

QUESTION BANK ENTREPRENEURSHIP

Course: Entrepreneurship (4rth Semester BS-IT)

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Chapter # 1

Note: Long questions are bold.

Define following:

1. Entrepreneur
2. Entrepreneurial action
- 3. Entrepreneurial process**
4. Opportunity identification
5. Window of opportunity
6. Casual process & effectuation process
7. Entrepreneurial mindset
8. Cognitive adaptability
9. How to achieve cognitive adaptability?
10. Loss orientation & restore orientation
11. Peer pressure
12. Business ethics
13. Innovation
14. Product evolution process
15. Iterative synthesis
16. Types of innovation

Chapter # 2

1. Entrepreneurial intentions
2. Entrepreneurial self-efficacy
3. Perceived desirability
- 4. Entrepreneur background and characteristics**
5. Role models
- 6. Role models and support systems**
7. Moral support network

8. Professional support network
9. Minority entrepreneurs
10. **Managerial versus entrepreneurial decision making**
11. **Distinguishing Entrepreneurially from Traditionally Managed Firms**
12. Causes for interest in corporate entrepreneurship
13. Corporate entrepreneurship
14. **Characteristics of entrepreneurial environment**
15. Leadership characteristics of corporate entrepreneurship
16. **Steps to establish corporate entrepreneurship in organization**

Chapter # 3

1. New entry
2. Entrepreneurial strategy
3. Resources
4. **First mover advantages and disadvantages**
5. Demand uncertainty
6. Technological uncertainty
7. How to overcome customer uncertainty?
8. Lead time? How to extend it?
9. Risk
10. **Two strategies to reduce uncertainties (write in detail)?**
11. Market scope strategy and name of types
12. Imitation strategy and name of types
13. Diff. b/w narrow scope strategy and broad scope strategy
14. Diff. b/w franchising and “me too” strategy

Chapter # 4

1. Trends
2. **Sources of new ideas**
3. Focus groups
4. **Methods of generating new ideas**
5. Brainstorming & its rules
6. Brainwriting
7. **Creative problem solving techniques**

8. Reverse brainstorming
9. Gordon method
10. Checklist method
11. Free association
12. Big dream approach
13. Classification of new product
14. Continuous, discontinuous and dynamically continuous innovations
- 15. Product planning and development stages**
- 16. Importance of e-commerce in entrepreneurship**

Chapter # 5

- 1. Opportunity recognition and opportunity assessment plan**
2. Four steps of opportunity assessment plan
- 3. Information sources for entrepreneur**
4. International entrepreneurship
- 5. International verses domestic entrepreneurship**
6. Types of political risks
7. Critical areas for entrepreneur
8. Various aspects of culture
9. Factors to be considered in determining the distribution system for country
10. Motivations to go global
11. Foreign market selection steps
- 12. Entrepreneurial entry strategies**
- 13. Barriers to international trade**

Chapter # 6

- 1. Intellectual property? Write a note on it.**
2. Patents
3. Types of patents
4. International patents
5. How to write patent application?
6. Patent infringement
7. Trademark
8. Categories of trademark

9. Four requirements to register trademark
10. Benefits of registered trademark
11. Copyrights
12. Trade secrets
13. Licensing & its types
14. Factors to be considered in licensing
15. Product safety and liability
16. Insurance
17. Contracts
18. Four essential items in contracts

Chapter # 7

1. Business plan
- 2. Steps to write business plan**
3. Operations plan
4. Marketing plan
5. Organizational plan
6. Financial plan
7. Why some business plan fails?

Chapter # 8

1. Industry analysis
2. Competitors analysis
- 3. Steps of marketing research for new venture**
4. Four methods of survey
- 5. Marketing plan and its characteristics**
6. Marketing mix
- 7. Steps in preparing the marketing plan**

Chapter # 9

- 1. Write a note on legal forms of business and tax attributes.**
2. Types of legal forms of business

3. Proprietorship
4. Partnership
5. Corporation
6. New forms of business formations
7. Tax issues of proprietorship
8. Tax issues of partnership
9. Tax issues of corporation
- 10.S corporation? State advantages and disadvantages.**
- 11.LLC
- 12.Advantages of LLC
- 13.Importance factors in establishing an effected team**
- 14.Functions of the board of director**
- 15.Board of advisors**

Chapter # 10

1. Financial plan
2. Sales budget
3. Operating costs
4. Pro forma income statement
5. Pro forma cash flow
6. Pro forma balance sheet
7. Break-even
- 8. Define pro forma? Pro forma sources and applications of funds?**

Chapter # 11

1. Debt financing
2. Equity financing
3. Factors affecting type of financing
4. Internal funds
5. External funds
6. Personal funds
7. Types of bank loans
- 8. SBA? Rule of SBA in small business financing**
- 9. Write a note on research and development limited partnerships.**

10. Write a note on government grants.

11. Bootstrap financing

Chapter # 12

1. Types of funding
2. Stages of business development funding
3. Risk capital markets
4. Types of risk capital markets
5. Informal risk capital
6. Characteristics of informal risk capitals
7. Venture capital
8. Four primary stages of venture capital
9. Factors to valuing your company
10. Ratio analysis
11. Deal structure
12. Going public? State advantages and disadvantages.

Chapter # 13

1. **Write a note on growth strategies.**
2. Penetration strategy
3. Market development strategy
4. Product development strategy
5. **How to overcome pressure on existing human resources?**
6. Benefits of effectively managing time
7. Basic principles of time management

Chapter # 14

1. **Write a note on growing business using external parties?**
2. **Franchising? Its types and also state pros and cons.**
3. Joint ventures
4. Types of joint ventures
5. Acquisitions

6. Pros and cons of acquisitions
7. Mergers
8. Leveraged buyout
9. Distribution task and integration task
- 10. How to overcome constraints by negotiating more resources?**