinvesting the money you make in process.

NAME: AVINASH KUMAR SINGH

ROLL NO: 18GG20005

- 1. Segmentation of market means:
 - a. Dividing the companies present in the market on the basis of their profit.

- b. Dividing the consumers on the basis of their income.
 - c. Dividing of the market into various sub-markets by mutual agreement of various companies to avoid clashes.
 - d. Dividing the market for common characteristics such as shared needs, common interests, similar lifestyles or even similar demographic profiles.
2. Which of the following statements is NOT true about a Private Limited Company:
- a. The liability of each member is limited to the extent of the ownership in the company.
 - b. Company dies with the death of one of the partners.
 - c. Shares are not absolutely freely transferable.
 - d. Company can be converted into LLP or public limited company.

NAME: Sravani Burma
18CY20009

1 .Which of the following statements below are correct

- (I) Buyer power is high if differentiation is low
- (II) An industry is attractive for suppliers when rivalry among existing competitors is less.
- (III) Porter's five forces assumes a zero sum game which means firm A wins at the expense of firm B
- (IV) If a customer has more choices to buy a product this means buyer power is high.

- A . I,II,IV
- B . II ,III,IV
- C . I,II,III
- D. I,III,IV

Answer for above question is D

2. Which of the following statement is incorrect

- A . Venture capitalists may charge money spent on diligence
- B . If we are bargaining with more than one angel at the same time with same negotiation, the angels may call it off.
- C . If percentage holding is more for founders and employees (who comes under equity) , the share they receive is more irrespective of valuation of company on liquidation event.
- D. Venture capital is not just about money,it also provides advices to entrepreneurs and company.

Answer for above question is C

3. Mission statement is not used

- A . To have a road map for employees
- B . To know the priorities of company
- C . To tell how the company behaves
- D . For whom we are doing this work

Answer for above question is C

4. Net asset value at the time of purchase is

Select one or more

- A . Cost of asset
- B. Book value at the beginning
- C. Salvage value
- D. Procurement cost

Answer for above question is A,B,D

5. What is the most appropriate and major reason to companies engage in BMI

- A . Focus and specialisation
- B. Cost reduction
- C. Move from fixed to variable cost
- D. Reduce risk and capital investment

Answer for above question is B

NAME: Pradnya Anil Shinde

18EE10037

1. In a double-entry system how many minimum accounts will be affected?
- a. 0
 - b. 1
 - c. 2
 - d. 3
 - e. Can't say

Ans C) 2

2. Select the correct waterfall approach of product development
- a. Design->requirements->verification->implementation->maintenance
 - b. Requirements->design->implementation->maintenance->verification
 - c. Requirements->design->implementation->verification->maintenance
 - d. Design->requirements->verification->implementation->maintenance
 - e. Design->requirements->implementation->maintenance->verification

Ans c) Requirements->design->implementation->verification->maintenance

3. Which of the following is not part of operating expenses

- a. Salary
- b. Depreciation
- c. Interest payment
- d. Electricity
- e. Transportation
- f. Rent
- g. Furniture buying
- h. Buying telephone
- i. Maintenance
- A. b,c,g,h
- B. c,g,h
- C. b,c
- D. g,h

Ans B) c,g,h

18AG30010

Bhavesh Jain

• What does the Place in 4P's of marketing mix means?

1. Location of the factory.
2. Location of your target customer.
3. Communication and delivery of the goods.
4. None of these.

Answer- (3) Communication and delivery

• On what basis of segmentation Education and Occupation comes?

1. Geographic
2. Behavioural
3. Demographic
4. Psychographic

Answer- (3) Demographic

NAME: Mohit Gupta || 17MT10024

1. Having less than 50 percent in venture is called ? A. Joint venture
- B. Majority venture
- C. Minority venture
- D. Exporting

Ans. C. Minority venture

Name: Shivam

Roll: 18MA20042

1. Which of the following statements are true about LLPs:

- (i) There is no limit to no. of partners
- (ii) It is managed by a board of Directors
- (iii) Transfer of shares is restricted
- (iv) A common seal is compulsory

- a. i, ii and iii
- b. only i
- c. i, ii and iv
- d. i and ii
- e. i, ii, iii and iv

Explanation: In LLPs, there is no maximum no. of partners. There are 2 partners authorized in agreement. Transfer of shares is allowed and common seal is optional.

2. What does the Porter's five forces aim to achieve?

- a. An analysis of the product
- b. A new marketing strategy
- c. An internal shift of human resource
- d. A review of supply chain management
- e. An external analysis on competition

Explanation: Porter's 5 forces is a framework to analyse the number and power of a company's competitive rivals, potential new market entrants, suppliers, customers, and substitute products influence a company's profitability. It can be used to gain competitive advantage.

3. What would a company have to offer in order to apply differentiation?

- a. High end product
- b. Reduced cost
- c. Unique Selling Point
- d. User engagement
- e. Customer satisfaction

Explanation: The USP of a company uncovers the real reason due to which the customer should buy their product. The USP sets it apart from other competitors.

20IP91R04

Shikha Priyadarshini

Question 1: Which of the following is an advantage of Proprietorship and One Person Company?

Options:

- A) Able to issue shares and raise money through IPO(Initial Public Offer) or FPO(Follow on Public Offer)
- B) Absolute Liberty and Freedom in decision making, envisioning the future of the legal entity C) Separation of Personal and Professional resources including assets and liabilities D) The possibility of having a perpetual existence as a business, thus able to make a mark in the history.
- E) All of the above

Correct Answer: B) Absolute liberty and Freedom in decision making, envisioning the future of the legal entity(i.e. proprietorship or One person company) without any pressure from the shareholders/investors/creditors/etc. of making decision to boost profitability of the entity

Question 2: Out of the given choices, which one according to you should be the mantra of a young and budding entrepreneur entering the market with relatively less prior experience.

Options:

A) Slow and steady wins the race.

B) Fast and Forward: Advertise and Market the product well to increase the sales. C)

Fast>Target and Acquire Customers; Steady>Offer them values in the product not found elsewhere; Forward>Feedback, Surveys, Retain the customers.

D) Early entry; Live in the present(not much of a plan for future or a vision for the company), Early exit when you don't see success(Quibi>Apologise to your investors to make good on the promises you made)

E) None of the above

Correct Answer: C) Fast>Target and Acquire Customers; Steady>Offer them values in the product not found elsewhere; Forward>Feedback, Surveys, Retain the customers.

The competition in the market is so intense that old philosophies even though sound in their approach might not be suitable for this era. A slow entry is bound to be outdated by the time product comes to the market. A quick entry can possibly decrease the risks associated with it. Value proposition is the most important thing in any product that can make or break it, hence its the foundation after which anything or everything else will follow. Retaining customers is more important than acquiring new ones, since word of mouth can be considered another source of marketing. Bad feedback can repel customers even though you might spend thousands of money into advertising or marketing your product.

Debraj Chatterjee

19IM10039

Q1) You decide to start a startup that deals with a complete smart home security solutions setup consisting of various security devices that can communicate with each other and work together based on the concept of Internet of Things (IoT). Since, you are a first generation entrepreneur, you decide to follow the idea of a lean startup and successfully build the minimum viable product (MVP), however it needs some more work. What will be the most appropriate source of funding for you considering that you follow the lean startup methodology?

A) Decide to confidently go to a venture capitalist

B) Try to pursue an angel investor to fund you

C) Use your savings and bootstrap the money from the first MVP

D) Ask from money from your rich relative who lives in Dubai

E) Approach a bank for a loan

Ans) C) Use your savings and bootstrap the money from the first MVP

Explanation – One of the most defining features of the lean startup philosophy is to use the minimum amount of investment and resources required to bring a minimum viable product, charge for it early and bootstrap the profits and your savings to grow your production. After only building a MVP, a venture capitalist or angel investor will most likely not be interested to fund

you and even if they do, will ask for a big share of equity in return. Loans from banks and relatives usually tend to come with high rates of interest which can be a big burden on fledgling startups. Banks may not also approve a loan without seeing proper potential in the project.

Q2) You have successfully started up your fashion startup and now are in the process of scaling up your production. So you decide to hire your first batch of new recruits. Which of the following statements is most appropriate in view of the recruitment choices?

- A) You hire your co-founder's unemployed brother because he is almost like family to you.
- B) You properly screen the recruits to employ ones with the same zeal for the startup's success and the necessary technical skills and communication skills
- C) You decide to employ people with sub-par skills because they demand a lower salary
- D) You decide to employ someone that you hate so that you can boss over him and bully him at work.
- E) You decide to employ individuals who have a bad attitude and work-ethic but have the best technical and communication skills among all.

Ans – B) You properly screen the recruits to employ ones with the same zeal for the startup's success and the necessary technical skills and communication skills.

Explanation – The first recruits of a startup are as important as the co-founders, if not more. As a startup founder hiring his first recruits, the main focus should be to employ people who have the same drive, focus and passion for the startup's success as that of the co-founders along with the necessary technical skills required and good communication skills.

If the startup hires people with a bad attitude and bad work ethic, this would spread to the other recruits also and in turn hinder the growth of the startup. It is an important criterion for the first recruits that they have a good attitude that is conducive to the growth of the startup. Founders should not employ people based on family relations or personal vendettas or likings as they may not be the best for the job, and will eventually lead to the failure of the startup.

Even if an employee demands a lower salary due to sub-par skills, a person with the required highest level of skills should be employed even at a high salary because in the long run the latter would give better returns in the form of more growth of the company.

Q3) One of the major reasons why startup fail is that they build a product that nobody actually wants, that is, there is no requirement for it to the customers. Which of the following can help to prevent this mistake on the part of the startup?

- A) Building a product that has no requirement in the market but advertise to customers in such a way that they feel compelled that they need it.
- B) Build a minimum viable prototype first, get it tested by your target customer base and pivot (or modify) if the demand (or reaction of the customers) is not as great as expected.
- C) Before everything else, do proper market research to identify a target segment of customers, identify their pain, empathize with them and build a product with the best product-market fit accordingly.
- D) (B) and (C)
- E) (A) (B) and (C)

Ans) D) (B) and (C)

Explanation – Most startups fail because of developing a product that has no requirement in the market. By doing proper market research, startups can identify their target customer base and hence know what all features should be added in their product so that it appeals to their target base the most. This will also help in saving the resources of the startup as they will do away with unnecessary features that are of no use to their customers. A prototype with these features should be validated by this target customer base and the feedback received should be the basis of further development in the product.

Advertising heavily so that customers feel compelled to buy the product may work well in the short run but if the product itself is not up to expectations, this will only cause the customers to not buy it the second time around. Hence, the big advertising costs along with the reducing customer base will be a recipe for failure for the company in the long run.

NAME: HARDIK SHAH

Q.1 What is the 3rd steps to form The OPC (One person Company)?

- a. Name approval Request for Unique Name (RUN).
- b. Apply for Digital Signature Certificate (DSC).
- c. MoA, AoA and other required documents (Documents).
- d. File forms and documents for approval (MCA).
- e. Apply Director Identification Number (DIN).

Answer: Option (a.)

The steps to form OPC are:

- 1. DSC, Apply for Digital Signature Certificate.
- 2. DIN, Apply Director Identification Number.
- 3. RUN, Name approval Request for Unique Name.
- 4. Documents, MoA, AoA and other required documents.
- 5. MCA, File forms and documents for approval.

Q2. Who are given more importance at Alibaba according to Jack Ma. Chose the correct option:

- a. Customers > Chairperson > Employees > Shareholder
- b. Chairperson > Customers > Employees > Shareholder
- c. Customers > Employees > Chairperson > Shareholder
- d. Shareholder > Customers > Employees > Chairperson
- e. Customers > Employees > Shareholder > Chairperson

Answer: Option (e)

At Alibaba, it is believed that Customers are #1, Employee #2, Shareholder #3 and Chairperson #4

AKSHAT PATIDAR
18MA20004

1.

Determine if the following statement is true or false: When developing an exit strategy for an entrepreneurial venture, the most important consideration is finding a suitable buyer.

- A. False, there are many factors to consider, such as company valuation and personal goals.
- B. True, if the buyer is inexperienced, the business risks monetary losses and long-term failure.
- C. False, the most important factor that an entrepreneur should consider is profitability.
- D. True, the valuation of a business is dependent on the buyer's financial resources.
- E. False, should not buy a banker to cut-off his/ her commission.

False, there are many factors to consider, such as company valuation and personal goals.

Entrepreneurs often leave their ventures after they achieve their objectives for their businesses.

Entrepreneurs consider many factors, such as how much the business is worth, and personal considerations, such as retiring or starting another venture. There are several ways for an entrepreneur to exit a business, which include selling the business, taking his/her share of the profits and letting partners or others run the business, and closing the business. Thus, exiting a business is often complex and has many factors and options to consider, other than finding a suitable buyer.

2.

When determining financing needs, what factor should businesses consider that will help decide whether they can repay the debt?

- A. Liquidity
- B. Depreciation
- C. Equity
- D. Inventory
- E. Equipment

Liquidity. Liquidity refers to a business's current assets, such as income or savings, that can be used to pay expenses. Assets that are in the form of cash or tangibles that can be sold easily to generate cash add to a company's liquidity. When determining financing needs, businesses usually consider their liquidity to decide if they have sufficient funds available to repay the debt. For example, if a business was barely covering expenses and had no liquid assets, it probably would decide not to borrow money because it would be difficult to make payments on the loan. Depreciation is a reduction in value of goods occurring over a period of time. Equity is the value of the business after all expenses and debts have been subtracted. Inventory is all the stock a business has on hand.

3.

Which of the following is a situation in which a business could use the budget information to make operating changes:

- A. Total revenues exceed projected costs.
- B. Estimated sales exceed actual sales.
- C. Expected profits are increasing.
- D. Accounts receivable are on target.
- E. None of these.

Estimated sales exceed actual sales. Budgets are only useful if a business compares the budget estimates with actual operating conditions. Businesses use the budget information to make decisions about how the business will operate and to make changes when necessary. A business knows that it must make operating changes if it compares the level of sales estimated in the budget with actual sales figures and finds that actual sales are not keeping up with the estimates. This information indicates that the business might not make the expected profit or even have a loss if changes are not made. A business probably would not make operating changes if the budget information indicates that total revenues exceed projected costs, expected profits are increasing, and accounts receivable are on target.

Sharvari Sriram
19AR10034

1. Which of the following entrepreneurial ideas is better to start your business with?

- A. One which has high chances of diversifying
- B. One which will help the customers for a long time
- C. One which will solve the grievances of the people
- D. One which is a new and unique idea and would might not have been thought of by anyone else

Answer: C) One which will solve the grievances of the people

Reason: Diversifying has huge chances of failure. A product that will help the customer for a long period of time is usually not a good product to start with, since customers won't buy a newer model until that long duration is reached. For a unique idea, an entrepreneur has to do a lot of market research regarding the technology and market demand for the product. It has risks. People would usually go for a product that first solves their grievances.

2. Why is core competency known as a hidden advantage?

- A. Because it is a collective value that depends on various components that the company had already delivered
- B. Because it is a confidential data
- C. Because there isn't enough transparency between the companies
- D. None of these

Answers: A) Because it is a collective value that depends on various components that the company had already delivered.

3. When should one diversify their business?

- A. When one has a surplus of money
- B. When one's business has become autonomous
- C. When the new product idea is unique
- D. One should not diversify

Answer: B) When one's business has become autonomous

Reason: The surplus of money can be lost if the business doesn't run well. There are risks that need to be taken care of even when the new product idea is unique.

One should put their entire focus on their business. But when your business has become autonomous and you have no important competition, you can look around to diversify.

Name : Shubham Shankar

Roll No : 17PH20030

Part (B) : Set two mcq questions.

1. Which of the following is true about synectics?

- (i) It helps to establish to-and-fro communication between the challenges around a creative solution and the countless ideas generated by our brain
 - (ii) It is the art of subconsciously joining pieces of information to create new knowledge
 - (iii) It helps to come up with new thought, ideas and invention
 - (iv) It stimulates creative thinking to solve problems quickly and efficiently.
- (a) Only (i)
 - (b) Only (ii)
 - (c) (i),(iii),(iv)
 - (d) (ii),(iii),(iv)
 - (e) None of these

Answer : (d)

Explanation : Synectics is a creative problem solving technique that uses analogies to solve problems. It is the process of linking disconnected elements. It is way of mentally taking things apart and putting them together to furnish new insight for all types of problems.

2. Fill in the blanks with the most appropriate word/phrase

Business process management is most critically important at _____ .

- (a) Growth phase
- (b) Idea Selection phase
- (c) Maturity phase
- (d) Validation phase
- (e) Scale up phase

Answer : (b)

Explanation : In business process management, companies analyze the current state and identify areas of improvement to create a more efficient and effective organization. If the idea is only not correct, then however resources and work is put, it will not succeed.

3. _____ run multiple businesses in sequence while _____ run multiple businesses in parallel?

- (a) Intrapreneur , corporate entrepreneur
- (b) Portfolio entrepreneur , corporate entrepreneur
- (c) Serial entrepreneur , portfolio entrepreneur
- (d) Portfolio entrepreneur , Serial entrepreneur
- (e) None of the above.

Answer : (c)

Explanation : Serial entrepreneurs run multiple businesses in sequence while portfolio entrepreneurs run multiple businesses in parallel

4. A patent is granted for a specified amount of time because of the assumption?

- (a) That during this time firm will cover its development costs
- (b) That firm will earn a sufficient profit during this period
- (c) To limit the monopoly of the firm
- (d) That it will stimulate idea and development of a better product
- (e) It is not provided for limited period of time

Answer : (d)

Explanation : The main reason for the time limit is that new products that is better than the previous product can be created.

Tanvi Garg

1. Business Model Innovation is Possible in Several Forms but which of these is not an example:

- a. Value Proposition
- b. Operating Model
- c. Business System Architecture
- d. Aggressive Expansion
- e. All of the above

• Explanation: Business Model Innovation (BMI) doesn't constitute aggressive expansion while the rest have been outlined in detail in class.

2. Among these, which of the option is not included in Porter's five forces.

- a. Competitive rivalry
- b. Supplier power
- c. Threat of substitution
- d. Buyer power
- e. Threat of loss

• Explanation: Five forces of porter include competitive rivalry , Threat of new entrants, threat of substitution(cost , quality), buyer power and supplier power.

NAME : SANCHIT KOUL

ROLL NUMBER : 18EE10048

Q1. Which of the following statements is FALSE?

- A. Incubators, Venture Capitalists, Bootstrapping are few ways to fund a start-up.
- B. Buying and using brand new machines comes under bootstrapping methodology.
- C. In crowdfunding funds may be raised through an online platform.
- D. Reward-based crowdfunding not only attracts people but can also be used to get valuable product feedback in return.

Ans. B

Q2. Which of the following comes under the vertical forces of “Porter’s Five Forces”?

- A. Competitive Rivalry
- B. Threat of Substitution
- C. Threat of New Entrants
- D. Supplier & Buyer Power

Ans. D

Q3. Which of the following is NOT a disadvantage of Proprietorship?

- A. Secrecy of Business
- B. Limited life of business
- C. Leads to higher income tax
- D. Unlimited liability

Ans. A

Prashant Chawdhary

16PH20008

Foundation of entrepreneurship questions

1) What is the fuel in the world’s long-term productivity and economic growth A) innovation

B) motivation

C) technology

D) modification

E) invasion

Answer – A) innovation

Reason – Innovation is the process of turning new ideas and knowledge in to value in the form of new products, services and way of doing things which is beneficial for the consumers and thus innovation fuels the train of economic growth of the country

2) Which of them is not the quality of successful entrepreneur

A) Confidence

B) Leadership Qualities

C) Empathy

D) Intolerant to ambiguity

E) Knowledge seeker

Answer- D) Intolerant to ambiguity

Reason – Being intolerant to ambiguity can affect how an individual perceives others with whom they come into contact. Being tolerant may allow the person to deal with the ill-defined nature of problems with great perception.

3) Which of the following is placed in between cash and making finished goods in the operating cycle

A) collect money

B) accounts receivable

C) self-finished goods

D) cash flow

E) buying raw material, paying for salaries and utilities

Answer- E) Buying raw material, paying for salaries and utilities Reason-

Name- Lekhraj Parihar

Roll No. – 18EE30012

Question 1) Which of the following is not an advantage of Open Innovation?

- A. Reduces Skill gaps
- B. Help to beat Competition
- C. Gives new Technologies
- D. It reduces risk

Correct Answer- (C)

Explanation- Open innovation is that one can use for creating their new products. Open innovation is the use of purposive inflows and outflows of knowledge to accelerate internal innovation. One can share his innovation to other so that they don't have to waste time in creating the things that already exist and they can do the next stages. It not gives new technologies but new technology can come through open innovation.

Question 2) Which of the following is not a profile of Design Thinker?

- A. Empathy
- B. Optimism
- C. Experimentalism
- D. Excellent Communication

Correct Answer – (D)

Explanation – Empathy, optimism and experimentalism are necessary profile for design thinkers but excellent communication is not a necessary profile.

Question 3) What are the correct market research Process steps?

- A. Developing the research plan, Defining the problem and objectives, Collecting the information, Analyzing the information, Presenting/ applying the findings
- B. Defining the problem and objectives, Collecting the information, Developing the research plan, Analyzing the information, Presenting/ applying the findings
- C. Defining the problem and objectives, Developing the research plan, Collecting the information, Analyzing the information, Presenting/ applying the findings
- D. Defining the problem and objectives, Collecting the information, Analyzing the information, Developing the research plan, Presenting/ applying the findings

Correct Answer – (C)

Abhinav Tode

(16MA20004)

Q1. Which of the following market types is difficult for a new company to enter into?

- a). Monopolistic
- b). Oligopolistic
- c). Omnipolistic.
- d). both a&b
- e). All of these.

Ans D. Monopolistic and Oligopolistic markets have high barrier for new entrant as there are few companies and they have high pricing power.

Q2. Which of the following is a company specific type of cost classification.

- a). Fixed cost
- b). Direct cost
- c). Variable cost
- d). both a&c
- e). None of these.

Ans D. Fixed and Variable costs are company specific type classification.

Name – Manish Agarwal

Roll No. – 16MA20025

Q1 - Which option of the following is correct for the waterfall model of product development?

- a. Each phase starts only after the completion of the previous phase.
- b. Requirement changes are not changed very frequently.
- c. Everything is clearly written and documented in this from start to end.
- d. It is not fit for complicated projects when the needs are not documented properly.
- e. All of the above.

Ans – e.

Explanation – Follows from the definition of the waterfall model of product development.

Q2 – How can valley of death can be escaped?

- a. Staying away from all kind of crowd funding.
- b. Avoiding as many competitions as they can, as they can lose them.
- c. Not applying for loans
- d. Trying to convince a company for a joint venture.
- e. None of these are correct.

Ans - d.

Explanation – Joint venture can ease some of the financial pressure for the start-ups during this phase.

NAME: 18BT30006

1. What is incorrect about Competitive advantage-(answer is b)

- a.)Competitive advantage is the skill necessary to outpace your rivals.
- b.)Competitive advantage helps you in maintaining zeal while competing with others.
- c.)Advantages through knowledge, technology, information (data) add into that.
- d.)Creating a great brand with such narrative that customers fall in love with their story and the brand.

- 2.)what is correct about scalability (answer is c)
- a.)scalability is a measure of income sources.
 - b.)Scalability is the count of products sold and delivered.
 - c.)Scalability is how easily business can scale or grow.
 - d.)Scalability is a measure of net worth inflation.

Sanket Ratan Bagal
17CE36008

Q. Which one of the following actions by an entrepreneur is most likely to contribute to creative destruction?

- A. Development of a new product
- B. Take-over of a competitor
- C. Issuing shares
- D. Reducing prices

Q. An elevator pitch is a way to convey information about your business. How long should it be?

- A. 120 seconds
- B. 90 seconds
- C. 60 seconds
- D. 30 seconds

Q. What is the difference between a startup and a small business?

- A. Startups intend to grow larger compared to a small business
- B. Startups have been in business longer
- C. Small businesses have multiple locations, startups do not
- D. A small business has more employees than a startup

NAME: Jatin Chhapola
17NA10013

Que1. The 10 – 20 – 30 rule was recommended by:-

- A) Guy Kawasaki
- B) Warren Buffet
- C) Glen Sires
- D) Benjamin Graham
- E) Peter Lynch

Ans A Guy Kawasaki

Explanation: The 10 – 20 – 30 rule was recommended by Guy Kawasaki which states that “I am evangelizing the 10/20/30 Rule of PowerPoint. It’s quite simple: a pitch should have ten slides, last no more than twenty minutes, and contain no font smaller than thirty points.”

Que2. What type of accounting is involved in the presentation of financial information for internal purposes to be used by management in making key business decisions

- A) Managerial Accounting

- B) Financial Accounting
- C) Cost Accounting
- D) Tax Accounting
- E) Fiduciary Accounting

Ans A Managerial Accounting

Rishi Jain
18IM10023

- Question 1

What is an entrepreneur? Discuss the role of entrepreneurs in bringing about social stability and balanced regional development.

Any person who is capable of adding value to society in any form, being technological, social, manufacturing or any type, is a potential entrepreneur.

Replicating some business model with minute changes may fetch you bulk of money, but that doesn't make you an entrepreneur in my point of view.

Role of Entrepreneurs in Bringing Social Stability-

1. Establishing Self Sufficient Society
2. Establishing Ethical Values of Society
3. Contribution to Social Development
4. Changes in Social Framework
5. End of Evils
6. Less Economic Problems
7. Increase in Employment Opportunities
8. Removal of Poverty
9. High Standards of Living
10. Social Changes

- Question 2

What are the advantages and disadvantages of being a Limited liability Company (LLC)?

Advantages of LLC:

- Pass-through taxation
- No restrictions on the number of members allowed
- Members have flexibility in structuring the company management
- Does not require as much annual paperwork or have as many formalities as corporations.
- Owners are not personally responsible for business debts and liabilities

Disadvantages of an LLC:

- More expensive to form than sole proprietorships and general partnership,
- Ownership is typically harder to transfer than with a corporation

- Limited Life
- Question 3

Which of these are the limitations of Break Even Analysis?

These highlighted ones show limitations-

- Fixed cost may vary with turnover,
- Variable cost may go down as sales increases due to economy of scale,
- It is unlikely that you sell all you produce. Inventory either gets built up or reduces during course of business.
- Break-even estimation is easy for simple business such as one product company. It becomes difficult for multiple products.

Now, these are not the limitations-

- Provides information on minimum sales for achieving profit.
- Helps to compare multiple business opportunities and multiple options for executing a business.
- Estimate amount of goods to be sold in order to meet all expenses.
- Level of production and profit thereof.
- Act as a milestone for the entire team to achieve targeted sales.
- Gives idea about margin of safety and risk thereof.
- Understand the price sensitivity of profit and decide on price.
- Cost control, decide on cost structure, and quick estimate.

NAME: Uttam Verma

17NA30031

Q1. Which one of the following is not a key component of Managerial Economics?

- A. Demand Analysis and Forecasting
- B. Cost and Production analysis
- C. Advertising
- D. Human resources management
- E. Profit Management

Answer. D HR management

Q2.What is the correct order for Design thinking steps to innovation?

- A. Empathize, Define, Ideate, Prototype, Test
- B. Empathize, Ideate, Define, Prototype, Test
- C. Empathize, Prototype, Define, Ideate, Test
- D. Empathize, Define, Prototype, Ideate, Test

Answer. A

Ankit Godara

17AG36002

Q1. Drivers of Competitive Advantages of Business Model does not include

- a. Entry barrier
- b. Scalability
- c. Low cost products
- d. Repeatability
- e. Easy product extension

Ans . (c) low cost products is not advantageous rather pricing power is advantage.

Q2. Which of the following is correct about wufoo company

- a. Founded by Sam Altman
- b. Sold to SurveyMonkey for \$35 million in 2011
- c. Gave a return of 200% to investors
- d. Raised only \$1,88,000
- e. exited in 2010

Ans b) It was founded by Kevin Hale. Option (b) is correct and rest data is incorrect.

Q3. Drucker's Five Deadly Sins in Business does not include

- a. Seeking high profit margins and premium pricing
- b. Using cost-driven pricing
- c. Giving problems priority over opportunities
- d. Focusing on past winners
- e. Creating a reward system that emphasizes performance and ties the other elements together

Ans e) No such statement was given by drucker perhaps this is related to corporate redemption. The 5th is charging what the market will bear.

SAMEER GOUTAM

18GG20023

Q.1 Depreciation -

- a. Is a non-cash expense which increases the net operating income
- b. Increases the net fixed asset
- c. Is a non-cash expense that is recorded on the income statement
- d. Decreases the net fixed asset as well as the cost of the firm
- e. Decreases net income and operating cash flows

Ans. (c)

Q.2 The statement of cash flow clarifies cash flow according to

- a. Operating and Non-operating flows
- b. Inflow and Outflow
- c. Investing and Operating flows
- d. Operating, Investing and Financing activities

Ans. (d)

Pranali Rahangdale

17AG36014

1

QUESTION.1.

Which of the following statements is true about Value Propositions ?

- a.The Value Proposition provides reasons to customers why they would buy product of one company over another.
- b.Your business's value proposition is arguably the most important element of your overall market messaging.
- c.The Value Proposition represents the sum total of features of your product or service that customer would perceive as value for their money.
- d.All of the above.

ANSWER: Option D

QUESTION.2.

Which of the following is not one of the five sins of Drucker's Five Deadly Sins in Business?

- a.Charging what the market will bear
- b.Giving priority to the opportunities rather than the problems
- c.Seekig high profit margins and premium pricing
- d.Focusing on past winners

ANSWER: Option B

QUESTION.3.

What is the correct order of the phases in the life of a new venture?

- a.Idea-Define-Prototype-Validation-Refine Prototype-Commercial operations-Go to Market-Growth-Sustain
- b.Idea-Define-Validation-Prototype-Commercial operati
- c.Idea-Define-Prototype-Validation-Refine Prototype-Go to Market-Commercial operations-Growth-Sustain
- d.None of the Above

ANSWER: Option C

QUESTION.4.

The Target Marketing steps are?

a.Segment the Market and Analyze the Unique Needs of your Customers b.Identify your Differentiators
c.Introduce promotional schemes and Analyze competition landscapes d.All of the Above
ANSWER: Option D

Name: Suriyaa S

Roll No:18GG20031

Questions

Which of the following statements is/are right about OPC(One Person Company)

A person cannot open more than two OPC.

OPC came in to existence as a replacement of sole proprietorship.

OPC dissolves after the death of the owner.

OPC can be opened by a company

Options

B,C,D

B

B,D

A,B,D

Answer: Option B

2.What is/are the statements that are right for a MVP

A. It contains one painkiller feature for the customer

B. It concentrates more on one segment customer's problems initially and expands it is customers after their satisfaction.

C. A MVP does need to be a real product so that it can satisfy the customer's need immediately.

D. Making a video of the product to check the market's demand is a MVP.

Options

A,C,D

A,B,C,D

A,D

A,B,D

Answer: Option D

Aditya Basu

19IE10002

Q1. Why is Triz regarded as an empirical method?

(a) Because application of TRIZ does not require any out of the box thinking.

(b). Because TRIZ reduces time and resources in inventing creative solutions.

(c) Because TRIZ has been developed through organized study and application of TRIZ involves step-by-step systematic process

(d). Because TRIZ involves problem solving based on contradictions and inventive principles

(e) Because TRIZ is an established process that has been validated by many researchers.

Correct Answer: option C

Explanation: The very definition of an empirical method is something that has been developed and modified through organized study and its application often follows a step by step or part by part systematic process. TRIZ follows both of these principles and hence is an empirical method.

Q2. Which of the following is the correct interpretation of the construct “insurgent mission” in the context of entrepreneurship?

(a). You are at war against competitors on behalf of the underserved customers and would not stop until you win.

(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 in a blue ocean market and want to translate that into a red ocean.

(e). You need to adopt the extremist mentality and no rule applies to your way to become successful

Correct Answer: option (a)

Explanation: “insurgent” essentially means fighting against an invading force. Here that force is your competitor.

Your task is to serve the underserved customers and your “insurgent” mission does not end till you win against that invading force(i.e. your competitors)

SHREYA
18EE10049

- The concept of limited liability in relation to company means:
 - a. The company is liable to a limited extent for its debts and obligations.
 - b. The members are liable to a limited extent for its debts and obligations.
 - c. When necessary, the company has the right to demand that further capital be contributed by members

d. If a company goes into liquidation before a member has paid for his shares in full, liability to pay for them ceases at that point

- Which of the following is used to understand the liquidity position of a company?

- a. Net Cash Flow Data
- b. Number of assets owned
- c. Vision of the firm
- d. None of these

- What are the qualities of a successful entrepreneur?

- a. Extrovertness
 - b. Knowledge seeker
 - c. Having a good family background
 - d. An eye for seeking opportunities in adversities
1. a, b, c, d
 2. a, b, d
 3. b, d
 4. c, d

Kulkarni Yash Rajendra
18EE10025

Q1. What is the purpose behind market segmentation?

- a. Helps marketers understand where to focus their efforts
- b. Eliminates waste in advertising
- c. Understand market size
- d. Present a more focused message
- e. All of the above

Correct answer: e

Q2. What is/are the primary difference between debt and equity?

- a. Owned capital can be in the form of equity, whereas loaned capital refers to the company's owed funds or say debt
- b. Equity refers to the stock, indicating the ownership interest in the company. On the contrary, debt is the sum of money loaned by the company from bank or external parties
- c. Debt financing is riskier than equity funding
- d. Debt isn't repayable while equity has to be repaid

Correct answer: b

Roll no: 17AG36013
Name: Nishanandhan K S

Q1) Choose all the correct statements about crowdfunding.

- i) Crowdfunding uses social media and special websites to connect entrepreneurs with potential investors.
- ii) Less appealing for Business To Business Products.
- iii) Equity-based crowdfunding is legal in India.
- iv) Startup may receive useful feedback about their product from a large audience with limited efforts early on.
- v) There is risk of the startup idea being stolen by someone else.

- A. i, iii, v
- B. i, ii, iv
- C. i, ii, iv, v
- D. All are true
- E. All are false

Answer: Option C.

Explanation: All statements except (iii) are true. Equity-based crowdfunding is illegal in India.

Q2) Which of the following marketing segmentation is generally used in clothing, hairstyling and cosmetics?

- A. Geographic
- B. Demographic
- C. Behavioural
- D. Psychographic

Answer: Option B.

Explanation: Clothing, hairstyling and cosmetics uses gender based segmentation which comes under demographic segmentation.

Q3) Which of the following conditions must be satisfied by a startup in India to avail support through Government schemes ?

- A. Less than 7 years old, and an annual turnover of less than ₹100 crore
- B. Less than 10 years old, and an annual turnover of less than ₹50 crore
- C. Less than 7 years old, and an annual turnover of less than ₹50 crore
- D. Less than 10 years old, and an annual turnover of less than ₹100 crore
- E. Less than 10 years old, and no restriction on annual turnover.

Answer: Option D.

Q4) Which of the following Forms of Legal Entities have Unlimited Liabilities ?

- A. Sole Proprietorship and Partnership
- B. Partnership and Limited Liability Company
- C. One Person Company and Sole Proprietorship
- D. Private Limited Company and One Person Company

Answer: Option A.

Explanation: Sole Proprietorship and Partnership have Unlimited Liabilities. Limited Liability Company, Private Limited Company and One Person Company have Limited Liabilities.

Name: Ankur Kumar

Roll no: 17MI10006

Q1. What is the difference between 'public relation' and 'advertisement'? Choose the best answer:

- 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 paid media.
- c. Public relation is creation of awareness through social media.
- d. People trust advertisement more than public relation initiative.
- e. Advertisement is content filtered through a reporter.

Ans: (b) Public relation is awareness creation through free media, advertisement is paid media.

Q2. The characteristic feature of an attractive market structure is:

- 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 and supply gap.

Ans: (a) A market that is large and has high growth potential.

Name-Piyush Milind Athawale

Roll No.-17CH30020

1.

2. The feeling that you understand and share another person's experiences and emotions; and the ability to share someone else's feelings. It is called

- a) Empathy
- b) Solution
- c) Connection
- d) vision

2. Annual revenue of Company A is more than Company B by five times which company is more profitable-

- a) Company A
- b) Company B
- c) Can not say
- d) both are equally profitable

3. Which of the following is false about the entrepreneurs -

- a) They have positive view on constructive criticism
- b) They are open to new ideas
- c) They prefer to work alone to execute the idea
- d) They are reasonably passionate and when to pivot

K Sushanth Reddy,
17PH20019

MCQs

1. Brand Loyalty: For any reasonably old company brand loyalty of its customers is very important. But it makes general sense that if a company charges in excess for their products and services, it loses a fraction of its loyal customers. Apple is said to charge exorbitant amounts (often called the 'Apple Tax') for their products compared to their rivals. Yet their market cap is far above the rest. What explains their success?

- a) Apple's technology is ahead of the competition.
- b) Apple built a closed ecosystem for their products which makes it harder for customers switch to other products.
- c) Most of Apple's customers are rich and love stylish products, so price does not matter anyway.
- d) Apple does the best marketing and customer service compared to any company.
- e) Apple focuses on few products and invests heavily on R&D which ensures high quality and service.

Ans: e. In the late 1990s Apple was on the verge of bankruptcy. Steve Jobs returned to the company. He found that the company was focusing on too many products. Jobs after slightly improving the financial situation of the company (Microsoft's investment in 1997) focused on fewer products with specific goals. They launched several products in the mid-late 2000s like the iPod and the iPhone which were huge successes owing to their technological superiority at the time. Apple even now focuses on much fewer products compared to its competition like Samsung. This allows them to provide greater quality and service for their products.

2. Competitive Advantage: For a company to stay relevant it has to stay ahead of the competition in terms of their value proposition. It has to predict the changes coming in the market and the effect on its future. In 2015, Micromax was the second largest smartphone company in India. After the Chinese smartphone companies entered the Indian market,

Micromax lost its market share exponentially from 16% in 2015 to 3.4% in 2018. What could be the main reasons for its fall?

- a. Micromax thought that their customers were very loyal and would never switch to other products.
- b. Chinese smartphone companies were technologically superior and cheap at the same time.
- c. Micromax focused more on marketing than on R&D making their products outdated.
- d. Micromax had large number of products making hard for customers to choose.
- e. Micromax lost its brand value by selling rebranded phones from China losing trust of its customers.

Ans: b, c, e. As is the case always there are many reasons for failures. Micromax was at one point was the most famous smartphone, not very long ago. But it was no fluke. It targeted specific customers with specific products. Customers found value in their products. But the company did not focus on updating its technology and by the time the Chinese arrived it was too late. Micromax did not have a 4G phone till Jio entered the telecom sector. Many people were interested in its free 4G offers. Micromax could not take advantage of this. This offered the Chinese companies to grab market share. Then there were reports of Micromax buying phones from China and rebranding them in India. This hurt the brand value.

16AR10019

Kummetha Sai Charan

MCQ'S

1.Which of the following is not necessarily to be a value proposition?

- (i).The services improve the educational landscape of the country and work towards an equitable society.
- (ii).The company will enhance employment and the poor will be uplifted.
- (iii).offers lower prices by cutting out distribution through retailers and at the same time a high-quality product that fits a range of budgets.
- (iv).Smart and simple to use accounting software for small businesses.

- A. iii & iv
- B. i,ii,iii
- C.iv
- D.i & ii

Answer : D

The services improve the educational landscape of the country and work towards an equitable society.

And The company will enhance employment and the poor will be uplifted (if the poor are not out target customers) not necessarily to be a value proposition.

2. Considering Porter's Five Forces Model, which of the following is not a reason for Competitive Rivalry?

- A. Low switching costs
- B. High barriers to entry
- C. Increased number of competitors in the market
- D. Unsatisfiable current market positions

Answer : B

High barriers to entry is not a reason for Competitive Rivalry.

ROLL NO:19IE10013

B. Set two MCQs out of the lectures delivered so far.

i. Each question should be followed by five options for a possible answer with one correct answer.

ii. You should provide the correct answer with a short explanation.

iii. The question must not be from the numerical topics covered under the financial statements, break-even point, and capital budgeting (to be covered).

Q. Choose the incorrect option

1. Managerial accounting process of providing financial information and resources to the managers in decision making for internal purposes.

2. Making a business model involves identifying sources of revenue, the intended customer base, products, and details of financing and then formulate a plan for successful operation of business.

3. In general, a company with lower fixed costs will have a higher break-even point of sale.

4. depreciation is a method of gradual dispensation of the cost of acquisition of fixed assets whereas amortization is gradual spreading out of cost of acquisition or cost of creation of intangible assets.

5. A lean start-up is a method used to found a new company or introduce a new product on behalf of an existing company.

Answer- 3)

Explanation – In general, a company with lower fixed costs will have a lower break-even point of sale. The other statements are true.

[Motive behind keeping “choose the incorrect option” type of Questions it to deepen the understanding of students so they know 4 right answers and pinpoint the incorrect answer (Otherwise it's easy to eliminate the wrong options and choose the most appropriate one).]

Q. Choose the incorrect option regarding vision and mission.

1. Mission is what a company does, the purpose for which it exists and who it serves

2. An organization's vision describes the overall purpose of the organization. It paints a picture of what the organization currently is and what it will be doing.

3. Vision is long term whereas mission is short term.
4. Mission is a not a part of a company's vision.
5. Generally, when it comes to developing mission + vision, the mission comes first, and vision comes second.

Answer – 2)

Explanation- An organization's mission describes the overall purpose of the organization. It paints a picture of what the organization currently is and what it will be doing (over the next few years). The other statements are correct.

Q. Goods and Service Tax (GST) when implemented subsumed several taxes and levies.

Which of the following is not a part of those taxes?

1. Central excise duty
2. Entry Tax
3. Property tax
4. Custom duty
5. Value added tax

Answer- 3)

Explanation:

GST is an indirect tax which has replaced many indirect taxes in India.

On 29th March 2017 Parliament has passed Goods & Services Tax Act in India. It has come in to effect from 1st July 2018. Goods and Services Tax is levied on supply of goods and services. It has replaced many indirect taxes like VAT, CST, Service Tax, Entertainment Tax, Entry Tax, Custom duty are abolished. Property Tax is one of the taxes which is not Subsumed in GST. [Reason behind taking up this question: I think an entrepreneur should have certain basic idea about taxes and how they work.]

Alternate question suggestions

Q. Which of the following is not true about Business Model Canvas?

Q. Classify the following Job Descriptions (JDs) as Entrepreneur, Manager or Technician? (And then give a list of some job profiles to be classified)

Q. Which of the following is a first-generation entrepreneur?

Q. Almost 88% of the Fortune 500 companies no longer feature in the list. What is the major cause of startup failure?

Name:Aneeta James

Roll Number:18EC10003

Q.1 Mahatma Gandhi was able to implement design thinking and change the lives of Indians and improving their lives by having this key trait

- a. Vision
- b. Ahimsa Ideal aka good approach for the people
- c. Empathy
- d. Perseverance

Correct Answer: c. Empathy

Q.2 Synectics is part of which stage of the creative process

- a. Rationalization
- b. Realization
- c. Validation
- d. Fantasizing

Correct Answer: d.Fantasizing

Q.3 Increase in sales volume for a _____ after a long period of time is _____ phase

- a. Business Classic, Retro
- b. Popular Product, Antique
- c. Premium Service, Profit earning
- d. Design Product, Turnover

Correct Answer: a. Business Classic, Retro

Rajat Agrawal

19BT3EP04

A.(i) Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser, also enabling shoppers to use "search" features to find specific models, brands or items.

(ii) Value Proposition-

Your Products Are Easy to Find Online

The Ability to Browse, Compare and Buy from Anywhere

(iii) Competitive advantages-

Potential for rapid growth - selling on the internet means traditional constraints to retail growth - e.g., finding and paying for larger stores - are not major factors.

Reduced overheads - selling online can remove the need for expensive retail premises and customer-facing staff, allowing you to invest in better marketing and customer experience on your e-commerce site.

(iv) Online retailers can increase their sales and profits faster than a brick and mortar establishment because selling online offers the advantage of being open twenty-four hours a day, seven days a week.

Selling online also allows retailers to sell their merchandise in any part of the world without additional expense. This means e-retailers can expand into global markets.

Optimize inventory costs through more precise demand and inventory predictions across all inventory.

(v)

Revenue	\$1,000,000	
Direct costs (Product Cost, Labour)	\$600,000	
Gross profit	\$400,000	
Indirect expenses (Marketing, Depreciation, Utilities)		\$200,000
Net profit	\$200,000	

B. Q1 Which of the following is not a personal characteristic often found in an entrepreneur?

- A. self-confident.
- B. independent-minded.
- C. perceptive.
- D. follower.
- E. leader

Ans- follower

Because an entrepreneur cannot be successful if he is a follower

Q2 The development of a new venture based on an inventor's work often requires

- A. Expertise of an entrepreneur
- B. Heavy investment from financiers
- C. Skilled human resources
- D. Highly educated staff
- E. None of the above

Ans- Expertise of an entrepreneur

Because setting up a venture requires a lot of work which an entrepreneur can only handle

Foundations of Entrepreneurships

Assignment

Submitted by

Binay Prasad

16PH20037

1. Which of the following is the most impactful about entrepreneurs?

- 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.

Ans. a. entrepreneurs create wealth for nation as they provide solution which improves the quality of people of any nation.

2. Which of the following is not recognized as a misconception about entrepreneurship?

- a. Entrepreneurs are born in business family.
- 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.

Ans. d. A large part of entrepreneurial knowledge can be learnt as knowledge is not gained by birth

Name: Rohit Mahajan

Roll No: 17MI33011

Que1. Which of the following is incorrect option?

- a. A business angel is an independent individual who provides capital for the development of a business
- b. Angels have low risk appetite than venture capitalist
- c. Business angels are interested in excitement of start-up activities.
- d. They do not invest their own money into the project, less than would be invested by a venture capitalist
- e. Angels are good mentors

i) a & b

ii) c & b

iii) c & e

iv) a & d

v) e & c

Correct answer - ii) b & d

Solution:

A business angel is an independent individual who provides capital for the development of a business. Angel investors are easily distinguishable from other types of investors, such as venture capitalists, through several factors:

They invest their own money into the project, less than would be invested by a venture capitalist. They make their own decisions concerning investments. They invest according to the viability of the project, with expectations of future gains. Their main objective is to receive a return on their investment.

There are different types of business angels and their relationship to your business. They can be affiliated; which can include suppliers, customers, or even competitors. They can also be nonaffiliated; which means they are individuals without a previous connection with your company.

Que2. A new venture raises 200 Million rupees at pre-evaluation money of 800 Million rupees. What is the post-money shareholding of founders?

- a. 20%
- b. 50%
- c. 75%
- d. 80%
- e. Cannot be evaluated from the given data

i) a

ii) b

iii) c

iv) d

v) e

Correct answer – d) 80%

Solution –

Pre-Money

Pre-money valuation refers to the value of a company not including external funding or the latest round of funding. Pre-money is best described as how much a startup might be worth before it begins to receive any investments into the company. This valuation doesn't just give investors an idea of the current value of the business, but it also provides the value of each issued share.

Post-Money

On the other hand, post-money refers to how much the company is worth after it receives the money and investments into it. Post-money valuation includes outside financing or the latest capital injection. It is important to know which is being referred to, as they are critical concepts in the valuation of any company.

Pre-money valuation = Post-money valuation - investment amount

NAME: LAKSHYA SHARMA

ROLL NO: 17NA30026

Q.1 Which of the following is correct?

- a. Incubation is an ecosystem of startups where early-stage ventures are funded.
- b. Incubators provide space and infrastructure for startups.
- c. Incubators provide acceleration into the next stages of the ventures.
- d. Incubators and the accelerators are the same.
- e. Incubators are highly selective.

Ans. B

Explanation:-

Incubation centers house several startups at one place where they can share infrastructures, tools, expertise, and co-develop product in a synergistic process for faster progress at the early stage.

The other options are an indication of the functions of accelerators.

Q.2 What might be the advantages of funding through equity?

- a. Dilution of holding by founders
- b. Payments of dividend rather than interest to shareholders
- c. No interference by investors
- d. Mentoring by angel investors
- e. Less interest to be paid to creditors.

Answer: d

Explanation:-

All the other options clearly indicate the opposite. The advantages of funding through equity are:

1. No interest payment obligation
2. Comes with mentoring by the angels
3. No repayment of the money received

Disadvantages include:

1. Dilution of holding by founders
2. Payment of dividend
3. There may be undesirable interference by investors

NAME: Pooja Sharma

Roll No: 19CH10030

Ques-1: Choose the incorrect options:

- a. VCs are more formal and meticulous.
- b. Angel does get personally involved, but VCs usually get inextricably associated.
- c. VCs only invest in early-stage companies. Angel investors look for

Proven track record

- d. An angel investor works alone or in group, while venture capitalists are part of a company.

- i. a,b
- ii. a,b,c
- iii. a,c
- iv. c
- v. a,d

Explanation: Angel investors only invest in early-stage companies. VCs look for proven track record

Ques-2: Select the correct option:

- a. A monopolistic market is ideally single company and have high pricing power.
- b. In monopolistic and oligopolistic market barrier for new entrant is very low.
- c. Oligopolistic market is having small number of companies and have high pricing power and usually collude.
- d. Perfect competition is having many companies and pricing power is absent in this case.

i)a,b

ii)a,c

iii)d

iv)a,c,d

Explanation: barrier for new entrant is high in both oligopolistic and monopolistic market.

NAME – SANKET AGRAWAL

ROLL NO – 17MT30022

1] Which of the following statements is/are CORRECT ?

- A) Empathy is seeing with your own eye , hear with your own ear and feel pain with your own heart.
- B) Design thinking is a linear process of product development that compulsorily involves validation at the end of product development .
- C) Profitability through growth , globalization and increasingly knowledge driven economy make human resource more important and human resource management.
- D) The discounted net present value method estimate the rate at which the present value is zero or more.
- E) Dividend on preference capital is mandatory and must be paid every year and cannot be carry forwarded.

CORRECT ANSWER – OPTION C

2] Which of the following statements is/are NOT CORRECT ?

- A) consciously built core competency provides huge competitive advantages and core competency rest on the employees making human resource the most important asset of an entrepreneur.
- B) start up frequently get embroiled in legal issues that use up a good part of their precious time . A HR team can help them prevent from committing any breach of the land.
- C) In case of equity share rate of dividend payable is the prerogative of the board of directors.
- D) The time value of money is not taken in account by pay back period method.
- E) HR personnel have an all round business views and can prepare wonderful business plan for presentation before investors and other stake holders .

CORRECT ANSWER – OPTION E

PRADHYUMN BANSAL
(18AG10022)

Question 1. A company majorly deals with pharmaceuticals manufacturing and now they're expanding their business to the cosmetics industry. What strategy is the company now aiming to:

Options:

1. Product Differentiation.
2. Product-line simplification
3. Standardization.
4. Diversification
5. None of the above.

Correct Answer: (4) Diversification.

Diversification is adding new products or models to capture new markets and achieving financial stability.

Product-line simplification is reducing the variety of products by dropping less profit-making products.

Standardization is establishing technical uniformity to achieve ease of specification and interchangeability of parts and the advantages of low-cost production and high substitutability.

Product differentiation is the process of distinguishing a product or service from others, to make it more attractive to a particular target market. This involves differentiating it from competitors' products as well as a firm's own products.

Question 2. Why is depreciation accounting done?

Options:

- (1) estimate the loss of capital due to depreciation and recover the capital that is used up
- (2) measure the value of an enterprise's unexpended assets,
- (3) charge the cost of depreciation to products/services,
- (4) compute tax
- (5) All of the above.

Correct Answer: (5) All of the above.

To account for depreciation of an asset in a year, the full purchase price of the asset is spread over its life and depreciation is charged to a particular year following one of the many popular depreciation accounting methods.

Question 3. Company A is having trouble whether the new project they have come up with will be feasible for the company or not, while Company B has come up with a few projects and they're having trouble in deciding which one they should go for. Select the methods which will help them in their decision:

Options:

1. Company A: Annual cost of comparison, Company B: Internal rate of return
 2. Company A: Annual cost of comparison, Company B: Annual cost of comparison
 3. Company A: Internal rate of return, Company B: Annual cost of comparison
 4. Company A: Internal rate of return, Company B: Internal rate of return
- Correct Answer: (3) Company A: Internal rate of return, Company B: Annual cost of comparison

Internal rate of return is used when trying to find the economic feasibility of a single project. Annual cost of comparison is used while making an economic comparison of projects with differing lives.

NAME: ISHAN BHUTT

ROLL N: 18AG10013

Q.1 Which of the following is not a step of the Waterfall approach?

- a. Implementation
- b. Marketing
- c. Design
- d. Requirements

e. Maintenance

Answer: b.) Marketing

The components of the Waterfall approach of product development are: Requirements, Design, Implementation, Verification and Maintenance. Marketing is not associated with the process of product development but it is something that is carried out after the commencement of this process.

Q2. Which of the following is not true about Qualitative Market Research?

- a. The analysis is subjective and highly interpretive
- b. Cheaper than Quantitative Research due to smaller sample size
- c. Provides greater involvement and confidentiality to the client
- d. Probes in-depth motivation and feelings through direct confrontation
- e. Collection of data is generally through offline and online surveys

Answer: e.) Collection of data is generally through offline and online surveys

Qualitative Market Research is exploratory in nature. Hence, collection of data is generally through focus groups, triads, dyads, in-depth interviews, uninterrupted observation, bulletin boards, and ethnographic participation or observations. Rest of the options are true.

Name – Akash Tiwari

Roll no – 17CS10003

Q1. Which of the following is correct about “Valley of Death” in regard to start-ups? (2 marks)

- 1. It refers to the phase when start-ups fail to either generate sufficient cash flow or attract fund from external sources.
- 2. A very small percentage of start-ups fall prey to the valley of death.
- 3. One of the causes of start-ups failing in valley-of death is because the start-up fails to come up with validated prototype or proven business model.

Choose the correct option

- a. 1,2
- b. 2,3
- c. 1,3
- d. 1,2,3
- e. None of These Options

Correct answer = c

Explanation - Statement 1 is correct, Statement 2 is incorrect because a large portion of the start-ups fall prey to the valley of death, Statement 3 is correct

Q2. Which of the following is NOT correct about Limited Liability Company (LLC)? (2 marks)

- 1. It can ONLY be owned by an individual.
- 2. member/members or owner/owners of the company are only partly liable for the liabilities of the company.

3. Creditors or Lenders can recover their dues only to the extent possible by liquidating the company.

4. Creditors can not claim anything from the personal assets of the owner/owners.

- a. 1,2,3,4
- b. 3,4
- c. 1,3,4
- d. 1,2
- e. None of These Options

Correct Answer = d

Explanation – Statement 1 is incorrect because LLCs can be owned by a single person and can have multiple people/companies as owners too. Statement 2 is incorrect because owners are not responsible for any liabilities of an LLC. Statement 3 and 4 are correct.

Q3. Arrange the following in the correct order (Starting to Ending) to form an OPC (One Person Company) (1 Mark)

1. Apply Director Identification Number
2. File forms and documents for approval
3. MoA, AoA and other required documents
4. Apply for Digital Signature Certificate
5. Name approval Request for Unique Name

- a. 1, 4, 2, 5, 3
- b. 1, 4, 5, 2, 3
- c. 4, 1, 5, 3, 2
- d. 4, 1, 5, 2, 3
- e. 4, 1, 3, 5, 2

Correct Answer – C

Explanation – the Correct order is 4-> 1-> 5-> 3-> 2

Name: Vishnudutt Soni

Roll No.: 17GG20037

Q1. Which forms of business have limited life?

- i. Proprietorship
 - ii. Private Limited Company
 - iii. Partnership
 - iv. Public Limited Company
- A. Only (I)
 - B. Only (II)
 - C. Only (III)
 - D. (i) and (ii)
 - E. (i) and (iii)

Ans- (E)

Q2 Which of the following is a correct statement?

- A. Top line is a vanity metric
- B. One should try to chase the vanity metrics
- C. Gross margins pay the bills instead of the revenue
- D. No of employees is nothing to do with vanity metrics
- E. None of the Above

Ans- (C)

Q3. Which one of the following is the correct order of design thinking of the innovation?

- A. Define -Test - Ideate - Empathize - Prototype
- B. Define - Empathize - Prototype -Test - Ideate
- C. Empathize - Define - Ideate - Prototype -Test
- D. Test- Define - Prototype - Ideate - Empathize
- E. Prototype - Ideate - Define - Empathize -Test

Ans - (C)

Name: NIVEDITA MAJEE

Roll No.: 18EC30027

1. Which of the following is the most critical component of a business plan:

- A. Market analysis
- B. Company description
- C. Executive summary
- D. Financial plan
- E. Operating plan

Answer: C. Executive summary

Reason: The executive summary is the first and one of the most critical parts of a business plan. This summary provides an overview of the business plan as a whole and highlights what the business plan will cover. The executive summary includes the organization's mission statement and the products and services they plan to offer or currently offer.

2. Which of the following is a type of intangible business property that is protected by law:

- A. Acreage
- B. Inventory
- C. Trademark
- D. Equipment
- E. None of these

Answer: C. Trademark

Reason: A trademark is a symbol, design, or word used by a business to identify a good or service and is registered with the government to prevent its use by others. A trademark is an example of intangible business property. Federal law protects a business's intangible property from being used by competitors. A business's inventory, acreage, and equipment are types of tangible property.

3. Which of the following is a characteristic of a profit-and-loss statement:

- A. Is the same as a balance sheet

- B. Summarizes expenses and revenue from sales
- C. Shows the owner's financial position
- D. Lists assets and liabilities
- E. Shows the movement of cash

Answer: B. Summarizes expenses and revenue from sales

Reason: The Income Statement is one of a company's core financial statements that shows their profit and loss over a period of time. The profit or loss is determined by taking all revenues and subtracting all expenses from both operating and non-operating activities.

NAME: DEWANG GOGTE

ROLL NO: 18BT10014

1. Which of the following is not a reason for the failure of Sophia Amoruso?
 - a. She burnt cash without prior thought
 - b. She didn't love her job as CEO
 - c. She thought she had succeeded and stopped working hard.
 - d. She had a long-term perspective
 - e. None of these

Explanation: Success is not a goal, it's a way of life in the long run. If the objective is to make a quick million, entrepreneurship is not for them. Amoruso did not have a long-term perspective.

2. Which of the following is not a quality of a successful entrepreneur?
 - a. They're tenacious
 - b. They are open to new ideas
 - c. They are systems thinker
 - d. They find opportunities in adversities
 - e. They do not accept failure as an option

Explanation: Entrepreneurs should have the readiness to accept failure as an option and learn from every failure. Acknowledge mistakes and learn from them

Foundations of Entrepreneurship

ARIF JAWED- 18EE10013

Single Choice Questions:

1. Which of the following is true for an entrepreneur?
 - A. Most of the successful entrepreneurs have rich family background which ensures that they do not run out of money.
 - B. An Entrepreneur tries to avoid all risky situations because they are highly cautious about business and do not take unnecessary risks
 - C. Most of the entrepreneurs know their way with words and often lure customers with sweet talks and mixture of truth and lies.
 - D. Most Entrepreneurs use existing ideas for business
 - E. Most of the Entrepreneurs are successful because of their passion and they don't give up in any condition.

Ans) Option D is correct because Entrepreneurs use the existing ideas but implement in new ways to attract customer, rich backgrounds can only help in initial days but not for long term,

entrepreneurs do not avoid all risks but take calculated risks because an opportunity without any hardship does not last long, entrepreneurs do have their way with words but lies can damage the reputation and in the long run, reputation is important, entrepreneurs know that following passion is good but without customer it is waste of money and energy

2. Select the best combination.

A. MVP should be the prototype with as less as bugs as possible to attract customers.

B. Validation should be done after adding some features to get good reputation in market from the start.

C. MVP with no negative review cannot be considered an MVP

D. MVP should be based on customer pain points.

E. MVP in lean start up stands for "Most Valued Product"

Options:

1. A,B,E

2. B,C,D,E

3. C,D

4. B,E

5. All of the above

Ans) Option 3 is correct because MVP is the first stage of product and has more bugs than finished ones, features should be added after validation to cut cost, negative comments are the ones to help to develop product, the idea of developing product is to relieve pain of customers, MVP stands for "Minimum viable product"

FOE ASSIGNMENT

BY KARAN VIRENDER MAHAJAN (17CH3FP05)

1. As part of a university project, Rakesh stood outside a cinema and counted the people going in. He recorded men, women and children separately and noted how many were in each group. Which research technique was he using?

A. Survey

B. focus group

C. Observation

D. case study

E. experimentation

Answer : C

Explanation: An observation is a data collection method, by which you gather knowledge of the researched phenomenon through making observations of the phenomena, as and when it occurs. There are 4 types of observation research methods in market research namely Complete Observer, Observer as Participant, Participant as Observer, and Complete Participant. In this case, Rakesh is a complete observer as he himself had no participation in the observation whatsoever.

2. A patent is granted for a specified amount of time because of the assumption:

A. That during this time firm will cover its development costs

- B. That firm will earn a sufficient profit during this period
- C. To limit the monopoly of the firm
- D. That it will stimulate idea and development of a better product

Answer : D

Explanation: A patent is granted for a limited time (typically 20 years) so that the inventor can develop the idea and launch the product in the market appropriately. In some countries, patent protection may be extended beyond 20 years or a Supplementary Protection Certificate (SPC) may be issued in very specific cases.

3. Which of the following properly lists balance sheet items in order of liquidity, from most liquid to least liquid?

- A. Accounts receivable, inventory, marketable securities, cash.
- B. Cash, marketable securities, accounts receivable, inventory.
- C. Inventory, marketable securities, cash, accounts receivable.
- D. Cash, inventory, accounts receivable, marketable securities.

Answer : B

Explanation: Cash is an immediate source of fund thus being most liquid and inventory takes more time to convert into a source of fund thus being least liquid (self - explanatory).

4. Which of the following is not a difference between a public and a private limited company?

- A. the name of a public company must end in "public limited company" or "plc," while the name of a private company (other than an unlimited company) ends in "limited" or "Ltd"
- B. a public company must have at least two directors while a private company only needs one
- C. a public company has to have a minimum issued share capital of £50,000, whereas a private company does not, provided it issues at least one share
- D. a public company must have its shares listed on the Stock Exchange, whereas a private company does not

Answer : D

Explanation: A public company need not always be listed. An unlisted public company is one which is not listed on any stock exchange but can have an unlimited number of shareholders to raise capital for any commercial venture. Not large enough to quantify for stock exchange listings.

5. When segmenting a market the company is aiming for

- A. Segment heterogeneity and member homogeneity
- B. Segment homogeneity and member heterogeneity
- C. Segment homogeneity and member homogeneity
- D. Segment heterogeneity and member heterogeneity

Answer : A

Explanation: Market segmentation refers to dividing the heterogeneous markets into smaller customer groups having certain homogeneous characteristics. This way the company creates mutually exclusive and exhaustive heterogeneous segments and each individual segment has a group of people having homogeneous characteristics helping the company make specific products to meet the customers' needs.

NAME: SARTHAK

ROLL : 18IM10025

1. Condition for One Person Company (OPC) to be converted into Private Limited Company are→

- A. Paid Up Capital > 50 lakhs & average turnover in 3 consecutive financial year > 2 Crore
- B. Paid Up Capital < 50 lakhs & average turnover in 3 consecutive financial year < 2 Crore
- C. Paid Up Capital > 40 lakhs & average turnover in 3 consecutive financial year > 1 Crore
- D. Paid Up Capital > 40 lakhs & average turnover in 3 consecutive financial year > 1.5 crore
- E. Paid Up Capital > 40 lakhs & average turnover in 3 consecutive financial year < 1.5 crore

ANS → A The paid-up capital should be greater than 50 lakhs and average turnover should be greater than 3 crores to automatically convert an OPC to Private Limited Company (Slide→ Forms of Legalities)

2. Mark the statements that are wrong in the context of Vanity Metrics→

- A. Life Time Value is a major metric in the case of Network-based business model
- B. Gross Margin does not pay your bills. Revenue does
- C. Be clear about the payback period of the customer acquisition cost i.e. the time shouldn't be too long
- D. Hiring more people must be connected to scaling, to complement necessary but deficit skill.
- E. Don't lose focus on margin while trying to achieve high revenue target

ANS→ B :: Revenue does not pay your bills Gross Margin does is the correct statement (Slide → Do's and Don't)

Akshay Chordia

18CY20004

Q1. If the rate of change on the outside _____ the rate of the change on the inside, the end is _____

- 1. exceeds, near
- 2. precedes, near
- 3. remain same, near
- 4. exceeds, far
- 5. None of this

Ans is exceeds, near

Explanation: Quoted by Jack Welch and valid even now and will forever

Q2. Suppose the owner earns ₹6,00,000/- in a year from sources other than the business and the profit from the business is ₹5,00,000/- in the same year. So in Sole Proprietorship firm IT on how much amount to be paid?

1. ₹6,00,000/-
2. ₹5,00,000/-
3. ₹11,00,000/-
4. ₹8,50,000/-
5. ₹8

Ans is 3. ₹11,00,000/-

Explanation: The income of the sole proprietor/owner is added to the profit of the business to arrive at taxable income. No separate IT for the business.

ROLL NO. 18BT10006

NAME : Advait Nitin Nagle

Q1. Which of the following is definitely a quantitative method of market research?

- a. Observations
- b. Interviews
- c. Focus Groups
- d. Experimental and field trial
- e. Secondary methods

Correct Answer: d.) Experimental and field trial

It's a quantitative and the most expensive method of Market research. Secondary methods can also be qualitative.

Q2. Which of the following is not a property of OPC (One person Company)

- a.) Limited liability
- b.) Tax is applicable in the same bracket as of any private company.
- c.) Nominee who is a natural born citizen of India becomes the successor in case of death of the sole member/director.
- d.) Compliance: Has to submit annual report and audited accounts
- e.) Tax bracket is same as individual.

Correct Answer: e.) Tax bracket same as individual.

Tax bracket is not same as the individual in OPC, one person company is treated as a different entity.

Gaurav Govardhan Bisen

18EE30008

- Q.1) At the initial stage of product development what kind of product you should work toward?
- a. a product which few people like and can be scaled to larger no of people liking it in future.
 - b. a product which a lot of people like now and in future a lot of people to love it.
 - c. a product which few people love now and in future can be scaled to a lot of people loving it.
 - d. a product which is now loved by few but in future a lot of people don't.

Ans. c

- Q. 2) According to Dave Lavinsky which among the below is not part of Business Plan Outline?

- a. Executive Summary
- b. Customer Analysis
- c. Employee selection procedure
- d. Financial Plan
- e. Operations plan

Ans. C

- Q. 3) Entrepreneurship fails to lead?

- a. Partnership firm
- b. New corporate division
- c. New subsidiary venture
- d. None of the above

Ans. a. Partnership firm

Soumyajit Chakraborty
18MA20056

1. The fundamental unit of progress in the Lean Startup (LS) is this. It is a rigorous method for demonstrating that a team has discovered valuable truths.

- a. Pivot
- b. Value Hypothesis
- c. MVP
- d. Validated Learning (correct answer)

(as a lean startup grows continuously by validated learning)

2. A Pivot is a key term in LS thinking. It is defined as:

- a. A change in vision
- b. A directive to change the business direction
- c. A structured change designed to test a new fundamental hypothesis (correct answer)
- d. Something a receiver does in football after catching the ball in traffic

1) We had discussed in class an example of a possible startup by an IIT Professor. He made a drug which once injected would keep you sterile for a period of 12 years. After great expectations from the idea, things fell apart quite quickly and didn't take off. What do you think is the most important reason behind his failure?

- Lack of Sufficient Market
- Bad Taboo related to industry of the product
- The product lacked repeatability
- Inaccessible to funding opportunities
- Single Founder

Answer - The product lacked repeatability

Reason - Although the product had a great market and immense technological value, given that once injected the product stays on for 12 years means that each customer we acquire will only come to us once in their lifetime. Since the product was so cheap this frequency was not looking good from a profit-making perspective.

2) While funding your startup venture, which of the following order is the most ideal one?

- Bootstrapping --> Angel Investor --> Venture Capitalist
- Angel Investor --> Bootstrapping --> Venture Capitalist
- Venture Capitalist --> Bootstrapping --> Angel Investor
- Venture Capitalist --> Angel Investor --> Bootstrapping
- None of the above

Answer - Bootstrapping --> Angel Investor --> Venture Capitalist

Reason - During the early stage of your ideation process, it is quite difficult to convince other individuals to put in money. It would be ideal if you could start off your venture with your own money and gain some traction after which you can approach an angel investor. This would encourage the angel to invest as they would know that you are putting your money where your mouth is. After initial growth and partnership with an angel investor, we can approach a VC for large funds. Bringing in a VC to your venture brings in a higher responsibility. They seem to have quite some power and say in how the organisation grows. It will take quite some effort to bring them into confidence.

Adel Mohammad Sakkir
18IM10003

NAME: Ayush Sinha

Which of the following is not true for a One Person Company (OPC):

- a. Has to submit annual reports and audited accounts.
- b. Is not allowed to transfer its shares.
- c. Nominee who is a natural born citizen of India becomes the successor in case of the death of the sole member.
- d. Tax is applicable in the same bracket as an individual
- e. The liability is limited

Answer: d. Tax is applicable in the same bracket as an individual.

Explanation: For an OPC, tax is applicable in the same bracket as any private company.

2. Which of the following factors related to the USP (Unique Selling Proposition) of a product is incorrect?

- a. The USP helps determine whether there is any reason of buying your product instead of continuing to use established one.
- b. A company can create its own USP by targeting an audience and solving their problem.
- c. USP is only about having a unique product or service.
- d. USP is what sets your product apart from your competitors.
- e. USP is projected as something that is in your company's DNA.

Answer: c. USP is about having a unique product or service.

Explanation: USP is not about having a unique product or service. It is about making your product stand out even in a market filled with similar businesses.

NAME:AVIRAL SINGH

ROLL NUMBER:19EE10012

Q.1.)An Example was once illustrated by sir in one of the classes.It was something like this-Facebook gives each of their new employee a little red book with the title statement-"If we don't create the thing that kills facebook,someone else will".Why do you think such a big established company like Facebook does this gesture?Choose the most appropriate answer.

(A)Facebook wants to instill a feeling of pride in it's employees in being a part of such an established company.

(B)Facebook wants to boast it's Gigantic Business.

(C)Facebook wants the employees to learn the importance of innovation.

(D)The book is like a temporary guide to get the new employee accustomed to the company.

(E)The book is an Encyclopedia of the Achievements,Failures and Journey of the company from rags to riches.

ANSWER-(C)FACEBOOK WANTS TO CONVEY THE IMPORTANCE OF INNOVATION AND IT'S NECESSITY FOR SURVIVAL IN THIS INTERNET DRIVEN WORLD.

Q.2.)Aviral was taking a morning walk through the 2.2 in KGP campus when surprisingly he came across Manoj sir who was preparing to go to Tech Market.Aviral decided to go with Manoj sir to the Tech Market.The discussion suddenly turned to one of Aviral's latest Ideas in his series of silly startup ideas.The discussion ended with Manoj Sir saying these words-"Remember that the customer is the most important link in any Business." .Which of these Golden words said by Great personalities best describes the idea which Manoj sir was trying to explain to Aviral?

(A)"Never let a good crisis go to waste".-Winston Churchill

(B)"I'm convinced that about half of what separates successful entrepreneurs from the non-successful ones is pure perseverance."-Steve Jobs

(C)"Ideas are cheap. Ideas are easy. Ideas are common. Everybody has ideas. Ideas are highly, highly overvalued. Execution is all that matters."-Casey Neistat

(D)At Alibaba, it is believed that Customers are #1, Employee #2,

Shareholder #3 and Chairperson #4. "This is my religion. It's the

customer who pay us money and drives innovation."-Jack Ma

(E)"Failure is an option here. If things are not failing, you are not innovating enough."-Elon Musk

ANSWER-(D)SELF EXPLANATORY AS TO WHY THE CUSTOMERS ARE THE MOST IMPORTANT IN ANY BUSINESS.

Q.3.)Which one of these is the one of the best qualities of Aneesh Reddy,Our respected Alumni,which every entrepreneur must have?

(A)Being from one of the premier institutes like IIT's of the Nation.

(B)Having a technical background profile like that of an B.Tech Engineer.

(C) Complete Focus on trying to build the best product without giving much credit to its execution.

(D) Trying to build a great team with varying fields of expertise and work together coherently to give the best.

(E) Trying to hire as many IITians and top scholars with the best degrees without giving much Opportunities to underdogs or hidden talents.

ANSWER-(D), MENTIONED MANY TIMES BY SIR IN THE CLASS AS ONE OF THE FOREMOST REASONS FOR HIS SUCCESS.

Q.4.) Aviral met Manoj sir with another one of his silly startup ideas. This time the question was of Investment. This idea required an initial funding of 1,00,000 rupees. But the problem was that the MVP was not ready. What suggestion do you think Manoj sir must have given Aviral regarding funding this new venture?

(A) Try to approach one of Manoj sir's friends who is an angel investor.

(B) Try to Bootstrap money from family, friends etc.

(C) Approach the SBI Bank branch of IIT KGP.

(D) Try to approach a well known and experienced Venture Capitalist.

(E) Arrange the money from an unknown moneylender who lives in the nearby village.

(B) VENTURE CAPITALIST NOT POSSIBLE.

ANGEL INVESTOR WILL GIVE NOTHING WITHOUT MVP.

BANK WILL TAKE MORTGAGE AND HAVE FIXED LIABILITIES-NOT A VERY SAFE WAY.

UNKNOWN MONEYLENDER-HIGH RATE OF INTEREST+NO GUARANTEE-THE MOST UNETHICAL WAY.

BOOTSTRAPPING-THE BEST POSSIBLE WAY BECAUSE OF THE NASCENT STAGE OF THE STARTUP.

Q.5.)Which of the following is not a necessary stage in the life of a startup?

- (1)Starting with Aiming to alleviate a pain in the society.
- (2)Brainstorming possible solutions and building up a team.
- (3)Creating an MVP product.
- (4)Funding through various sources like bootstrapping,angel investors etc.
- (5)Receiving an IPO(Initial Public Offering).

Choose the option containing ALL the correct points-

- (A)1,2,3,4
- (B)2,3,4,5
- (C)1,3,4,5
- (D)1,3,4
- (E)2,3,4

ANSWER-(A)1,2,3,4 ARE NECESSARY AND EVERY STARTUP GOES THROUGH THESE STAGES IN IT'S LIFETIME.HOWEVER,AN IPO IS NOT NECESSARY AND MAY COME IN LATER MATURE STAGE OF STARTUP LIFE IF DESIRED.

Name- Alope Majumdar, Roll No. 19RD92R01

1.Which is not the important elements to successfully create and grow a venture?

- 1.leadership qualities
- 2.people skill
- 3.empathy
- 4.Educational qualification

Ans. 4.Educational qualification

2.What is the lean startup?

1.Lean start-up is smaller version of big corporations.

2.Lean start-up is an organization designed to execute a scalable, repeatable and profitable business model

3.Lean start-up is a temporary organization designed to search for a scalable, repeatable and profitable business model

4.All the above

5.None of the above

Ans- Answer:

3) Lean start-up is a temporary organization designed to search for a scalable, repeatable and profitable business model

3. Someone who improves an existing business can be called _____.

1. An intrapreneur.

2. A professional.

3. A co-worker.

4. A changeling.

Answer: 1

4.What is the "business model canvas"?

A. A short version of the business plan

B. A framework to summarize the start-up hypotheses

C. A diagram depicts how the start-up will create value for both the stake holders and the clients

D. Both A and E.

Answer:

D. Both A and E.

5. Which of the following options is not recorded in the Balance sheet?

A) Cash

B) Rent expenses

C) Building

D) Goodwill

Answer: B

Akshat Kumar Gupta 18EE10062

Q1) Suppose you are the founder of XYZ start-up which is at an initial stage. You go to an Angel investor for an early investment in exchange of equity. At what stage of your start-up the extent of dilution of equity is high?

a) At the stage where you have a promising idea to execute but your product is not customer validated (*)

b) At the stage where you have built a small scale working model of your concept

c) At the stage where you have customers who are ready to pay you for your service

d) At the stage where your product is customer validated and ready to go to market

e) Extent of dilution remains same irrespective of the valuation of your company

The correct answer is a) because extent of dilution depends of valuation of your start-up and at the idea stage the valuation of your start-up is very low. Hence, the extent of dilution is high in comparison to others.

Q2) You are the owner of a stationery shop. You need to classify the money spent on electricity bills, telephone bills and other utilities under fixed or variable cost. Which one would you choose?

- a) Fixed cost because fixed costs are mostly those which are paid periodically and electricity bills are also paid periodically.
- b) Variable cost because though these are paid periodically, they are not fixed in nature. (*)
- c) Usually fixed but may have both fixed and variable components.
- d) Usually variable but may have both fixed and variable components.
- e) None of the above

The correct answer is b) because electricity bills, telephone bills are other utilities though these are paid periodically, they are not fixed in nature.

Q3) Sophia Amoruso, the founder of Nasty Gal single-handedly built an eBay store into a phenomenal cultural brand. But then all of a sudden, the glory stopped and she had to file for bankruptcy protection. What according to you went wrong?

- I. As success embraced Amoruso, she started burning cash which led to an enormous leap in burn-rate which was unsustainable.
- II. She diverted her attention to all sorts of activities except business.

III. She could no longer understand the changing tastes and aspiration of all her customers.

IV. Amoruso's actions gave the sense as if success had been achieved. But success is mostly not a goal, but a process.

- a) I,II,IV (*)
- b) I, III,IV
- c) I, III
- d) All of these

The correct answer is a). The third statement is wrong as Sophia knew the customers she was serving to, and knew that there is lack of understanding by competitors.

Name- Amarjeet Kumar

Roll No- 16MA20009

1. Which of the following is false:
 - a. Equity capital represent the number of equity shares with unequal face values of a certain denomination
 - b. Owner's equity is equal to difference of "Paid up Equity Capital" and "Reserve & Surplus"
 - c. The future cash flows for startups have clear visibility
 - d. Startups are very profitable in early years
 - e. All of these

2. Which of the following are component of lean startup

- a. Customer feedback
- b. Repeated experimentation and iteration
- c. Building MVP
- d. All of the above
- e. None of above

3. Find the Net cash flow for the following statement

- i) Net profit = 10000 \$
- ii) Depreciation = 200 \$
- iii) Increase in current assets = 1000 \$
- iv) Increase in current liabilities = 1200 \$
- v) Purchase of new fixed assets = 1300 \$
- vi) Decrease in loan = 1200 \$
- vii) Dividend Payout = 5000 \$

- A) 2500 \$
- B) 2900 \$
- C) 2800 \$
- D) 2700 \$

Answer: B, Net cash flow = i + ii - iii + iv - v - vi - vii = 2900 \$

4. Find the Net profit for the following statement

i) Sales/ Revenue = 15000 \$

ii) Cost of goods sold = 4000 \$

iii) Salary = 2200 \$

iv) Depreciation and Amortization = 1500 \$

v) Other operational expense = 1000 \$

vi) Interest/ Finance cost = 400 \$

vii) Income tax = 200 \$

viii) Dividend Payout = 4000 \$

A) 6000 \$

B) 5700 \$

C) 5900 \$

D) 4700 \$

Answer: B, Net Profit = i - ii - iii - iv - v - vi -vii = 5700 \$

HARSHIT KUMAR BARANWAL 18EE30009

Q1. Apple's iPod is one of the biggest success stories in the domain of portable media players. iPod had two features that changed the world of music.

1. iPod enabled users to listen to music on the go
2. iPod enabled users to buy and download new music on the go. The inclusion of any feature in any product is based either on a Hypothesis or a Leap of faith. Identify whether the above two features were either a leap of faith or a hypothesis respectively.
 - a. Hypothesis, Leap of faith
 - b. Hypothesis, Hypothesis
 - c. Leap of faith, Leap of faith
 - d. Leap of faith, Hypothesis
 - e. None of the above

Ans: A At that time Walkman was being heavily used by many users which corroborated the fact that people enjoyed listening to music on the go. But there was no product which allowed users to buy songs on the go. Thus it was a leap of faith that Apple took while designing the iPod.

Q2. An angel investor is an individual who provides capital for a business start-up. What are the motivations for an individual, who already has more than surplus money, to become an angel investor?

- I. To diversify their portfolio to include high risk, high return asset class
 - II. To give back to entrepreneurs and support the teams, companies, and missions in which they believe
 - III. To stay current and active and learn about new technologies, businesses, ideas, and people
 - IV. To get a kick out of being in control and have power over other people
- Select the most appropriate option -
- a. I, II, III, IV b. I, II, III c. II, III d. I, II e. I, II, IV

Ans: A

17MA20006: Tejaswi Bandlamudi

Which of the following is not considered as an operating expense

1. Advertisement expense
2. Insurance
3. Purchase of truck
4. Salary
5. rent.

Ans:3 long term investment is not considered as operating expenditure.

Which of the following helps in estimating the fund requirement for a startup

1. Total Available Market
2. Serviceable Available Market
3. Serviceable Obtainable Market
4. 1,2
5. None

And:3 startups start small

Ashutosh Singh – 17CH30004

1. The term that address the issues of a customer's likeability of a product is popularly known as:

a. Customer-Product fit b. Market Segmentation c. Product-Market fit d. Product Differentiation

Ans c. Product-Market fit is the degree to which a product satisfies a strong market demand. It helps to ensure that the product being developed is having or can generate a demand amongst the potential customers, that is, they will be willing to buy it.

2. What can you infer about a company that has a net negative Cash Flow from Investing Activities in its Cash Flow Statements?

a. It is aiming to Grow b. It is not efficiently managing its Cash c. Cash build cannot happen d. There must be an Increase in Long Term Debts
 Ans a. It is aiming to Grow.
 Cash outflow (net negative) from investing activities implies that the company is using

its capital and funds to invest and grow. 3. Which part of the Balance Sheet is concerned with the calculation of Cash Flow from Investing Activities? a. Non-Current Liabilities b. Non-Current Assets c. Stakeholder's Equity d. Current Liabilities

Ans b. Non-Current or Fixed Assets. While calculating CFI, we focus on the NonCurrent Assets or the fixed assets part of the balance sheet to get the data like Plant, Equipment, Other Long-Term Assets, etc. Upon comparison of Cash Flow Statements for 2 financial years, an increase in this indicates an investment in the form of fixed assets and hence a cash outflow from investment.

D.REVANT 17MF10009

1. What is the important trait found in women leaders compared to male leaders who handled covid-19 which is also an important and basic trait an entrepreneur should possess?

A. Empathy B. charisma C. motivation D. Influence E. Integrity

Answer- a. Empathy[Reason empathy plays a very important role for an entrepreneur because in order to solve the problem he has to become part of the problem and empathize and feel others feelings about the problems. This is the first step with which an entrepreneur should start his journey. The case was similar with women leaders they empathized with the people suffering from covid and try to bring immediate measures to tackle, but it was not the case with male leaders which lead to a lot of chaos and death]

2. Professional support network for entrepreneurs include following EXCEPT

A. Personal affiliations B. Mentor C. Trade associations D. Friends E. other entrepreneur

Answer. D Reason – When we have friends as professional support network entrepreneurs might end up taking wrong decisions and might not think rational and analytically, and might lead to huge problems]

3. The decision to start a new business is taken when one perceives that forming a new business is

A. Possible B. Desirable C. Accurate D. Both (a) and (b) 2 | P a g e E. Effortless

Answer . D Reason- This is because when you start a new business you need to solve a problem which helps out others, where the problem actually gives you a possibility to

start a business. Starting a business also means it should also be profitable which makes a business desirable to start.]

Name: P.S. Monik Reddy

Roll No: 18EC30028.

1) Which of the following statements is true about business startup requirements:

- A. New business owners usually need to register for patent protection.
- B. The financial needs to start a new business depend on the nature of the venture.
- C. Purchasing a franchise is usually easy and inexpensive for startup business owners.
- D. Equipment is the least expensive requirement for a startup business.

Answer: B, The financial needs to start a new business depend on the nature of the venture. The requirements that a person needs to start a business differ and usually depend on the nature of the business. A patent is legal protection that provides an owner the sole rights to an invention or process for a specific time period. Business owners do not always invent goods or processes, so not all of them need to obtain patent protection.

2) Social entrepreneurship can be defined as which of the following?

- 1. A process involving the innovative use and combination of resources to pursue opportunities to catalyze change and/or address social needs
- 2. Coming up with new solutions to social problems and then implementing them, often on a large scale
- 3. An attempt at the creation new social value through the creation of a new enterprise, such as self-employment, creating a new business or nonprofit, or the expansion of an existing social enterprise by an individual, team of individuals or firm'
- 4. Any entrepreneurship is Social Entrepreneurship /All of the above

Answer: D. All of the These, at its most basic level , doing business for social cause. All the options would imply the same.

- A. Take any business idea, existing or proposed, and write its following aspects:-
- i. Describe the business in a maximum of three lines of text.
 - ii. Write the value proposition (in two sentences) and why now (one sentence).
 - iii. The competitive advantages of the business (in three sentences).
 - iv. Explain why the business will grow and remain profitable (3 to 5 lines of text).
 - v. Prepare the profit & loss account based on assumed data.
- B. Set two MCQs out of the lectures delivered so far.
- i. Each question should be followed by five options for a possible answer with one correct answer.
 - ii. You should provide the correct answer with a short explanation.

Ans. A. (i) Swiggy

Swiggy is a leading food ordering and delivery startup in India. It utilizes an innovative technology platform such that customers do not have to keep the contact numbers of various restaurants and eateries in their locality. Swiggy works as a single point of contact from all restaurants.

(ii) The main value proposition of Swiggy is its no minimum order policy for delivery (which is why it often receives orders amounted to less than Rs. 100) and efficient online payment system.

Swiggy emerged now due to busy schedules of people and availability of Internet

(iii) While it's competitors "outsourced" delivery to third-party logistics providers, Swiggy however build an extensive logistics network. It offered the best customer support while others didn't even maintain a proper customer support call center, Swiggy was refunding customers instantly.

(iv) All platforms offer discounts to the point where their dishes are cheaper on these platform than they were in restaurants . Here is where Swiggy started to sign exclusivity contracts with restaurants. This move also locked in customers who were loyal to their favorite restaurants. Swiggy understood the customers on both sides of their platform and curbed multihoming to build an impressive platform in a competitive space. Thus it will grow and remain profitable.

B.(i) Creating competitive advantages begins with a thorough understanding of competitors'

-
1. Cost
 2. Logistics
 3. Buisness Goals
 4. Strategies
 5. None of the above

Ans. Strategies. Because only when we know the strategy of the other players can we devise a one which is superior. It come under Game Theory.

(ii) Value Proposition consist of :

1. Segmentation & Targeting
2. Positioning
3. Differentiation

4. 1&2
5. 2&3
Ans. 5 i.e 2&3

16MA20024

Mandiga Aravind

Questions on Financial Statements

- 1) Which of the following options is not recorded in the Balance sheet?
A) Cash
B) Rent expenses
C) Building
D) Goodwill
Answer is B(Rent Expenses)
- 2) Current assets are also known as ? Answer is D (Working Capital)
A) Cash
B) Assets
C) Invested capital
D) Working capital
- 3) Which statement shows the flow of cash and cash equivalents during the financial period?
A) Statement of changes in equity
B) Cash flow statement
C) Balance sheet
D) Income statement
Answer is B (Cash Flow Statement)
- 4) The term 'Financial Statement covers
A) Profit & Loss Statement
B) Balance sheet and Profit & Loss Statement appropriation account
C) Profit & Loss Statement and Balance sheet
D) All of above are false
Answer is C (Profit & Loss Statement and Balance sheet)
- 5) The form of balance sheet is
a) Vertical
b) Horizontal
c) Horizontal and vertical
d) Horizontal or vertical
Answer is D(Horizontal or vertical)
- 6) P&L statement is also known as Answer is B(Statement of income)

- a) Statement of operations
 - b) Statement of income
 - c) Statement of earnings
 - d) All of the above
1. Product Designers responsibilities are periodically comes to
- a) improve/enhance product performance
 - b) strive for zero-based rejection and waste
 - c) make products easier and faster to manufacture overall reduce cost
 - d) all of the mentioned above
 - e) none of the above

Ans: d) all of the mentioned above

Explanation : Product design is related to full cycle of product. From improvement of the product performance (a), to strive for zero-based rejection and waste.

And make it possible to produce products easier and faster to manufacture, overall cutting time and cost(c).

2. The expected qualities of a product are
- a) it satisfies the needs and expectations of the customer
 - b) it has a pleasing appearance and handles well
 - c) it has high reliability and functions safely over its intended life
 - d) all of the mentioned

Answer: d)

Explanation:

Generally product should meet the needs and expectations of the customer(a)

(b) and should have pleasing appearance, with high reliability and safety(c).

17CE36016

Ishita Ramkrishna Lade

1. Which of the following statements concerning marketing research is incorrect?
- a) Qualitative research may involve the use of interviews.
 - b) Qualitative techniques generally provide a broad representation of the population's behavior.
 - c) Quantitative research need not necessarily involve the use of interview techniques.
 - d) Quantitative research is generally more statistically reliable than qualitative research.

Sol. Correct Answer: (b)

Qualitative techniques cannot hope to give a statistically reliable description of the population's characteristics. Qualitative approaches are particularly suited to gaining depth and insight.

2. In developing a marketing strategy, why might an organization use a positioning map?
- a) To discover what position new entrants might move into in the market.
 - b) To see whether the company has a competitive advantage over its competitors.
 - c) To understand more about the dimensions of customer value.
 - d) To see how many competitors there are in the market.

Sol. Correct Answer: (a)

A positioning map is no more than a graphic device for allowing a company to compare the characteristics of a number of competing products in a market. One outcome is that a company may spot bundles of characteristics that are not currently available in the market.

3. A differentiated product may be unique in the marketplace but it will only be successful under which of the following circumstances.

- a) If it satisfies customers' needs
- b) If the price differential is minimal
- c) If the brand can be classed as aspirational
- d) Differentiated products will always be successful
- e) If the set features match the requirements of the product

Sol. Correct Answer: (a)

Differentiation only works if buyers appreciate the point of differentiation. If the differentiated features do not satisfy their needs, the product is less likely to be bought

NAME: RAHUL SINGHAL

ROLL NO.: 17CH10035

Question 1: Which of the following attitude is not generally associated with successful Entrepreneurship:

- Option 1: Competition and co-operation
- Option 2: Desire to influence others
- Option 3: Innovation and Product improvement
- Option 4: Status quo in business
- Option 5: Produce as per consumer's requirement

Answer: Option 4 Status quo in Business(As present situation might not always bother or benefit)

Question 2: Which of the following statements is/are true about Entrepreneurial Climate?

- Option 1: Trial and error are discouraged
- Option 2: Resources of the firm need to be available and easily accessible
- Option 3: A multi-disciplinary approach is discouraged
- Option 4: Failure are not allowed
- Option 5: Always an ideal environment with predefined approach is available

Answer: Option 2 -> Resources of the firm need to be available and easily accessible(this is one of the key environmental aspect)

Q1. Which of the following is NOT an integral part of your business model?

- a. Customer Segments
- b. Distribution Channels
- c. Value Proposition
- d. Revenue Stream
- e. Risk versus rewards

Answer: e

Business model describes the strategy of any business for obtaining profits while it is under operations. Which means that it describes everything related with how you are going to make money while you deliver value to your customers, through a suitable value proposition.

Business plan takes the business model into perspective. It describes not only the business model, but also looks at the bigger picture. While understanding the competitive landscape, financials, risks and rewards, it also gives the company's verdict of how sustainable or profitable the company's business might turn out to be.

Therefore, risk versus rewards is not an integral part of the business model, rather it is important in the business plan to attract the investors.

Q2. Consider the following statements about crowdfunding:

Statement 1 : Crowdfunding investments are usually associated with dilution.

Statement 2 : Crowdfunding is not suitable for B2B.

Statement 3 : In Crowdfunding there is risk of sharing the idea to the public too early .

Statement 4 : The interference from crowd is usually very high .

Which of the following statements are true?

Statement 4 is False

Statement 2 is True and Statement 1 is False.

Only Statement 1 is False.

Statements 2 and 3 are both correct

Ans. a,b,d

Explanation :

Statement 1 & 4 are FALSE

Statement 2 & 3 are TRUE

Name : Sanket Meshram

Roll No. : 17CS30030

1) The fundamental purpose of an organization's mission statement is to ____?

- a) define the organization's purpose in society
- b) define the operational structure of the organization
- c) create a good human relations climate in the organization
- d) generate good public relations for the organization
- e) maintain good relations with government

Ans : a) define the organization's purpose in society

2) How do we describe the process of adjusting the value of an asset by recognizing that it is consumed in a way that does not completely eliminate the resource?

- a] valuation
- b] waning
- c] adjustment

d] depreciation

e] amortization

Ans : d] depreciation

Harshit Jangde

17EX20011

Foundations of Entrepreneurship Assignment

- 1) Out of all, which one of the following is not a Vanity metrics
- i) Scaling , diversification , hiring more number of employers
 - ii) Focus on achieving High revenue and not gross margins
 - iii) Focusing on Gross margin and low payback period of customer acquisition cost
 - iv) Leveraging high to acquire customers
 - v) Not focusing on Life time value

Ans : (iii) because Revenue does not pay your bills, gross margin does. One should be focused on making a low payback period of customer acquisition cost leveraged in the business. If it takes a lot of time and you're not able to create value, one can harm or even get out of the business.

- 2) A manufacturing company recently sold one of its buildings. The proceeds from the sale are classified as a cash flow from:

- i) Financing Activities
- ii) Investing activities
- iii) Operating activities
- iv) P&L statement
- v) Income statement

Ans: ii) The proceeds of a sale by a manufacturing company of a building are classified as a cash inflow from investing activities. Investing activities typically relate to purchases or sales of long-term assets, such as equipment or buildings.

I have taken this question from CFA Investment foundation exam I gave in August 2020. I found this topic in our class as well. So, I added.

- 3) Which one of the following is not an entry barrier for a new company
- i) Low pricing power
 - ii) Moat for generating good revenue
 - iii) Easy Scalability
 - iv) High customers cost of switching
 - v) Less product differentiation

Ans: iii) Easy scalability is not an entry barrier but a good sign for a business. If a business is easily scalable or can grow easily, it's good.

Thank you

MCQ questions

1. Which of the following is true.
- a. Entrepreneurs Are High Risk Lovers
 - b. It takes a lot of money to start a business
 - c. Entrepreneurs are born in business families!
 - d. One has to be Young and Restless
 - e. A well-laid out business plan is essential if you are approaching to investors.

Answer e.

2. What is the most common reason for failure of startups
- a. Bad location
 - b. Burnouts
 - c. Pricing and cost issues
 - d. No market need
 - e. Bad timing

Answer d.

Q1. Suppose you are running a company which manufactures and sells mobile phones. You find that the sales of the product are decreasing every quarter. Which of these should be your first step towards rectifying the problem?

- a. Market Research
- b. Developing a Business model canvas
- c. Evaluating the competitors
- d. Develop a new Business model.
- e. Business Process Management

Answer: a. Market Research

Explanation: Market Research gives the managers the information required to find solutions to the business problems like customer satisfaction from the product, marketing performance etc. This research is data-based providing a basis to make decisions.

Q2. How is sole proprietorship different from a partnership?

- a. A partnership is the same as a sole proprietorship.
- b. In partnership, the income tax and tax on company profit are paid separately.

- c. In partnership, the income tax and tax on company profit are clubbed together.
- d. The only tax paid is the individual business tax.
- e. A sole proprietorship can comprise more than one owner.

Answer: b. In partnership, the income tax and tax on company profit are paid separately.

Explanation: In a partnership, the tax on company's profit and individual income tax is paid separately and in a sole proprietorship the company's profit and individual income are clubbed together and the income tax is paid as per individual rate.

17MI33018

Yash Rajesh Chandak

1. What is the seniority ranking of corporate liabilities?

- 1. Equity
- 2. Preferential shares
- 3. Unsecured corporate bonds
- 4. Loans from banks

Choose the correct option: a) 1>2>3>4

- b) 4>3>2>1
- c) 4>2>3>1
- d) 4>1>2>3
- e) 3>2>4>1

Ans. b) 4>3>2>1

Explanation- The bank loans are considered as debt and paid back first. Then unsecured corporate bonds are served following by preferential shares and in the end ordinary shares/ equity.

2. Which of the following is not one of the three fundamental methods of firm valuation?

- a) Discounted cash flow.
- b) Income or earnings - where the firm is valued on some multiple of accounting income or earnings.
- c) Balance sheet - where the firm is valued in terms of its assets.
- d) Market share.

Ans. (d) Market share

In some firm valuations, quite a range of metrics might be used. Nevertheless, market share could not be considered a key valuation metric.

3. Who are Angel Investors?

- 1. Professional firms helping startup companies with seed capital. (could be debt / equity / hybrid)
- 2. Invests in startup company with goal of acquiring the company or its technology at later date.
- 3. Individuals who come as angel and donate grants for social startups.
- 4. Individuals who invest personal capital in startups for-profit motive and as hobby
- 5. Investors who invest in startups from other countries

Ans. 4) Individuals who invest personal capital in startups for-profit motive and as hobby

Rich person helping startup companies out of his hobby, passion, profit motive. e.g. Ratan Tata in Urban Ladder app

Name: Ayush Jain

Roll No.: 17NA10008

MCQs:

1) What is the primary concern of founders who trade equity for capital for their growing venture?

- a) Capitalization
- b) Control
- c) Valuation
- d) Investor capabilities
- e) All of the above

Answer - a

2) Which of the following is used by entrepreneurs to acquire experience in an international market before making a major commitment?

- a) Merger
- b) Joint venture
- c) Minority interest
- d) Majority interest
- e) All of the above

Answer - C

3) Which of the following are the Fast-growth young companies?

- a) Gazelles
- b) Life style
- c) Foundation Company
- d) All of the above

Answer - A

4) What is the primary concern of founders who trade equity for capital for their growing venture?

- a) Capitalization
- b) Control
- c) Valuation
- d) Investor capabilities
- e) All of the Above

Answer - A

ASSIGNMENT

SREERAM JAGANNATH. S

17NA10029

Q1. Members of distribution channels are excellent sources for new ideas because:

- (a) They are familiar with the needs of the market
- (b) They earn a handsome profit from new business
- (c) They do not bother if the entrepreneur bears a loss
- (d) They have a well-developed salesforce
- (e) None of the above

ANSWER: (a)

Members of distribution channels are also excellent sources for new ideas because they are familiar with the needs of the market. Not only do channel members frequently have suggestions for a new product, but they can also help in marketing the entrepreneur's newly developed products.

Q2. Which of the following is a characteristic of a profit-and-loss statement:

- (a) Is the same as a balance sheet
- (b) Summarizes expenses and revenue from sales
- (c) Shows the owner's financial position
- (d) Lists assets and liabilities
- (e) Includes selling or administrative expenses

ANSWER: (b)

A profit-and-loss statement is a business's financial picture that lists all revenue and expenses for a certain time period. A profit-and-loss statement is not the same as a balance sheet. Characteristics of a balance sheet include listing assets and liabilities and showing the owner's financial position. Selling and administrative expenses are also not included in the P & L statement. They are listed somewhere else in the statement.

Foundations of Entrepreneurship

Assignment | 06-11-2020

Krishna Kumar Soni | 17NA30010

Question 1: Business obtains cash to produce and sell products by borrowing money against their:

- A. Current Liabilities
- B. Accounts receivable
- C. Operating expenses
- D. Interest Payable
- E. None of the above

Answer: B - Accounts Receivable.

Accounts receivable are legal claims for payment held by a business for goods supplied and/or services rendered that customers/clients have ordered but not paid for.

Question 2: When determining the financing needs, what factor should startups consider that will help decide whether they can repay the debt?

- A. Liquidity
- B. Depreciation
- C. Equity
- D. Inventory
- E. Inflation

Answer: A - Liquidity

Liquidity refers to a business's current assets, such as income or savings, that can be used to pay expenses. For example, if a business was barely covering expenses and had no liquid assets, it probably would decide not to borrow money because it would be difficult to make payments on the loan. Depreciation is a reduction in the value of goods occurring over a period of time. Equity is the value of the business after all expenses and debts have been subtracted. Inventory is all the stock a business has on hand. Inflation is the general rise in prices of goods commonly produced over a period of time.

Foundations Of Entrepreneurship (EP60020)

Prepared MCQs

Aviral Jain | 18AG10004

1. A _____ is a professional money manager who makes risk investment from a pool of equity capital to obtain a high rate of return on investments.

- A. Venture Capitalist B. Entrepreneur
- C. Businessman D. Buyer

Answer- Venture Capitalist (A). A venture capitalist is a person who makes capital investments in companies in exchange for an equity stake. Whereas, an entrepreneur is a person who sets up a business or businesses, taking on financial risks in the hope of profit.

2. What is the best way to connect with angels.

- A. Marketing B. Networking
- C. Publicizing our business plan D. Friendship

Answer- Networking (B). In most cases, you need to be referred to an angel investor. They're not hanging out on the street waiting to talk to whoever comes by. So to find angel investors you need to get to know the right person (the one who can refer you to the angel investor you're

looking for), which means immersing yourself and connecting with people in your local business and social community.

3. A _____ approach to entrepreneurship lowers your risk and helps you understand customer needs and reactions to your solution before you make a significant investment.

- A. Sustainable B. Entrepreneurial
C. Lean D. Careful

Answer- Lean (C) . A lean startup is a method used to found a new company or introduce a new product on behalf of an existing company. The lean startup method advocates developing products that consumers have already demonstrated they desire so that a market will already exist as soon as the product is launched.

4. Strategic entrepreneurial marketing has been summarised as the 4Is, identification of target markets, interactive marketing methods, informal intelligence gathering, and - what is the fourth.

- A. Instructiveness B. Independence
C. Innovation D. Internet

Answer- Innovation (C). In this highly competitive world that we live in, innovative ideas are what separates us from the rest.

5. The most suitable definition of a business purpose is to _____.

- A. Narrate your vision/story B. Maximize Profits
C. Increase the wealth of the firm D. Serve the society

Answer- Maximize Profits (B). The customer is the foundation of a business and keeps it in existence, whereas, profit is what keeps a business successful.

Questions for Assignment:

18AG10010

Devansh Arora

1. Content Marketing should be least used for which of the following?

- A. Providing scientific knowledge about your product.
- B. Providing a narrative and a story behind your company's vision.
- C. Pitching about the features of your products and why it's better.
- D. Informing the audience about what to look for in that type of the product.

Answer: C.

Explanation: Content marketing should be used to educate the audience and inform them about the product and what to look for in them. It should be a medium of building trust with them and rarely to pitch them your products and services.

2. You have a consumer based startup with minimal bootstrap money and it's your first year in the market. Which of these options should you do?

- A. Experiments and field trials for your product.
- B. Pitching to investors with 2- year predicted valuation.
- C. Building a website and/or a mobile app.
- D. Bringing in a variety of product extensions for various niches in the market segment.

Answer: B.

Explanation: Although all the above options cost you money, the safest and most necessary of them is building a website and a mobile app. It's the lesser of the 4 wrongs.

3. What best describes the circular economy?

- A. Keeping the user in loop of the product development process.
- B. Eliminating waste and continual use of resources.
- C. Product life cycle from ideation to launch.
- D. Traveling the world in search of an idea.

Answer: B

Explanation: A circular economy is an economic system aimed at eliminating waste and the continual use of resources.

4. A company is called an artificial person because:

- A. It does not have the shape of a natural person.
- B. It cannot be used in the court of law.
- C. It is invisible and intangible
- D. It exists only in contemplation of law.

Answer: C

Explanation: Option A is stupid and option B and D are false.

18BT10017 SALMAAN AHMED ANSARI

FOUNDATIONS OF ENTREPRENEURSHIP

1. Why Nasty gal failed

a) More attentive towards profit.

- b) Diverted attention in many fields except nasty gal.
- c) She starts to burn cash.
- d) She started thinking that success had been achieved.
- e) Lack of understanding of the customers.

I. A, b, c

II. A, c, d, e

III. B, c, d, e

IV. B, c, d

Ans. (IV)

She knew very well her customer what they like or what not.

2. An perfect market is one in which

- A. One firm builds up a preferred position dependent on a factor of creation that different firms can't buy.
- B. One member in the market has a greater number of assets than the others.
- C. there are no upper hands or imbalances since all organizations have equivalent admittance to all the variables to creation.
- D. rivalry is at least, as every specialty market inside an industry is served by the organization with the best upper hand.
- E. All of the Above.

ANSWER: C

3. Maslow's triangle is

- a) a motivational theory which comprising a five-tier model of human needs.
- b) Maslow's hierarchy of needs are basic needs, psychological needs and self-fulfilment needs.
- c) Shows hierarchy from bottom to top the needs are: physiological, safety, love and belonging, esteem, and self-actualization.
- d) All of the above.
- e) None of the above.

Ans. (D)

FOE Assignment Part B

Kshitiz Khandelwal – 18EC30019

Q1. Which of the following design concepts does packaging of Patanjali represent?

Courtesy: amazon.in

- A. TRIZ
- B. Design-Driven Innovation
- C. Open Innovation
- D. Biomimetic
- E. Frugal Innovation

Explanation: The rural/traditional design of packaging introduces new meaning in the product with a unique experience and sense of well-being for Indians. Hence, design-driven innovation is the correct option. The question is tricky because students not well-versed with the topic might answer biomimetic.

Q2. Which of the following hypothetical entities can be defined as a startup in India?

- A. Saathi – A 7-year-old assistive UI technology headquartered in New York serving customers throughout India with an annual turnover of INR 76 crore.
- B. Geetanjali – A 5-year online library service headquartered in New Delhi serving customers throughout India with an annual turnover of 120 crores.
- C. Enigma – A 2-year-old menstrual heating belt manufacturer headquartered in Bangalore serving customers throughout India with an annual turnover of 52 crores.
- D. Ketblank – An 11-year-old crowdfunded blanket distributor headquartered in Agra serving customers throughout and India with an annual turnover of 5 lakhs.
- E. None of these can be defined as startups in India

Explanation: An entity is defined as a startup if it's headquartered is in India, less than 10 years old, and an annual turnover of less than ₹100 crore (US\$14 million).

MCQ questions

Name: Arghyadeep Bandyopadhyay

Roll No: 18EE10012

1) Anup is in need of funds for starting his garment factory and wants to avail the government schemes available for startups. From the details of his business given below, point out why his application was rejected.

- a) The factory had completed eight years since its incorporation
- b) It is recognised by the Department for Promotion of Industry and Internal Trade
- c) The annual turnover has not exceeded rupees 85 crores since its incorporation
- d) It was originally a joint venture with his brother and now he has split the business and wants to reconstruct it
- e) Since it is a garment factory, it has a high potential of employment generation

Answer: Option (d).

Explanation: Since splitting up or reconstructed entities from existing ones are not eligible as startup and cannot avail government schemes meant for startups.

2) Which of the following feature does not hold in case of Preference Shares?

- a) Rate of dividend is fixed
- b) Dividends are accrued and paid when surplus is generated
- c) They have voting rights and a say in management decisions
- d) Dividends are paid before paying to equity shareholders
- e) Preference Shares may be redeemed

Answer: Option (c)

Explanation: Only equity shareholders have voting rights and say in management decisions

3) Anil wants to fund his business through bootstrapping. Which of the following ways will help him to do that?

- a) Cutting cost to minimum
- b) Expanding office space
- c) Hiring interns instead of regular employees
- d) Only options (a) and (c) are correct
- e) All three options (a), (b) and (c) are correct

Answer: Option (d)

Explanation: Expanding office space instead of sharing it will add to his cost instead of minimizing it. Thus option (b) is incorrect and only (a) and (c) are correct, so option (d) is the right answer.

4) Which of the following source of Crowdfunding is not allowed in India?

- a) Reward-based Crowdfunding
- b) Lending-based Crowdfunding
- c) Equity-based Crowdfunding
- d) Pre-order Crowdfunding
- e) Donations or Social Crowdfunding

Answer: Option (c)

Explanation: Equity-based Crowdfunding is not legal in India

5) The slides of your Elevator Pitch should be designed with different colours according to the business you are projecting, as different colours trigger different emotions.

Which of the following colours does not match with the emotions shown against it?

- a) Red – Ambition, Growth, Freshness, Safety
- b) Yellow – Happiness, Intellect, Energy
- c) Blue – Tranquility, Confidence, Intelligence
- d) Black – Power, Elegance, Mystery
- e) White – Cleanliness, Purity, Perfection

Answer: Option (a)

Explanation: Red is associated with Energy, Power and Passion. The emotions Ambition, Growth, Freshness, and Safety are associated with Green.

Name: Himanshu Ranjan

Roll No: 18EE10022

Q1) Which of the following is not a principle of lean concept of product development?

i) Minimisation of wastage.

ii) Reduce the number of features that you don't think is necessary and thereby cut cost

iii) Initial customers should not be charged and customer validation is not necessary.

iv) Product should be build with key features contributing to product differentiation.

Ans: iii)

Reason- They should be charged so as to ensure cash flow and validation should be done to check market for for the product

Q2) Which of the following is not right about Straight line method for evaluating depreciation?

i) In 'Straight-Line Method' an asset is evenly depreciated over its useful life.

ii) Same amount of depreciation for a particular asset is allocated as expense each year of useful life.

iii) The asset will face some value at the end of assumed life. This is known as 'Salvage Value' or 'Terminal Value'

iv) What you need to recover as depreciation is 'the cost of the machine' LESS the 'Salvage Value'.

v) $\text{Depreciation} = (\text{Procurement cost} + \text{Salvage value}) / \text{Total life span}.$

Ans: v)

Reason- $\text{Depreciation} = (\text{Procurement cost} - \text{Salvage value}) / \text{Usable life span}$.

MCQs based on the lectures taught so far

Submitted By

Utkarsh Agrawal

18EE10054

1. Which of the following is true regarding a Venture Capitalist (VC)?
- a. VC provides a funding in the range of Rs. 1-2 crores
 - b. VC makes donation to a start-up business
 - c. VC invests in a high-profile existing businesses
 - d. VC invests in a new start-up
 - e. VC get personally involved in the start-up they are funding

Correct Answer : (c)

Reason : Options (a), (d) and (e) are correct for an Angel Investor and in option (b), the word donation makes the statement wrong for both angel investor and venture capitalist

2. Which of the following is/are variable costs for a bakery :
- a. Managers's Salary
 - b. Electricity costs
 - c. Sugar
 - d. Both (b) & (c)
 - e. All of the above

Correct Answer : (d)

Reason : The cost of electricity and sugar may vary within a period depending on the usage while manager's salary is a fixed cost.

Manvendra Singh Kushwah

18EE30013

Q1. which important simplifying assumptions are usually made in net present value analysis ?

- I. All cash flows other than the initial investment occur at the end of respective periods.
- II. All cash flows generated by an investment project are immediately reinvested at a rate of return equal to the discount rate.
- III. All cash flows including the initial investment occur at the end of respective periods.
- IV. All cash flows generated by an investment project are reinvested at a rate of return equal to the discount rate after a period window.

- A) I,II
- B) II,III
- C) I,IV
- D) III,IV

Correct Option : A

Explanation: Two simplifying assumptions are usually made in net present value analysis:

- The first assumption is that all cash flows other than the initial investment occur at the end of periods.
- The second assumption is that all cash flows generated by an investment project are immediately reinvested at a rate of return equal to the discount rate.

Q2. Given the following information :

Initial capital investment = 1,00,00,000

Working capital investment = 10,00,000 [return of WC at the end of the life of business is not considered]

Net cash inflow in 10 years = 2,00,00,000

Estimate internal Rate of Return Factor:

- A) 5.22
- B) 5.5
- C) 5.52
- D) 5.80

Correct Option : B

Explanation: After applying formula for IRRF which is

$IRRF = \text{Net Initial investment} / \text{Annual net cash inflow}$

Net Initial investment = 1,00,00,000 + 10,00,000 = 1,10,00,000

Annual net cash inflow = 2,00,00,000/10 = 20,00,000

$IRRF = 1,10,00,000/20,00,000 = 5.5$

Q3.Which of the following are the profiles of Design Thinkers ?

- I. Integrative thinking
- II. Empathy
- III. Optimism
- IV. Simplicity

- A) I,II,III
- B) I,II
- C) I,II,III,IV
- D) I,II,IV

Correct Option : A

Explanation: Design thinkers tend to be creative people who have a tendency to think out of the box with strategy, tactics, action, review and evaluation (Integrative thinking). They prototype visions rather than products with the ability to sense other people's emotions (Empathy). They have positive thinking (Optimism).

18ME10046 - R.S.S.S.Kiranmayee

Questions(Foundations of EP Course)

1.Which of the following statements is incorrect?

- (a)A forecast cash flow statement will indicate liquidity.
- (b)A forecast P&L account the sales is framed using market research data and profit margins is determined based on competition.
- (c)Depreciation is a fixed cost
- (d)Product Specific classification is used in estimating break-even point.
- (e)Sensitivities is numerical estimation of how your cash flow is affected if any of the big risks manifest.

2.Which among these is not among the four critical factors for new ventures should receive Pride of Place in their business plan?

- (a) people
- (b) opportunity
- (c) Sales
- (d) context
- (e) risk and reward

3.Which among the following is not the Elements of a Wining Entrepreneurial Story

- (a)Hero
- (b)Antagonist
- (c)Sustainability
- (d)Transformation
- (e)Passion

4.Which among the following is not among the seven Cs that Experts say, your business plan journey should traverse through

- (a)Crisp
- (b)Concise
- (c)Consistent
- (d)Claim
- (e)Credible

Q1) Select the correct statement

- a) An OPC-One Person Company must be converted into PLC-Private Limited Company after minimum of 2 years of existence as OPC
- b) Ownership of a one person company can be transferred by transferring the shareholding, directorship or nominee director in the registrar of company
- c) Lenders prefer proprietorship or partnership firm over company
- d) If the paid up capital of the OPC become 51 Lacs then it has to be compulsorily converted into a Private Limited Company
- e) If a Private Limited company is not able to comply by the provisions for paid-up capital (>50 lacs) and average turnover (>2 Crores) it shall convert back to an OPC without any resolution

SOLUTION:

- a) An OPC-One Person Company can be converted into PLC-Private Limited Company after minimum of 2 years of existence as OPC
- b) Ownership of a one person company can be transferred by transferring the shareholding, directorship and nominee director in the registrar of company
- c) Lenders prefer company over proprietorship or partnership firm
- d) [Answer] If the paid up capital of the OPC become 51 Lacs then it has to be compulsorily converted into a Private Limited Company
- e) If a Private Limited company is not able to comply by the provisions for paid-up capital (>50 lacs) and average turnover (>2 Crores) it shall convert back to an OPC by passing a special resolution

Q2) Which of the following is incorrectly matched?

- a) Google – Operating Model – Direct Distribution
- b) Turing Pharmaceuticals – Drug Daraprium – Accusations of notoriety for high-priced drugs
- c) Market Research – Integral part of a startup – Exact Science
- d) Proprietorship Firm – Simplest Business Entity – Individual is sole owner
- e) Business Model Innovation – Cost Reduction – Strategic flexibility

SOLUTION:

[Answer] c) Market research is NOT an exact science

Foundations of Entrepreneurship:

MCQs:

1. Ashish, a 23 year old guy is planning to start a startup. So he comes to your office for advice and wants to know the best way to get what he intended. So you suggest that he must

-
- a. Determine his weaknesses and join a business school for a year or too.
 - b. Just jump in and learn as he goes.
 - c. Seek experience in which field he wants to continue his startup.
 - d. Read a good business book.

Correct Answer: C

To start a startup, the main thing u need to gain is experience rather than money or just determining your weakness. Gaining knowledge through books alone may not be exactly applicable in the present world. So, one must get into the real world and gain some experience in the field in which he wants a startup and once satisfied and when the right time comes, he/she can launch a startup.

2. Many famous entrepreneurs like Bill Gates, Steve Jobs, Fred Smith (Founder of FedEx) have failed during their early stages of making a startup before attaining success. So what do u think is the underlying trademark of successful entrepreneurs:

- a. The ability to be wanting to gamble.
- b. The ability to fail intelligently.
- c. The ability to overlook past successes.
- d. The ability to repeat the previous mistakes.

Correct Answer: B

The biggest trademark of the stories of successful entrepreneurs is their recovery from their failure. Here, fail intelligently means not to fail knowingly, but to recover from it using the lessons learnt from the past mistakes. This is what makes the shape of every successful entrepreneur.

Part-B

Q1) Which of the following helps the Business to know and understand the customers well?

- 1) Value Proposition
- 2) Business Plan
- 3) Marketing
- 4) Branding
- 5) Business Model

Correct Answer – 3

Explanation – Through marketing we understand the customers buying behavior and their expectations thereby creating the perfect product that fits their needs.

Q2) Which of the following legal entities have ultimate authority?

- 1) Partnership
- 2) Public limited Company
- 3) Solo Proprietorship
- 4) OPC
- 5) Private limited Company

Correct Answer – 3,4

Explanation – In Solo Proprietorship and OPC, there is only person heading the company which gives him ultimate authority over the plans and future of the business whereas in other options there needs to be a series of board meetings for any decision to finalize.

Q3) Which of the following can be considered as innovation?

- 1) Adding new machines to an already running factory
- 2) Adding new features to make the product easier to use
- 3) Hiring a psychologist to help improve the efficiency of workforce
- 4) Making employees sit on uncomfortable stools in order to increase focus
- 5) All of the Above

Correct Answer – 2,3

Explanation –Adding new and helpful features is an innovative way to increase the sales rather than just making minor changes in design and reselling the same thing again (Like iPhone). The use of psychologist is an innovative way to improve the mood of the employees and in turn their performance rather than the traditional ways of holiday trips etc. Which provide only temporary boost in performance.

FOUNDATION OF ENTREPRENEURSHIP -

SHACHI JALOTE

19HS20049

ASSIGNMENT-1

Q1. During the month of July, sales at D Mart totaled \$2,500. The cost of the shoes was \$1,025. The owner paid \$866 for supplies, insurance, rent, and utilities during the month. The \$609 leftover

represents the owner's

- A. net profit.
- B. gross profit.
- C. sales income.
- D. operating expenses

Answer.A

Q2.Which of the following statements is true about business startup requirements:

- A. New business owners usually need to register for patent protection.
- B. The financial needs to start a new business depend on the nature of the venture.
- C. Purchasing a franchise is usually easy and inexpensive for startup business owners.
- D. Equipment is the least expensive requirement for a startup business.

Answer.A

Q3.Determine if the following statement is true or false: When developing an exit strategy for an entrepreneurial venture, the most important consideration is finding a suitable buyer.

A. False

Such as company valuation and personal goals.

B. True

If the buyer is inexperienced, the business risks monetary losses and long-term failure.

C. False

the most important factor that an entrepreneur should consider is profitability.

D. True

the valuation of a business is dependent on the buyer's financial resources.

Answer.A

Q4.Which of the following will not be an approach to Minimum Viable Product.

- A. Prototypes
- B. B.Smoke Tests
- C. Business Model Canvas
- D. Surveys

Answer.A

Question 1) A Stakeholder orientation includes all of the following activities except:

- i) generating data about stakeholder groups
- ii) assessing the firm's effects on stakeholder groups
- iii) distributing stakeholder information throughout the firm
- iv) minimizing the influence of stakeholder information on the firm

Ans:- iv) minimizing the influence of stakeholder information on the firm

Explanation: A stakeholder always strive to do things in the favour of company

Question 2) Organisations have hierarchical structures because

- i) it is convenient to do so
- ii) it is done by every organization
- iii) specific responsibilities can be assigned for each level
- iv) it provides opportunities for promotions

Ans:- iii) specific responsibilities can be assigned for each level

Explanation: Work gets distributed evenly and according to the capability and experience.

Question 2) Every entrepreneur should draw an ----- for his project to ensure the timely completion of all activities involved in setting up an enterprise.

- i) cost structure
- ii) implementation plan
- iii) market structure
- iv) production structure

Ans:- ii) implementation plan

Explanation: Implementation Plan is must to have for any entrepreneur to successfully run its business

NAME: NIVAASHNEE T

ROLL NO: 19MI31012

Q1) Which of the following lets us know how a lean start-up works?

- a) Discover early adopting methods, test hypothesis, release minimum viable product.
- b) Release fully functional prototype, operate in stealth and & write early business plan.
- c) None of the above
- d) All of the above

ANS: A

Q2) A company follows declining value method for depreciation @ 11%. The book value of the machinery on 31-03-19 is Rs 1000. New machineries are bought in the course of year 2019-20 for Rs 300 and old machine are sold for Rs 10. Find the book value as on 31-03-20.

- a) Rs 800
- b) Rs 910
- c) Rs 890
- d) Rs 790

ANS: C

ASSIGNMENT

on

FOUNDATIONS OF ENTREPRENURESHIP

Name – Kripamay Baishnab

Roll no – 20RD91R01

A)

Describe the business in a maximum of three lines of text.

Production of biodegradable utensils such as plates, glass, bowl, spoon, biodegradable bags, biodegradable small storage structures, with the help of waste areca nut leaf sheath. Collections of areca nut leaf sheath directly from the farmers.

Write the value proposition (in two sentences) and why now (one sentence)

The areca nut leaf sheath is a total waste product for areca nut grower the value is almost null. But the value can be added by converting it valuable products such as biodegradable utensils, bags, and small storage structures.

Biodegradable utensils are one of the options to replace one-time utensils made of plastics or thermocol sheets.

The competitive advantages of the business (in three sentences).

1. Very few competitors
2. Eco-friendly and low cost
3. Low raw material cost

Explain why the business will grow and remain profitable

People use thermocol utensils or paper utensils in their several occasions like marriage, funeral ceremonies, parties, etc. These are hazardous to nature, but we can use areca nut leaf sheath instead of thermocol and paper. Areca nut leaf sheath is a waste product of the areca nut tree, we can use these sheaths to make one-time biodegradable utensils for parties. It's having a strength of 32 MPa, with which we can easily make handy bags and a small container. The study says it requires around 13 areca nut leaf sheaths to make a cubic meter of the storage container. People will take these products as it is environment and budget friendly. They will prefer this product for designing purposes as well.

B)

Question 1. Inventories, cash and equivalents, and accounts receivables are listed as

- A) Earnings on Income Statement
- B) Payments on Income Statement
- C) Assets on the Balance Sheet
- D) Liabilities on the Balance Sheet

Answer: C

Question 2. Business is said to be in a profit when

- A) Expenditure exceeds income
- B) Income exceeds expenditure
- C) Income exceeds liability
- D) Assets exceed expenditure

Answer: B

ASSIGNMENT- SET OF QUESTION

NEHA SINGH

20RJ91R06

RMSoEE

Q1- Maslow suggests that human needs are arranged in a series of levels, a hierarchy of importance. Which of the following statements are relevant to Maslow's hierarchy of needs theory?

1. A need is not necessarily fully satisfied before a subsequent need arises

2. Starting from growth needs and climbs up to deficiency need to get realization of one's full potential.
3. The hierarchy is not necessarily in a fixed order
4. motivation decreases as deficiency needs are met.
5. A satisfied need is no longer a motivator

Options:

- A. 1, 3,4 and 5
- B. 3, 2, 4 and 5
- C. 1, 2,3 and 4
- D. None of above
- E. All of the above

Answer: A

Q2- How a company will make customers aware of its products/services

1. Marketing Plan
2. Industry Overview
3. Marketing Scheme
4. Product and Service Plan
5. Growth Plan

Options:

- A. 1 and 2
- B. 1 and 3
- C. 1 and 4
- D. 1 and 5

Answer: B

Q3- A prediction of the amount of money coming in from sales, how much those sales will cost to make and the difference between the two figures would not be found in which of the following sections of the business plan?

1. Sources of finance
 2. Marketing mix
 3. Forecast revenue, costs and profit
 4. Target market
- A. 1 and 4
 - B. 2, 3 and 4
 - C. 1, 2 and 4
 - D. None
 - E. All

Answer: C

Q4- When managers use small convenience samples such as asking customers what they think or inviting a small group out to lunch to get reactions, they are using _____.

- A. Cross sectional studies
- B. Online surveys
- C. Observation
- D. Informal surveys
- E. Marketing intelligence

Answer: D

Q5- The cash and equivalents, inventories and accounts receivables are classified as

- A. Assets on balance sheet
- B. Liabilities on balance sheet
- C. Earnings on income statement
- D. Payments on income statement

Answer: A

Q6- Unlimited liability, definite length of life, Operating freedom, Lack of financial control and difficulty tracking expenses are considered advantages of a

- A. sole proprietorship.
- B. partnership.
- C. trade union.
- D. corporation.

Answer: A

Q7- _____ is primarily concerned with the _____ of the project demand potential and the selection of the optimal technology.

- A. Feasibility analysis, Observation
- B. Input analysis, Selection
- C. Techno-economic analysis, Identification
- D. Financial analysis, Recognition

Answer: C

Q8- Which one of the following is the process of entrepreneur developing new products that over time make current products obsolete?

- A. Business model Innovation
- B. Scrutinization
- C. Creative Destruction
- D. None of above

Answer: C

Q9- Which two of the following are disadvantages to a new business start-up of producing a business plan?

1. Guarantee business survival
 2. Help test financial viability
 3. Ensure sales targets are met
 4. Not need to be referred to again by the business owner
 5. Encourage the entrepreneur to think carefully about the business idea
- A. 1,2 and 3
 - B. 2, 3 and 4
 - C. 2 and 5
 - D. 1, 3 and 4

Answer: D

Q10.- Which of the below is incorrect?

1. PepsiCo has turned Design Thinking into its value proposition
2. GE Healthcare has built a MR scanner for children using Design Thinking
3. AirBnB avoided bankruptcy and turned profitable using Business model
4. Google has a 3-step process to bring about new innovations

Options:

- A. 1, 2 and 3
- B. 2 and 4
- C. 2 and 3
- D. None of the above
- E. All of the above

Answer: B

Name – Abhirup Mandal

Roll no. – 17CH10002

Assignment-1

Foundation of Entrepreneurship

1) Market segmentation means dividing _____

- A) The market process into easy steps
- B) The market group into homogeneous groups
- C) The sales team into small groups
- D) All of these
- E) None of These

Answer: B) Market segmentation is a marketing concept which divides the complete market set into smaller subsets comprising of consumers with a similar taste, demand and preference.

2) Which of the following is true about market positioning

A) Position defines where your product(or services) stands in relation to others offering similar products and services in the marketplace.

B) It refers to creating the customer's perception of a brand or product compared to competing brands.

C) A good positioning confers the brand the ability to charge a higher price and stave off competition from others.

D) It is a value creating activity

E) All of these

Answer: (E) A positioning statement is the identity your business is striving for. The positioning statement, like a mission statement, becomes the basis for your business identity...from this it is clear that it will give the people the ability to distinguish our business from others doing similar thing explaining opt.(A), also a perception in the mind of the target marget is set from our positioning explaining opt.(B) and when people connect with our mission/vision it gives us the bargaining power for higher price explaining opt(C), which in turn helps in value creation

Assignment 1 (Questions)

Name : Raj Ranjan Shrivastava

Roll No 18AG10026

1. A company that issues stocks and bonds to raise funds results in

A) Decrease in Cash

B) Increase in Cash

C) Increase in Equity

D) Increase in Liabilities

Answer: B

2. Which one of the following is alternatively called corporate venturing?

a) Entrepreneurship

b) Intrapreneurship

c) Act of stating a new venture

d) Offering new products by an existing company

Answer B

3. Which one of the following is required to develop a good team for creating something new?

a) Relationship with team members

b) Open discussion

c) Non flexible behavior

d) Discouragement of team member's ideas

Answer B

Question 1 :

The concept of A/B testing as a scientific trial was used in which of the following :

a. Barack Obama team for donation

b. Coke advertisement to establish a new coke feature

c. The Melinda gates foundation

d. None of the above

Question 2:

We are more likely to fund our venture through _____ at start

- a. Bootstrapping
- b. Venture Capitalist
- c. Angel investor
- d. Government support

Question 3:

How do we get funds for the government support for prototyping?

- a. All the rolling fund 30 crore are given at once under the SRiJAN scheme
- b. It is given in steps as the prototyping progress
- c. It is given in steps as year progressed
- d. None of the above

Assignment

Ravindra Kumar | 17NA10023

Q1. Which of the following is an example of an intangible asset?

- A. Equipment
- B. Inventory
- C. Office building
- D. Accounts receivable
- E. Corporate intellectual property

Ans - Corporate intellectual property. It does not possess a physical existence come under the category of intangible assets. The best examples of such assets would be market goodwill, corporate intellectual property, patents, copyrights, permits, trade secrets, brand, etc. Inventory, buildings, and equipment are all tangible assets—they have a physical presence.

Q2. Which of the following is the most critical component of a business plan?

- A. Market analysis
- B. Company description
- C. Executive summary
- D. Financial plan
- E. Strategy and Implementation

Ans - Executive summary. The executive summary is the most critical component of a business plan. It is the heart of your business plan and the first thing that readers will see. Most readers will use the executive summary to determine whether or not it's worth reading any further. While

the company description, market analysis, and financial plan are all important, the executive summary is the most critical component of the plan.

Assignment

Foundation of Entrepreneurship

-Kunal Singh 17EX20015

Q1. How can we gain a competitive advantage?

- a. Innovative Technology
- b. Efficient cost management
- c. Creating core competency
- d. Building brand
- e. All of the above

Answer: e. If we want to get an edge over our competitors following factors are important: we should be technologically advanced in our sector, we should know how to control demand and track our profits, establish yourself in the industry and among the customers.

Q2. The value proposition in the Business Model Canvas should contain?

- a. Customer's pain we are trying to solve
- b. The reason why a customer should buy our product or service
- c. Market segment and channel
- d. Key partners
- e. All of the above

Answer: b. Value Proposition is the reason why customers turn to your company over another. It solves your customer's problem or satisfies your customer's need. Each Value Proposition consists of a selected bundle of products and/or services that caters to the requirements of a specific Customer Segment.

ASSIGNMENT

Submitted By: Prerit Jain (16IM30033)

Question 1:

Which of the following can be considered under both Fixed and variable Costs?

- a) Contracted Labour Cost
- b) Cost associated with Salaries of Permanent Employees
- c) The maintenance cost of Machines
- d) Cost of Machine Procurement
- e) Insurance for Fixed Assets

Ans: c) Maintenance Cost of Machines

The maintenance cost can be of two types, a compulsory preventive maintenance of machines which is scheduled as soon as the machine is procured and another according to the need basis. The former is considered as a fixed cost but latter can be considered as a variable cost.

Question 2:

Which of the following options shows the correct seniority order of the corporate liabilities?

- a) Claim of Governments > Shareholders > Preference shareholders > Unsecured Credits
- b) Equity > Preference shareholders > Unsecured Credits > Secured Credits
- c) Secured Credits > Unsecured Credits > Equity > Preference Shareholders
- d) Secured Credits > Unsecured Credits > Preference Shareholders > Equity
- e) Claim of Governments > Shareholders > Unsecured Credits > Preference shareholders

Ans: d) Secured Credits > Unsecured Credits > Preference Shareholders > Equity

Seniority can be considered as the preference order of repayment when the company will be liquidated. Secured Creditors are given first preference for repayment due to the nature of the contract which they hold, followed by unsecured creditors which include corporate bonds, public deposits etc. After that Preference shareholders are repaid and finally Equity shareholders.

Question 3:

Which of the following is most likely to be present in Slide Deck for Pitching but not in your elevator pitch?

- a) Industry Overview
- b) Traction
- c) Unique Selling Point
- d) Go-to-Market Strategy
- e) Team Expertise and Quality

Ans: a) Industry Overview is not something which one should mention in an elevator's pitch as it should be more directed towards what your company do and how it is different.

FOUNDATIONS OF ENTREPRENEURSHIP

Assignment1

1) Which of the following is true for a Private Limited Company?

- A. A private limited company can have as much members/owners.
- B. Unlimited liability.
- C. The Shares can be transferred freely to new members.
- D. Public is not allowed to invest on the company shares.
- E. The privacy of the company is compromised.

Answer-D

A Private Limited Company can have two to two hundred members with limited liability. The shares can only be transferred after legal formalities. The privacy of the company is well maintained in a limited circle.

2) Which of the following is true for mission statement of a startup?

- I. Mission contains the value proposition differentiating a startup from its competitors.
- II. It contains information on the customers.
- III. It contains the past growth of the company.
- IV. Mission describes the products and services which the company serves.
- V. Mission contains the Cost structure and the investments of the company.

A. Only IV

B. I, IV, V

C. I, II, IV

D. I, III, V

E. III, IV, V

Answer-C

The mission statement contains information of the customers of the company, its products and services and the value proposition which differentiates the company from its competitors.

SHAKTI PRASAD

NANDA

19EC30041

Foundation of Entrepreneurship

Question Submission- CHAITANYA BHATT (17EX20008)

1. The lean startup method relies on as little as possible of ____.

- I. time
- II. money
- III. personnel

- I, II, and III
- I and II only
- I only
- III only

2. Why are small businesses important to a country's economy?

- They give an outlet for entrepreneurs.
- They can provide specialist support to larger companies.
- They can be innovators of new products.

- All the above.

3. What is the primary concern of founders who trade equity for capital for their growing venture?

- Capitalization
- Control
- Valuation
- Investor capabilities

Q1. What should be the ideal combination of cash flow style for a prospering well doing firm?

- a. CFO-Positive, CFI-Positive, CFF-Positive
- b. CFO-Positive, CFI-Negative, CFF-Positive
- c. CFO-Negative, CFI-Positive, CFF-Positive
- d. CFO-Positive, CFI-Positive, CFF-Negative
- e. CFO-Negative, CFI-Positive, CFF-Negative

→The best possible answer is option b.

The reason being one always wants positive cash generation from operation as that speaks volumes about the well places account receivable mechanism, revenue generation. On the contrary the cash generation from CFI being negative signifies that the firm is in expansion mode and is investing in PP&E or acquisitions etc. CFF being positive signifies that the firm is raising funds via IPO or Seasoned offerings or raising Debt to finance its assets. There is an assumption involved here and that being that the firm is not going too ahead of its target capital structure.

Q2. Which is the ratio that must be analyzed in checking liquidity of a firm?

- a. Current Ratio
- b. Quick Ratio
- c. Cash Ratio
- d. All of them
- e. None of these

→The best possible answer is d

The reason being is that no single ratio is sufficient in analyzing the liquidity of a firm, as in Quick ratio doesn't includes inventory and basically comprises of cash and its equivalents and account receivables and the cash ratio comprises of cash and its equivalents. So basically it gives us a collective idea of the stock in place, account receivable mechanism and the prevalence of cash in liquid form to bail out unforeseen contingencies.

Q1. As an Entrepreneur, what are the possible strategies you would adopt for sustainability and profits of your startup?

Q2. As a Founder, What are the five key aspects which you will look in an potential investor willing to invest in your startup?

MCQ

Q3. Choose among the following, as an entrepreneur what are the main characteristics you would incorporate in your team to make it balanced in all aspects?

FOUNDATIONS OF ENTREPRENEURSHIP

Assignment1

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- V. Mission contains the Cost structure and the investments of the company.

- | | | |
|------------|-------------|------------|
| A. Only IV | B. I,IV,V | C. I,II,IV |
| D. I,III,V | E. III,IV,V | |

Answer-C

The mission statement contains information of the customers of the company, its products and services and the value proposition which differentiates the company from its competitors.

SHAKTI PRASAD

NANDA

19EC30041

Foundation of Entrepreneurship

Question Submission- CHAITANYA BHATT (17EX20008)

1. The lean startup method relies on as little as possible of ____.

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- II. money

III. personnel

- I, II, and III
- I and II only
- I only
- III only

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- c. CFO-Negative, CFI-Positive, CFF-Positive
- d. CFO-Positive, CFI-Positive, CFF-Negative
- e. CFO-Negative, CFI-Positive, CFF-Negative

→The best possible answer is option b.

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raising funds via IPO or Seasoned offerings or raising Debt to finance its assets. There is an assumption involved here and that being that the firm is not going too ahead of its target capital structure.

Q2. Which is the ratio that must be analyzed in checking liquidity of a firm?

- f. Current Ratio
- g. Quick Ratio
- h. Cash Ratio
- i. All of them
- j. None of these

→The best possible answer is d

The reason being is that no single ratio is sufficient in analyzing the liquidity of a firm, as in Quick ratio doesn't includes inventory and basically comprises of cash and its equivalents and account receivables and the cash ratio comprises of cash and its equivalents. So basically it gives us a collective idea of the stock in place, account receivable mechanism and the prevalence of cash in liquid form to bail out unforeseen contingencies.

Q1. As an Entrepreneur, what are the possible strategies you would adopt for sustainability and profits of your startup?

Q2. As a Founder, What are the five key aspects which you will look in an potential investor willing to invest in your startup?

MCQ

Q3. Choose among the following, as an entrepreneur what are the main characteristics you would incorporate in your team to make it balanced in all aspects?

Foundations of Entrepreneurship

MCQ QUESTIONS

Maulindu Sarkar

18EE10028

(1) What is Bootstrapping?

- A. Get into or out of a situation using new resources.
- B. Renew or develop new resources.
- C. Arrange money from formal investors and lenders.
- D. Get into or out of a situation using existing resources.
- E. Developing product with new optimism and vision.

ANS : (D) Get into or out of a situation using existing resources.

Option A and C are opposite, option B and E are irrelevant.

(2) Which of the following is true about operating leverage?

- A. Lower the variable cost, higher the operating leverage.

- B. Lower the variable cost, lower the operating leverage.
- C. Variable cost has nothing to do with operating leverage.
- D. Operating leverage is a degree to which a firm can decrease operating income due to failure in sales.
- E. None is true.

ANS : (A) Lower the variable cost, higher the operating leverage.

As the variable cost goes down, operating leverage naturally goes up, it is intuitive.

FUNDAMENTAL OF ENTREPRENEURSHIP
ASSIGNMENT (MCQ QUESTIONS)
BY-AKSHIT GUPTA(18EE10006)

Q1.Where can one get partnership deed registered?

- a)Income Tax office
- b)Office of the registrar of firms
- c)Office of the director of department to which the company belongs to
- d)office of commercial and business affairs

Ans-b (Partnership deeds are registered at the office of the registrar firms)

Q2.Which of the following is not true for Sole Proprietorship?

- a)Tax bracket same as individual
- b)Succession through court
- c)Limited liability
- d)Compliance – no annual returns, auditing of account only after reaching a threshold turnover
- e)The owner of a sole proprietorship typically signs contracts in his or her own name

Ans-c (It involves unlimited liability)

Q3.Which among the following crowd funding is not legal in india?

- a) Equity-based Crowdfunding
- b) Pre-order Crowdfunding
- c) Lending-based Crowdfunding
- d) Donations
- e)Social Crowdfunding

Ans-a

(Regulating body SEBI has prohibited the practice Equity crowdfunding and is illegal to operate it in India due to the involvement of high risk)

Q4 Which of the following is not a variable cost?

- a) cost of raw materials
- b) Salary given to employees

- c) water bill
- d) electricity cost
- e) cost of repair of furniture

Ans-b

(rest all cost are variable and can depend upon circumstances and can vary accordingly)

MCQ Question on FOE

Question 1:

All the following statements about entrepreneurs are true to varied degrees. Select the best of them. Entrepreneurs are those who:

Select one:

- a. Prefer to identify opportunities in high risk situations, create wealth for self, aspire to be your own boss, generate employment.
- b. Create successful businesses by avoiding risks, create wealth and are highly respected.
- c. Are capable of identifying opportunities in adversities, minimizing risks and execute smartly.
- d. Create employment opportunities by becoming job givers rather than job seekers and aspire to work as their own boss.

Question 2:

Estimate the retained earnings from the following data

Gross profit=1020, Purchase of equipment=500, Salary=600, Maintenance=30, Construction of factory shed=300, Repayment of bank loan=160, Wages=120, Telephone bill payment=20, Purchase of telephone=30, Interest payment=150, Income Tax payment=50, Dividend=50;

Select one:

- a. 250
- b. - 840
- c. 100
- d. 200

Question 3:

Which of the following arguments on the difference between Small Businesses and Entrepreneurial ventures are correct:

- i. Entrepreneurial ventures target high growth, whereas, small businesses usually achieve low growth.
- ii. Entrepreneurial ventures are innovation-driven, whereas, small businesses do not involves innovation.

iii. Small businesses target product differentiation by keep products of different brands, whereas, entrepreneurial ventures focus on single brand.

iv. Small businesses can translate themselves into entrepreneurial ventures by radically changing their business models.

Select one:

- a. i, ii, and iv
- b. i, ii, and iii
- c. ii, iii, and iv
- d. i, iii, and iv
- e. All of these

Name :- Varna Tiwari

Roll No:- 17CH10062

Q1) Which of the following is true about entrepreneurs?

- A) Entrepreneurs are only high tech wizards who have created successful enterprises.
- B) Entrepreneurs are high risk lovers even without thinking about their consequences.
- C) Entrepreneurs are always first in the market with new ideas that help them succeed.
- D) Entrepreneurs generally aim to become rich in short span of time.
- E) Entrepreneurs have the capability to visualize the way to alleviate the risks that others can't.

Ans:- E

Q2) Which of the following is the biggest reason for the majority of Startups?

- A) Startups forget their mission-goal and start their expansion in other areas.
- B) There was no market need for their products as customers don't buy their products
- C) Lack of financial planning which leads to running out of cash in early days
- D) Disharmony among founders which leads to ultimately break down of venture.
- E) They were outcompeted in market.

Ans:- B

Q3) Which among the following is not one of the porter's five forces in a competitive landscape?

- A) Threat of new entrant.
- B) Threat of substitution.
- C) Lack of funding

- D) Supplier power
- E) Buyer Power

Ans:- C

Smayan Das

18CS30011

QUESTIONS

Q1. Which of the following is NOT correct about debt and equity?

1. In equity ownership is diluted whereas in debt ownership is retained as it is.
2. Equity financing is more riskier than debt financing.
3. Debt financing is tax deductible whereas equity is not.
4. In equity investor returns might be more than debt payments
5. There is no security on equity financing but debt is collateral dependent.

Answer: Option 2.

Explanation: "Debt" involves borrowing money to be repaid, plus interest, while "equity" involves raising money by selling interests in the company.

Debt is riskier than equity simply because it has a fixed cost (interest) which should be paid to the debt holder regardless of the company's financial results.

Q2. Which of the following most resembles an oligopolistic market?

1. Many companies, homogenous product, low new entrant barrier, low pricing power
2. Single company, simple product, high new entrant barrier, high pricing power
3. Few Companies, differentiated product, high new entrant barrier, high pricing power
4. Few Companies, differentiated product, low new entrant barrier, high pricing power
5. Many companies, homogenous product, high new entrant barrier, low pricing power

Answer: Option 3

Explanation: The answer follows from the definition of an oligopolistic market; It has a small number of companies under its belt, a differentiated product type, a high barrier for new entrants and a high pricing power with collusion involved. Option 2 constitutes a monopolistic market.

Q3. Which of the following is NOT one of Drucker's Five Deadly Sins in Business?

1. Charging what the market will bear
2. Seeking high profit margins
3. Focusing on past winners
4. Using price-driven costing
5. Giving problems priority over opportunities

Answer: Option 4

Explanation: Using cost-driven pricing constitutes one of Drucker's Five Deadly Sins and not price-driven costing which is actually recommended. That is, a company should start at the right price, and then work back from price to determine allowable costs and not the other way around.

Name: Nishith Garg

Roll No.: 17CH10031

Date: 6th Nov 2020

Foundation of Entrepreneurship

Q1) Which of the following are major steps in industrial revolution?

- A) Mechanization, water power, steam power
- B) Mass production, assembly line, electricity
- C) Computer and automation
- D) Cyber physical systems
- E) All of the above

Answer: E) All of the above

Q2) Following are the types of foreign direct investment EXCEPT.

- A) Joint Venture
- B) Management Contracts
- C) Minority Interest
- D) Merger
- E) None of these

Answer: B) Management Contracts

Foundations of Entrepreneurship Questions:

Kumar Aniket Ranjan (17EX20013)

1. What is not a design Thinking Steps of Innovation?

- a. Empathise
- b. Market
- c. Ideate
- d. Prototype
- e. Test

Ans: b) Design Thinking Steps of Innovation includes: Empathise, Define, Ideate, Prototype and Test.

2. Which are the advantages of open innovation?

- a. Static development process
- b. Increase cost of product development.
- c. Increases resource requirement.
- d. Increase skill gaps.
- e. Helps to beat competition.

Ans: e) Open innovation helps to beat competition in the market.

FOUNDATION OF ENTREPRENEURSHIP

Assignment

-Pooja Rawat|17EX20019

Question 1 :Which of the following equations should employees know when they are verifying the accuracy of a business's balance sheet:

- A. Owner's Equity = Available Cash - Liabilities
- B. Assets = Liabilities + Owner's Equity
- C. Assets = Owner's Equity - Liabilities
- D. Owner's Equity = Liabilities + Available Cash

Answer B: Assets = Liabilities + Owner's Equity. A balance sheet is a financial statement that captures the financial condition of the business at that particular moment. Three main elements are included on the balance sheet assets, liabilities, and owner's equity. Available cash is one part of the business's total assets. If the assets do not equal the liabilities when the liabilities are added to the owner's equity (Assets = Liabilities + Owner's Equity), information on the balance sheet is incorrect.

Question 2:Eddie is a small business owner. Every year, he identifies potential problems that could harm his

company and takes steps to prepare for them. In other words, Eddie conducts

- A. managerial accounting.
- B. A risk assessment.
- C. a financial calculation.
- D. entrepreneurship

Answer B

A risk assessment. A risk assessment is a process used by businesses to identify potential hazards that could threaten the company's livelihood. Managerial accounting is the process of analyzing and interpreting financial data to help a company achieve its goals. A financial calculation is any calculation involving financial information. Eddie is not conducting managerial accounting or financial calculations in this example. Even though Eddie is an entrepreneur, he is specifically conducting a risk assessment in this example

1. Who of the below are the early adopters of a product?

- a) Pragmatists
- b) Technology enthusiasts
- c) Consultants
- d) Solicitors

2. Which of the following is not one of the Drucker's Five Deadly Sins in Business?

- a) Seeking high profit margins and premium pricing
- b) Giving problems priority over opportunities
- c) Seeking high profit margins and premium pricing
- d) Using price-driven costing

Questions for FOE

Cherrisha Pudu
18EE10041

1. What is considered as the heart of the 9 building blocks of the Business Model Canvas?

- A. Value Proposition
- B. Key Sources
- C. Cost Structure
- D. Customer Relations
- E. Revenue Streams

Answer-A

2. Marketing Research is a systematic and objective process of _____.

- A. Design and research methodology
- B. Collect Market Data
- C. Analyse to generate information
- D. Disseminate the information to decision makers.
- E. All of the above

Answer-E

Questions for Foundations of Entrepreneurship

Assignment: Part B - MCQs out of the lectures delivered so far.

Name: Taniksha Aggarwal

Roll No.: 18AG10034

Question 1:

Statement 1: Only technological innovations are included in BMI

Statement 2: BMI focuses on creating customer value while considering profit margins of the company.

Statement 3: While a company is executing the various aspects reconstructed by BMI, there is no role of BMI in the process.

Which of the above statements are NOT true?

- a) 1 & 2
- b) 1 & 3
- c) 2 & 3
- d) 1,2 & 3

Answer: (b)

Question 2:

Choose the correct statement.

- a) The most important function of MVP is to publicise and market the features of your product among customers before the complete release of the product.
- b) MVP is a one time product. Once released in the market, the features included in MVP cannot be modified.
- c) MVP is built to test the usefulness of the product among the customers and get product feedback.
- d) MVP is a physical product mainly copy of the upcoming original product. It cannot be any video or any other software product.

Answer: (c)

Question 3:

Choose from the below statements, the one which does not correspond to Market Research.

- a) It helps to get information about the competitors present in the market.
- b) It helps to get awareness about the main needs of the target customers.
- c) It helps to understand the type of advertising practice that can be followed for maximum sale.
- d) It helps to find efficient people who can work on reconstructing the product according to market needs.

Answer: (d)

Waris Raza

16EX20031

Q-1) Which strategy wasn't attributed to the success of NastyGal?

- A. An eye on profit.
- B. Social Skills
- C. Separate Marketing department
- D. Consistent Philosophy
- E. Uncompromised and consistent ethics.

Answer - option C - Separate Marketing department ...for boosting social connection everyone in the company was marketers there was no separate marketing department.

Q-2) Which cost classification is used in the process of costing of the activity for manufacturing a product or rendering a service?

- A. Fixed cost
- B. Direct cost
- C. Variable cost
- D. None of these

Answer - option B- there are two ways for classify cost. product specific and company specific direct cost comes under product specific cost classification so correct option is B.

16HS20004- Akhil Bharti Mohan

- C. Take any business idea, existing or proposed, and write its following aspects:-
 - vi. Describe the business in a maximum of three lines of text.
 - vii. Write the value proposition (in two sentences) and why now (one sentence).
 - viii. The competitive advantages of the business (in three sentences).
 - ix. Explain why the business will grow and remain profitable (3 to 5 lines of text).
 - x. Prepare the profit & loss account based on assumed data.
- D. Set two MCQs out of the lectures delivered so far.
 - iii. Each question should be followed by five options for a possible answer with one correct answer.
 - iv. You should provide the correct answer with a short explanation.

Ans. A. (i) Swiggy

Swiggy is a leading food ordering and delivery startup in India. It utilizes an innovative technology platform such that customers do not have to keep the contact numbers of various restaurants and eateries in their locality. Swiggy works as a single point of contact from all restaurants.

(ii) The main value proposition of Swiggy is its no minimum order policy for delivery (which is why it often receives orders amounted to less than Rs. 100) and efficient online payment system.

Swiggy emerged now due to busy schedules of people and availability of Internet

(iii) While it's competitors "outsourced" delivery to third-party logistics providers, Swiggy however build an extensive logistics network. It offered the best customer support while others didn't even maintain a proper customer support call center, Swiggy was refunding customers instantly.

(iv) All platforms offer discounts to the point where their dishes are cheaper on these platform than they were in restaurants . Here is where Swiggy started to sign exclusivity contracts with restaurants. This move also locked in customers who were loyal to their favorite restaurants. Swiggy understood the customers on both sides of their platform and curbed multihoming to build an impressive platform in a competitive space. Thus it will grow and remain profitable.

B.(i) Creating competitive advantages begins with a thorough understanding of competitors'

-
1. Cost
 2. Logistics
 3. Buisness Goals
 4. Strategies
 5. None of the above

Ans. Strategies. Because only when we know the strategy of the other players can we devise a one which is superior. It come under Game Theory.

(ii) Value Proposition consist of :

1. Segmentation & Targeting
2. Positioning
3. Differentiation
4. 1&2
5. 2&3

Ans. 5 i.e 2&3

Foundations of Entrepreneurship Part (B) ASSIGNMENT

Submitted by
Ankush Agarwal
18ME10007

MCQs out of the lectures delivered so far

Q1. which of the following is not a key feature of a Sole proprietorship firm?

- A. It is the simplest form of business entity.
- B. The proprietor has LIMITED LIABILITIES.
- C. The firm has no legal existence separate from its owner.
- D. The owner has complete control over all the aspects of the business.
- E. The capital required by the firm is supplied wholly by the owner and from the profits of the business.

Answer: B

Correct: The proprietor has UNLIMITED LIABILITIES.

Q2. Choose incorrect options about the business model canvas.

- A. It is presented by Alexander Osterwalder as a template for the business model.
- B. It consists of 12 building blocks for describing the business model.
- C. The heart of canvas is the value proposition and customer segment blocks.
- D. It includes customer relationships and the cost structure of the venture.
- E. None of the above.

Answer: B

Correct: It consist of 9 building blocks.

SHAKTI PRASAD NANDA 19EC30041
FOUNDATIONS OF ENTREPRENEURSHIP

Assignment1

1)Which of the following is true for a Private Limited Company?

- A. A private limited company can have as much members/owners.
- B. Unlimited liability.
- C. The Shares can be transferred freely to new members.
- D. Public is not allowed to invest on the company shares.
- E. The privacy of the company is compromised.

Answer-D

A Private Limited Company can have two to two hundred members with limited liability. The shares can only be transferred after legal formalities. The privacy of the company is well maintained in a limited circle.

2)Which of the following is true for mission statement of a startup?

- I. Mission contains the value proposition differentiating a startup from its competitors.
- II. It contains information on the customers.
- III. It contains the past growth of the company.
- IV. Mission describes the products and services which the company serves.
- V. Mission contains the Cost structure and the investments of the company.

- | | | |
|------------|-------------|------------|
| A. Only IV | B. I,IV,V | C. I,II,IV |
| D. I,III,V | E. III,IV,V | |

Answer-C

The mission statement contains information of the customers of the company, its products and services and the value proposition which differentiates the company from its competitors.

SHAKTI PRASAD

NANDA

19EC30041

Assignment 1 (Questions)

Name : Raj Ranjan Shrivastava

Roll No 18AG10026

1. A company that issues stocks and bonds to raise funds results in

- A) Decrease in Cash
- B) Increase in Cash
- C) Increase in Equity
- D) Increase in Liabilities

Answer: B

2. Which one of the following is alternatively called corporate venturing?

- a) Entrepreneurship
- b) Intrapreneurship
- c) Act of stating a new venture
- d) Offering new products by an existing company

Answer B

3. Which one of the following is required to develop a good team for creating something new?

- a) Relationship with team members
- b) Open discussion
- c) Non flexible behavior
- d) Discouragement of team member's ideas

Answer B

16MA20024

Mandiga Aravind

Questions on Financial Statements

1) Which of the following options is not recorded in the Balance sheet?

- A) Cash
- B) Rent expenses
- C) Building
- D) Goodwill

Answer is B(Rent Expenses)

2) Current assets are also known as ? Answer is D (Working Capital)

- A) Cash
- B) Assets
- C) Invested capital
- D) Working capital

3) Which statement shows the flow of cash and cash equivalents during the financial period?

- A) Statement of changes in equity
- B) Cash flow statement
- C) Balance sheet
- D) Income statement

Answer is B (Cash Flow Statement)

4) The term 'Financial Statement covers

- A) Profit & Loss Statement Answer is C (Profit & Loss Statement and Balance sheet)
- B) Balance sheet and Profit & Loss Statement appropriation account
- C) Profit & Loss Statement and Balance sheet
- C) All of above are false

5) The form of balance sheet is

- a) Vertical Answer is D (Horizontal or vertical)
- b) Horizontal
- c) Horizontal and vertical
- d) Horizontal or vertical
- 6) P&L statement is also known as Answer is B (Statement of income)

- a) Statement of operations
- b) Statement of income
- c) Statement of earnings
- d) All of the above

Foundations of Entrepreneurship
Assignment | 06-11-2020
Krishna Kumar Soni | 17NA30010

Question 1: Business obtains cash to produce and sell products by borrowing money against their:

- A. Current Liabilities
- B. Accounts receivable
- C. Operating expenses
- D. Interest Payable
- E. None of the above

Answer: B - Accounts Receivable.

Accounts receivable are legal claims for payment held by a business for goods supplied and/or services rendered that customers/clients have ordered but not paid for.

Question 2: When determining the financing needs, what factor should startups consider that will help decide whether they can repay the debt?

- A. Liquidity
- B. Depreciation
- C. Equity
- D. Inventory

E. Inflation

Answer: A - Liquidity

Liquidity refers to a business's current assets, such as income or savings, that can be used to pay expenses. For example, if a business was barely covering expenses and had no liquid assets, it probably would decide not to borrow money because it would be difficult to make payments on the loan. Depreciation is a reduction in the value of goods occurring over a period of time. Equity is the value of the business after all expenses and debts have been subtracted. Inventory is all the stock a business has on hand. Inflation is the general rise in prices of goods commonly produced over a period of time.

19AR10035_Sivavel Sivakumar

Foundations of Entrepreneurship:

MCQs:

1. Ashish, a 23 year old guy is planning to start a startup. So he comes to your office for advice and wants to know the best way to get what he intended. So you suggest that he must

-
- e. Determine his weaknesses and join a business school for a year or too.
 - f. Just jump in and learn as he goes.
 - g. Seek experience in which field he wants to continue his startup.
 - h. Read a good business book.

Correct Answer: C

To start a startup, the main thing u need to gain is experience rather than money or just determining your weakness. Gaining knowledge through books alone may not be exactly applicable in the present world. So, one must get into the real world and gain some experience in the field in which he wants a startup and once satisfied and when the right time comes, he/she can launch a startup.

2. Many famous entrepreneurs like Bill Gates, Steve Jobs, Fred Smith (Founder of FedEx) have failed during their early stages of making a startup before attaining success. So what do u think is the underlying trademark of successful entrepreneurs:

- e. The ability to be wanting to gamble.
- f. The ability to fail intelligently.
- g. The ability to overlook past successes.
- h. The ability to repeat the previous mistakes.

Correct Answer: B

The biggest trademark of the stories of successful entrepreneurs is their recovery from their failure. Here, fail intelligently means not to fail knowingly, but to recover from it using the lessons learnt from the past mistakes. This is what makes the shape of every successful entrepreneur.

Foundations Of Entrepreneurship (EP60020)

Prepared MCQs

Aviral Jain | 18AG10004

1. A _____ is a professional money manager who makes risk investment from a pool of equity capital to obtain a high rate of return on investments.

- A. Venture Capitalist B. Entrepreneur
C. Businessman D. Buyer

Answer- Venture Capitalist (A). A venture capitalist is a person who makes capital investments in companies in exchange for an equity stake. Whereas, an entrepreneur is a person who sets up a business or businesses, taking on financial risks in the hope of profit.

2. What is the best way to connect with angels.

- A. Marketing B. Networking
C. Publicizing our business plan D. Friendship

Answer- Networking (B). In most cases, you need to be referred to an angel investor. They're not hanging out on the street waiting to talk to whoever comes by. So to find angel investors you need to get to know the right person (the one who can refer you to the angel investor you're looking for), which means immersing yourself and connecting with people in your local business and social community.

3. A _____ approach to entrepreneurship lowers your risk and helps you understand customer needs and reactions to your solution before you make a significant investment.

- A. Sustainable B. Entrepreneurial
C. Lean D. Careful

Answer- Lean (C) . A lean startup is a method used to found a new company or introduce a new product on behalf of an existing company. The lean startup method advocates developing products that consumers have already demonstrated they desire so that a market will already exist as soon as the product is launched. _____

4. Strategic entrepreneurial marketing has been summarised as the 4Is, identification of target markets, interactive marketing methods, informal intelligence gathering, and - what is the fourth.

- A. Instructiveness B. Independence

- C. Innovation D. Internet

Answer- Innovation (C). In this highly competitive world that we live in, innovative ideas are what separates us from the rest. _____

5. The most suitable definition of a business purpose is to _____.

- A. Narrate your vision/story B. Maximize Profits
C. Increase the wealth of the firm D. Serve the society

Answer- Maximize Profits (B). The customer is the foundation of a business and keeps it in existence, whereas, profit is what keeps a business successful.

Questions for Assignment:

18AG10010

Devansh Arora

1. Content Marketing should be least used for which of the following?

- A. Providing scientific knowledge about your product.
B. Providing a narrative and a story behind your company's vision.
C. Pitching about the features of your products and why it's better.
D. Informing the audience about what to look for in that type of the product.

Answer: C.

Explanation: Content marketing should be used to educate the audience and inform them about the product and what to look for in them. It should be a medium of building trust with them and rarely to pitch them your products and services.

2. You have a consumer based startup with minimal bootstrap money and it's your first year in the market. Which of these options should you do?

- A. Experiments and field trials for your product.
B. Pitching to investors with 2- year predicted valuation.
C. Building a website and/or a mobile app.
D. Bringing in a variety of product extensions for various niches in the market segment.

Answer: B.

Explanation: Although all the above options cost you money, the safest and most necessary of them is building a website and a mobile app. It's the lesser of the 4 wrongs.

3. What best describes the circular economy?

- A. Keeping the user in loop of the product development process.
B. Eliminating waste and continual use of resources.
C. Product life cycle from ideation to launch.

D. Traveling the world in search of an idea.

Answer: B

Explanation: A circular economy is an economic system aimed at eliminating waste and the continual use of resources.

4. A company is called an artificial person because:

- A. It does not have the shape of a natural person.
- B. It cannot be used in the court of law.
- C. It is invisible and intangible
- D. It exists only in contemplation of law.

Answer: C

Explanation: Option A is stupid and option B and D are false.

17MI33018

Yash Rajesh Chandak

1. What is the seniority ranking of corporate liabilities?

- 1. Equity
- 2. Preferential shares
- 3. Unsecured corporate bonds
- 4. Loans from banks

Choose the correct option: a) 1>2>3>4

- b) 4>3>2>1
- c) 4>2>3>1
- d) 4>1>2>3
- e) 3>2>4>1

Ans. b) 4>3>2>1

Explanation- The bank loans are considered as debt and paid back first. Then unsecured corporate bonds are served following by preferential shares and in the end ordinary shares/ equity.

2. Which of the following is not one of the three fundamental methods of firm valuation?

- a) Discounted cash flow.
- b) Income or earnings - where the firm is valued on some multiple of accounting income or earnings.
- c) Balance sheet - where the firm is valued in terms of its assets.
- d) Market share.

Ans. (d) Market share

In some firm valuations, quite a range of metrics might be used. Nevertheless, market share could not be considered a key valuation metric.

3. Who are Angel Investors?

1. Professional firms helping startup companies with seed capital. (could be debt / equity / hybrid)
2. Invests in startup company with goal of acquiring the company or its technology at later date.
3. Individuals who come as angel and donate grants for social startups.
4. Individuals who invest personal capital in startups for-profit motive and as hobby
5. Investors who invest in startups from other countries

Ans. 4) Individuals who invest personal capital in startups for-profit motive and as hobby

Rich person helping startup companies out of his hobby, passion, profit motive. e.g. Ratan Tata in Urban Ladder app

Name: Nishith Garg

Roll No.: 17CH10031

Date: 6th Nov 2020

Foundation of Entrepreneurship

Q1) Which of the following are major steps in industrial revolution?

- A) Mechanization, water power, steam power
- B) Mass production, assembly line, electricity
- C) Computer and automation
- D) Cyber physical systems
- E) All of the above

Answer: E) All of the above

Q2) Following are the types of foreign direct investment EXCEPT.

- A) Joint Venture
- B) Management Contracts
- C) Minority Interest
- D) Merger
- E) None of these

Answer: B) Management Contracts

Name :- Varna Tiwari

Roll No:- 17CH10062

Q1) Which of the following is true about entrepreneurs?

- A) Entrepreneurs are only high tech wizards who have created successful enterprises.
- B) Entrepreneurs are high risk lovers even without thinking about their consequences.
- C) Entrepreneurs are always first in the market with new ideas that help them succeed.
- D) Entrepreneurs generally aim to become rich in short span of time.
- E) Entrepreneurs have the capability to visualize the way to alleviate the risks that others can't.

Ans:- E

Q2) Which of the following is the biggest reason for the majority of Startups?

- A) Startups forget their mission-goal and start their expansion in other areas.
- B) There was no market need for their products as customers don't buy their products
- C) Lack of financial planning which leads to running out of cash in early days
- D) Disharmony among founders which leads to ultimately break down of venture.
- E) They were outcompeted in market.

Ans:- B

Q3) Which among the following is not one of the porter's five forces in a competitive landscape?

- A) Threat of new entrant.
- B) Threat of substitution.
- C) Lack of funding
- D) Supplier power
- E) Buyer Power

Ans:- C

Assignment

Ravindra Kumar | 17NA10023

Q1. Which of the following is an example of an intangible asset?

- A. Equipment
- B. Inventory
- C. Office building
- D. Accounts receivable
- E. Corporate intellectual property

Ans - Corporate intellectual property. It does not possess a physical existence come under the category of intangible assets. The best examples of such assets would be market goodwill, corporate intellectual property, patents, copyrights, permits, trade secrets, brand, etc. Inventory, buildings, and equipment are all tangible assets—they have a physical presence.

Q2. Which of the following is the most critical component of a business plan?

- A. Market analysis
- B. Company description
- C. Executive summary
- D. Financial plan
- E. Strategy and Implementation

Ans - Executive summary. The executive summary is the most critical component of a business plan. It is the heart of your business plan and the first thing that readers will see. Most readers will use the executive summary to determine whether or not it's worth reading any further. While the company description, market analysis, and financial plan are all important, the executive summary is the most critical component of the plan.

FOUNDATION OF ENTREPRENEURSHIP

Assignment

-Pooja Rawat|17EX20019

Question 1 :Which of the following equations should employees know when they are verifying the accuracy of a business's balance sheet:

- A. Owner's Equity = Available Cash - Liabilities
- B. Assets = Liabilities + Owner's Equity
- C. Assets = Owner's Equity - Liabilities
- D. Owner's Equity = Liabilities + Available Cash

Answer B: Assets = Liabilities + Owner's Equity. A balance sheet is a financial statement that captures the financial condition of the business at that particular moment. Three main elements are included on the balance sheet assets, liabilities, and owner's equity. Available cash is one part of the business's total assets. If the assets do not equal the liabilities when the liabilities are

added to the owner's equity ($\text{Assets} = \text{Liabilities} + \text{Owner's Equity}$), information on the balance sheet is incorrect.

Question 2:Eddie is a small business owner. Every year, he identifies potential problems that could harm his company and takes steps to prepare for them. In other words, Eddie conducts

- A. managerial accounting.
- B. A risk assessment.
- C. a financial calculation.
- D. entrepreneurship

Answer B

A risk assessment. A risk assessment is a process used by businesses to identify potential hazards that could threaten the company's livelihood. Managerial accounting is the process of analyzing and interpreting financial data to help a company achieve its goals. A financial calculation is any calculation involving financial information. Eddie is not conducting managerial accounting or financial calculations in this example. Even though Eddie is an entrepreneur, he is specifically conducting a risk assessment in this example

Foundation of Entrepreneurship

Question Submission- CHAITANYA BHATT (17EX20008)

1. The lean startup method relies on as little as possible of ____.

- I. time
- II. money
- III. personnel

- I, II, and III
- I and II only
- I only
- III only

2. Why are small businesses important to a country's economy?

- They give an outlet for entrepreneurs.
- They can provide specialist support to larger companies.

- They can be innovators of new products.
- All the above.

3. What is the primary concern of founders who trade equity for capital for their growing venture?

- Capitalization
- Control
- Valuation
- Investor capabilities

ASSIGNMENT

SREERAM JAGANNATH. S
17NA10029

Q1. Members of distribution channels are excellent sources for new ideas because:

- (a) They are familiar with the needs of the market
- (b) They earn a handsome profit from new business
- (c) They do not bother if the entrepreneur bears a loss
- (d) They have a well-developed salesforce
- (e) None of the above

ANSWER: (a)

Members of distribution channels are also excellent sources for new ideas because they are familiar with the needs of the market. Not only do channel members frequently have suggestions for a new product, but they can also help in marketing the entrepreneur's newly developed products.

Q2. Which of the following is a characteristic of a profit-and-loss statement:

- (a) Is the same as a balance sheet
- (b) Summarizes expenses and revenue from sales
- (c) Shows the owner's financial position
- (d) Lists assets and liabilities
- (e) Includes selling or administrative expenses

ANSWER: (b)

A profit-and-loss statement is a business's financial picture that lists all revenue and expenses for a certain time period. A profit-and-loss statement is not the same as a balance sheet.

Characteristics of a balance sheet include listing assets and liabilities and showing the owner's financial position. Selling and administrative expenses are also not included in the P & L statement. They are listed somewhere else in the statement.

Name : Sanket Meshram

Roll No. : 17CS30030

3) The fundamental purpose of an organization's mission statement is to ____?

- f) define the organization's purpose in society
- g) define the operational structure of the organization
- h) create a good human relations climate in the organization
- i) generate good public relations for the organization
- j) maintain good relations with government

Ans : a) define the organization's purpose in society

4) How do we describe the process of adjusting the value of an asset by recognizing that it is consumed in a way that does not completely eliminate the resource?

- a] valuation
- b] waning
- c] adjustment
- d] depreciation
- e] amortization

Ans : d] depreciation

16MA20001 Aakashdeep Katiyar

Q1. As an Entrepreneur, what are the possible strategies you would adopt for sustainability and profits of your startup?

Q2. As a Founder, What are the five key aspects which you will look in an potential investor willing to invest in your startup?

MCQ

Q3. Choose among the following, as an entrepreneur what are the main characteristics you would incorporate in your team to make it balanced in all aspects?

ASSIGNMENT- SET OF QUESTION

NEHA SINGH

20RJ91R06

RMSoEE

Q1- Maslow suggests that human needs are arranged in a series of levels, a hierarchy of importance. Which of the following statements are relevant to Maslow's hierarchy of needs theory?

1. A need is not necessarily fully satisfied before a subsequent need arises
2. Starting from growth needs and climbs up to deficiency need to get realization of one's full potential.
3. The hierarchy is not necessarily in a fixed order
4. motivation decreases as deficiency needs are met.
5. A satisfied need is no longer a motivator

Options:

- A. 1, 3,4 and 5
- B. 3, 2, 4 and 5
- C. 1, 2,3 and 4
- D. None of above
- E. All of the above

Answer: A

Q2- How a company will make customers aware of its products/services

1. Marketing Plan
2. Industry Overview
3. Marketing Scheme
4. Product and Service Plan
5. Growth Plan

Options:

- A. 1 and 2
- B. 1 and 3
- C. 1 and 4
- D. 1 and 5

Answer: B

Q3- A prediction of the amount of money coming in from sales, how much those sales will cost to make and the difference between the two figures would not be found in which of the following sections of the business plan?

1. Sources of finance
2. Marketing mix

- 3. Forecast revenue, costs and profit
- 4. Target market
- F. 1 and 4
- G. 2, 3 and 4
- H. 1, 2 and 4
- I. None
- J. All

Answer: C

Q4- When managers use small convenience samples such as asking customers what they think or inviting a small group out to lunch to get reactions, they are using _____.

- F. Cross sectional studies
- G. Online surveys
- H. Observation
- I. Informal surveys
- J. Marketing intelligence

Answer: D

Q5- The cash and equivalents, inventories and accounts receivables are classified as

- E. Assets on balance sheet
- F. Liabilities on balance sheet
- G. Earnings on income statement
- H. Payments on income statement

Answer: A

Q6- Unlimited liability, definite length of life, Operating freedom, Lack of financial control and difficulty tracking expenses are considered advantages of a

- E. sole proprietorship.
- F. partnership.
- G. trade union.
- H. corporation.

Answer: A

Q7- _____ is primarily concerned with the _____ of the project demand potential and the selection of the optimal technology.

- A. Feasibility analysis, Observation
- B. Input analysis, Selection
- C. Techno-economic analysis, Identification
- D. Financial analysis, Recognition

Answer: C

Q8- Which one of the following is the process of entrepreneur developing new products that over time make current products obsolete?

- E. Business model Innovation
- F. Scrutinization
- G. Creative Destruction
- H. None of above

Answer: C

Q9- Which two of the following are disadvantages to a new business start-up of producing a business plan?

- 6. Guarantee business survival
- 7. Help test financial viability
- 8. Ensure sales targets are met
- 9. Not need to be referred to again by the business owner
- 10. Encourage the entrepreneur to think carefully about the business idea
- E. 1,2 and 3
- F. 2, 3 and 4
- G. 2 and 5
- H. 1, 3 and 4

Answer: D

Q10.- Which of the below is incorrect?

- 5. PepsiCo has turned Design Thinking into its value proposition
- 6. GE Healthcare has built a MR scanner for children using Design Thinking
- 7. AirBnB avoided bankruptcy and turned profitable using Business model
- 8. Google has a 3-step process to bring about new innovations

Options:

- F. 1, 2 and 3
- G. 2 and 4
- H. 2 and 3
- I. None of the above
- J. All of the above

Answer: B

Name: Rahul Baghel

Roll No. : 16MA20032

Q1. What do you mean by the word 'Pivot' when it comes to any startup environment?

- a) It is the business unit which plays a pivotal role in sustainability and profitability of a company.
- b) It is the central theme of any business model.
- c) It is the leader of the team who plays a pivotal role to ensure that entire team works in synch.
- d) 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.

Answer: d

Q2. Storytelling plays an important role in the success of any startup, Why?

- a) A story can do a better job than quality of your product and advertisement.
- b) Because 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) Because customers value companies that are engaged in alleviating great social malaise and would buy products offered by such companies.
- d) Because it is possible to motivate employees to work passionately by connecting your vision with a great cause through a story.

Choose the correct option:

- 1) a,b,c
- 2) b,c,d
- 3) a,b,c,d
- 4) a,c,d

Answer: 2

ANMOL MUNJE

18AG30006

FOE QUESTIONS

Q1 What is the major issue faced by an entrepreneur starting his new idea? Select the most appropriate option

- a. He does not have any expertise in that field
- b. He lacks money to fund the exact need of his business
- c. He does not have business sense
- d. He does not have a well thought plan
- e. He does not have a proper functioning team

ANS b) he lacks money to fund the exact need of his business

Q2 What is the process that an idea has to go to be able to reach the market as business?

- a. Idea - prototype - Basic Infra - market
- b. Idea - prototype - Basic Infra - proof of concept - seed marketing - Market

- c. Idea - prototype - proof of concept - Basic Infra - seed marketing - Market
- d. Idea - prototype - Basic Infra - seed marketing – Market

ANS c) Idea - prototype - proof of concept - Basic Infra - seed marketing - Market

Q3 What are the stages of Investment negotiation?

- a. Deal origination - Deal Screening - Deal Evaluation - Deal structuring - Deal Negotiation and agreement
- b. Deal origination - Deal Evaluation - Deal Screening - Deal structuring - Deal Negotiation and agreement
- c. Deal origination - Deal structuring - Deal Screening - Deal Evaluation - Deal Negotiation and agreement
- d. Deal structuring - Deal origination - Deal Screening - Deal Evaluation - Deal Negotiation and agreement

Ans a) Deal origination - Deal Screening - Deal Evaluation - Deal structuring - Deal Negotiation and agreement

Q4 What are the simplifying assumptions made in net present value analysis?

1. All cash flows other than initial investments occur at the end of respective periods.
2. All cash flows other than initial investments occur at the start of respective periods.
3. All cash flows generated by an investment project are immediately reinvested at a rate of return equal to the discount rate.
4. All cash flows generated by an investment project are reinvested after a certain time at a rate of return equal to the discount rate.

Choose the correct option

- a. 1&3
- b. 1&4
- c. 2&3
- d. 2&4

Ans a) 1&3

Sarthak Chauhan
18MA20039

Q1. When might a capability that is easy to imitate provide a sustained competitive advantage?

- a. It appeals to consumers around the globe.
- b. It can easily be increased in scale.
- c. It is more valuable in conjunction with rare complementary assets held by the firm.

- d. It can easily be put to use in a variety of settings.
- e. It has a large consumer base

Ans: c) If the firm's pre-existing complementary capabilities are rare, it would allow them to capitalize on the easily imitated capability.

Q2. Which of the following is a deterrent to entry into an industry?

- a. Incumbent firms are not aggressive
- b. Excess capacity within the industry
- c. Minimum efficient scale is relatively unimportant
- d. The absence of learning curves in the industry
- e. Market Size of the industry

Ans: b.) because when there's excess capacity in an industry, existing firms can cut prices, making it harder for new entrants to make a profit.

Q3. Which of the following startup is not part of Y Combinator batch of 2020.

- a. Able Jobs
- b. Breathe Well-Being
- c. Chutney
- d. Lokal
- e. goDutch

Ans: d) Lokal. News app startup. Founded by Jani Pasha, IIT Kharagpur alum and Vipul Chaudhary Lokal is is startup of YC 2019 batch and has raised over 3 million in the past year.

Q4. Arrange the different stages of Startup funding in the correct order

- a. Bootstrapping, Seed Funding, Venture Funding, Series B, IPO(Initial Public Offering)
- b. Seed Funding, Bootstrapping, Series B, Venture Funding, IPO(Initial Public Offering)
- c. Venture Funding, Seed Funding, Bootstrapping, Series B, IPO(Initial Public Offering)
- d. Venture Funding, Bootstrapping, Seed Funding, Series B, IPO(Initial Public Offering)
- e. Series B, Seed Funding, Bootstrapping, Venture Funding, IPO(Initial Public Offering)

Ans: a) The fundings are arranged in order of time in which they appear as an entrepreneur moves forward on his entrepreneurial journey.

Assignment for EP60020

Name: Anand Kumar

Roll No: 18AG30005

Q1. Virat Kohli bought a house for \$293,000. He put 20% down and obtained a simple interest amortized loan for the balance at 43/8% annually interest for 30 years. Find the amount of Virat's monthly payment.

- a) \$1312.57
- b) \$1448
- c) \$998
- d) \$1258.32

Answer: a

Q2. Which one of the following is the process of entrepreneurs developing new products that over time make current products obsolete?

- a) New business model
- b) Anatomization
- c) None of the given options
- d) Creative destruction

Q3. Which of the following is alternatively called corporate venturing?

- a) Entrepreneurship
- b) Intrapreneurship
- c) Act of stating a new venture
- d) Offering new products by an existing company

Answer: b

Q4. Family business always interested to handover the change of his business to:

- (a) Indian Administration Officers
- (b) Professional Managers
- (c) Next generation
- (d) None of the above

Answer: c

Q1) Dunzy is a one person company (OPC). It has been 5 years since its setup. It is now being compulsorily converted into a Private Limited Company. What do you think might be the reason?

- a) Paid-up capital of the OPC is Rs 30 Lacs.
- b) Average turnover of the last three consecutive financial years is Rs 50 Lacs.
- c) Paid-up capital of the OPC is Rs 60 Lacs.
- d) Average turnover of the last three consecutive financial years is Rs 1 crore.
- e) Average turnover of the last three consecutive financial years is Rs 60 lacs.

Ans. c)

Reason : An OPC has to be compulsorily converted itself into a Private Limited Company :

- i) If at any time the paid-up capital of the OPC exceeds Rs 50 Lacs.
- ii) If the average turnover of the three consecutive financial years is more than Rs 2 crores.

Q2) Choose the correct option.

- a) Gross Profit = Profit before tax - Income tax
- b) Operating Profit = Sales/revenue- cost of goods sold-(salaries+depreciation+other operational expenses)
- c) Operating Profit = Profit before tax - Income tax
- d) Net Profit = Sales/revenue - cost of goods sold
- e) Operational Profit = Net profit - Dividend

Ans. b)

Reason : Gross Profit = Sales/revenue - cost of goods sold.

Operating Profit = Sales/revenue- cost of goods sold-(salaries+depreciation+other operational expenses)

Net Profit = Profit before tax - Income Tax

MCQs (Question + Answer)

RUPALI KUMARI

17EX20023

- Q1) Which of the following is/are true about design thinking:

- 1) One needs to have professional training in design to become a design thinker
- 2) AirBnB avoided bankruptcy and turned profitable using Design Thinking
- 3) Design thinking is called a chaotic process. It is iterative in nature
- 4) Design thinking is a way to frame and solve the problems from user's perspective
- 5) Design thinking is a linear process

Select one:

- a. 1,2,3
- b. 2,4
- c. 1,3
- d. 2,3,4

Ans: d

• Q2) Which of the following is true:

- i) Receivable cycle increases with increase in receivable turnover ratio
- ii) Receivable cycle and receivable turn-over ratio are two different independent quantities
- iii) Operating Cycle of a business includes the payable differral period but not the receivable collection period
- iv) Operating Cycle of a business includes the receivable collection period but not the payable differral period
- v) Operating cycle of a business includes both receivable collection period and payable differral period

Ans: v

• Q3) Which of the following is/are included in net profit:

- A) Dividends
- B) Income tax
- C) Interest expenses
- D) Depreciation & Amortization
- E) Operating expenses

Ans: A

Shashwat Drolia

18NA10031

Q1) Select the correct statement

- a) An OPC-One Person Company must be converted into PLC-Private Limited Company after minimum of 2 years of existence as OPC
- b) Ownership of a one person company can be transferred by transferring the shareholding, directorship or nominee director in the registrar of company
- c) Lenders prefer proprietorship or partnership firm over company
- d) If the paid up capital of the OPC become 51 Lacs then it has to be compulsorily converted into a Private Limited Company
- e) If a Private Limited company is not able to comply by the provisions for paid-up capital (>50 lacs) and average turnover (>2 Crores) it shall convert back to an OPC without any resolution

SOLUTION:

- f) An OPC-One Person Company can be converted into PLC-Private Limited Company after minimum of 2 years of existence as OPC

- g) Ownership of a one person company can be transferred by transferring the shareholding, directorship and nominee director in the registrar of company
- h) Lenders prefer company over proprietorship or partnership firm
- i) [Answer] If the paid up capital of the OPC become 51 Lacs then it has to be compulsorily converted into a Private Limited Company
- j) If a Private Limited company is not able to comply by the provisions for paid-up capital (>50 lacs) and average turnover (>2 Crores) it shall convert back to an OPC by passing a special resolution

Q2) Which of the following is incorrectly matched?

- f) Google – Operating Model – Direct Distribution
- g) Turing Pharmaceuticals – Drug Daraprium – Accusations of notoriety for high-priced drugs
- h) Market Research – Integral part of a startup – Exact Science
- i) Proprietorship Firm – Simplest Business Entity – Individual is sole owner
- j) Business Model Innovation – Cost Reduction – Strategic flexibility

SOLUTION:

[Answer] c) Market research is NOT an exact science

FOUNDATION OF ENTREPRENEURSHIP -
SHACHI JALOTE
19HS20049
ASSIGNMENT-1

Q1. During the month of July, sales at D Mart totaled \$2,500. The cost of the shoes was \$1,025. The owner paid \$866 for supplies, insurance, rent, and utilities during the month. The \$609 leftover represents the owner's

- A. net profit.
- B. gross profit.
- C. sales income.
- D. operating expenses

Answer.A

Q2.Which of the following statements is true about business startup requirements:

- A. New business owners usually need to register for patent protection.
- B. The financial needs to start a new business depend on the nature of the venture.
- C. Purchasing a franchise is usually easy and inexpensive for startup business owners.
- D. Equipment is the least expensive requirement for a startup business.

Answer.A

Q3.Determine if the following statement is true or false: When developing an exit strategy for an entrepreneurial venture, the most important consideration is finding a suitable buyer.

A. False

Such as company valuation and personal goals.

B. True

If the buyer is inexperienced, the business risks monetary losses and long-term failure.

C. False

the most important factor that an entrepreneur should consider is profitability.

D. True

the valuation of a business is dependent on the buyer's financial resources.

Answer.A

Q4.Which of the following will not be an approach to Minimum Viable Product.

A. Prototypes

B. B.Smoke Tests

C. Business Model Canvas

D. Surveys

Answer.A

16PH20003 ANURAG_MAURYA

1. Product Designers responsibilities are periodically comes to

a) improve/enhance product performance

b) strive for zero-based rejection and waste

c) make products easier and faster to manufacture overall reduce cost

d) all of the mentioned above

e) none of the above

Ans: d) all of the mentioned above

Explanation : Product design is related to full cycle of product. From improvement of the product performance (a), to strive for zero-based rejection and waste.

And make it possible to produce products easier and faster to manufacture, overall cutting time and cost(c).

2. The expected qualities of a product are

a) it satisfies the needs and expectations of the customer

b) it has a pleasing appearance and handles well

c) it has high reliability and functions safely over its intended life

d) all of the mentioned

Answer: d)

Explanation:

Generally product should meet the needs and expectations of the customer(a)

(b) and should have pleasing appearance, with high reliability and safety(c).

Name : Sanket Meshram

Roll No. : 17CS30030

1) The fundamental purpose of an organization's mission statement is to ____?

- a) define the organization's purpose in society
- b) define the operational structure of the organization
- c) create a good human relations climate in the organization
- d) generate good public relations for the organization
- e) maintain good relations with government

Ans : a) define the organization's purpose in society

2) How do we describe the process of adjusting the value of an asset by recognizing that it is consumed in a way that does not completely eliminate the resource?

- a] valuation
- b] waning
- c] adjustment
- d] depreciation
- e] amortization

Ans : d] depreciation

Name: Shivani Hooda

Roll No.: 19MA40021

(1) An e-commerce business tailored the notifications for its customers as follows:

New visitor: \$\$ We have an offer you can't refuse, free shipping on your first
order with no minimum order value*
\$\$

Returning Visitor: \$\$ We love the ones who love us, here's an offer for our loyal shoppers. Refer your friends now and get 50% off on your next purchase* \$\$

It was a well-played market segmentation trick by the company and this approach gave a significant uplift to the number of visitors. Identify the type of segmentation carried out here:

- 1) Psychographic
- 2) Demographic
- 3) Behavioural
- 4) Geographic
- 5) Generational

Ans: 3) Behavioural

Here, the company grouped the customers on the basis of their browsing habits and interactions with the brand. With the help of behavioural data such as time spent on the website, inactivity, number of sessions on the website, etc., a first-time user can be distinguished from a regular one.

(2) While approaching a VC(Venture capitalist), 'A' presented a product with visible technological advancement, his top-line sales numbers, a business plan about what he would do with the money in the next 20 years, current financials and introduction to the core business team. But the VC rejected the deal, what do you think was missing from A's business pitch?

- (1) Sales
- (2) Realistic business plan
- (3) Clear exit strategy
- (4) Technology hiccups
- (5) Sizeable market

Ans. 3)

A VC is like a speculator who wants to double his money and move out quickly. He's not there to see you into retirement and watch your children take over and grow the business. A's business plan spanned 20 years in utilizing the VC's money, so a clear exit strategy was missing. A VC would like to know when do you think they can exit your business having made significant returns and what is the ideal process for getting out (divestment, IPO, sale to a competitor etc.)