

1	Low value and low appeal for a customer equates to what: (CO1, Knowledge)	A	A	1
2	High value and high appeal for a customer equates to what:(CO1, Knowledge)	C	C	1
3	A method of designing products and services that are based on what People want & need is: (CO2, COmprehension)	B	B	1
4	If the Cost of product is less than its Worth then it indicates [CO1 Bloom 1- Knowledge]	C	C	1
5	When the Value is less than cost, then the Woth is: (CO1, Knowledge)	A	A	1
6	Which of the following is not one of the D's of entrepreneurship	A	A	1
7	Who has to have the ability to find and act upon opportunities to translate inventions or technology into Commercially viable New Products/ Services (Co-1, Knowledge)	C	C	1
8	One of the cornerstones of Entrepreneurship is GOD which means: (CO1, Knowledge)	D	D	1
9	One of the cornerstones of Entrepreneurship is TOC which means: (CO1, Knowledge)	A	A	1
10	Innovation comes in which phase of DE life cycle ? (CO-1- Knowledge)	A	B	0
11	A method of designing products and services that are based on what People like & dislike is: (CO2, Comprehension)	B	D	0
12	The 1st Phase of Digital Entrepreneurship life cycle is Process innovation were the Key responsibility is: (CO1, Comprehension)	C	C	2
13	Customer discovery and Customer winning comes in which phase of DE life cycle: (CO2, Application)	B	C	0
14	The 5 D's of Entrepreneurship are :[CO1 Bloom 1-Knowledge]	C	C	2
15	Which zone lies in between Appropriability, Scarcity & Demand(Co-2, Application)	C	C	2
16	According to the article " What makes entpreneurs entrepreneurial", questions : Who am I?, What do I know?, Whom od I know? Leads to a significant achievement that is -[CO2 Bloom 2- Comprehension]	C	C	4
17	In the article " What makes entrepreneurus entrepreneurial" The word ?effectual? is the inverse of ?causal?. In general, in MBA programs the world, students are taught causal or predictive reasoning ? in every functional areaof business. Causal rationality begins with a pre-determined goal and a given set of means,and seeks to identify the optimal ? fastest, cheapest, most efficient, etc. ? alternative to achieve the given goal. As per the article "What makes Entrepreneur Entrepreneurial", which of the following aspects in not covered under the Effectual Reasoning in its Process (Co-2 Comprehension)	D	D	4
18	In the article " What makes Entrepreneurs Entrepreneurial" underlying all the principles of effectual reasoning is a coherent logic that rests on a fundamentally different assumption about the future than causal reasoning. Causal reasoning is based on the logic, To the extent that we can predict the future, we can control it. That is why both academics and practitioners in business today spend enormous amounts of brainpower and resources on developing predictive models.Effectual reasoning,however, is based on the logic of(Co-2 Comprehension)	A	A	4
19	In the article " Questions every Entrepreneur must answer" great entrepreneurial firms are products of contingencies. Their structure, culture, core competence, and endurance are all residuals of particular human beings striving to forge and fulfil particular aspirations through interactions with the space, time and technologies they live in.As per the article "What makes Entrepreneur Entrepreneurial", you should be focussing on which of the following maximum(Co-2 Comprehension)	A	D	0
20	According to the article ? Questions Every Entrepreneur must Answer?, an Entrepreneur must target three important questions and find their answers. The questions are:[CO2 Bloom 2- Comprehension]	D	D	4



	Question	Answer	Answer	Obtained
1	If the user is a person, then the product is : (CO1, Knowledge)	B	C	0
2	Low value and low appeal for a customer equates to what: (CO1, Knowledge)	A	A	1
3	High value and high appeal for a customer equates to what:(CO1, Knowledge)	C	C	1
4	The 5th D of entrepreneurshship is: (CO1, Knowledge)	B	B	1
5	When the woth is less than cost, then it is called?: (CO1, Knowledge)	A	A	1
6	When worth is Less than Cost it is called? (Co-1, Knowledge)	A	A	1
7	The capacity and willingness to develop, organize and manage a business venture along with its risk is called as : (CO1, Knowledge)	C	C	1
8	One of the cornerstones of Entrepreneurship is GOD which means: (CO1, Knowledge)	D	D	1
9	One of the cornerstones of Entrepreneurship is TOC which means: (CO1, Knowledge)	A	A	1
10	There are how many phases in Life cycle model of Digital Entreperneurship? (CO1- Knowledge)	C	D	0
11	The 1st Phase of Digital Entrepreneurship life cycle is Process innovation were the Key responsibility is: (CO1, Comphrehension)	C	C	2
12	In Zest 2 Zoom, the four quadrants represents -[CO1 Bloom 1-Knowledge]	A	A	2
13	Zen is understanding oneself and it helps in removing -[CO1 Bloom 1-Knowledge]	A	A	2
14	The 5 Ps of Market Analysis are :[CO1 Bloom 1-Knowledge]	D	D	2
15	An organized effort directed at analysing the functions of systems, equipment, facilities, services and supplies is called: (CO2, Comphrehension)	A	A	2
16	In the article "What makes Entrepreneurs Entrepreneurial-Managerial Thinking is called: (CO2, Knowledge)	A	A	4
17	In the article "What makes Entrepreneurs Entrepreneurial-Generating new means to achieve pre-dertermined goals is called: (CO2, Application)	B	B	4
18	According to the article" Natural born entrepreneurs", entrepreneur exhibits the following:(CO2, Comphrehension)	C	C	4
19	In the article " What makes entrepreneurus entrepreneurial" The word ?effectual? is the inverse of ?causal?. In general, in MBA programs the world, students are taught causal or predictive reasoning ? in every functional areaof business. Causal rationality begins with a pre-determined goal and a given set of means,and seeks to identify the optimal ? fastest, cheapest, most efficient, etc. ? alternative to achieve the given goal. As per the article 'What makes Entrepreneur Entrepreneurial", which of the following aspects in not covered under the Effectual Reasoning in its Process (Co-2 Comphrehension)	D	D	4
20	In the article "What makes Entrepreneurs Entrepreneurial-Imagining possible new ends using a given set of means is called: (CO2, Application)	C	C	4



	↓ Question	Correct Answer	Student Answer	Marks Obtained
1	If the user is a person, then the product is : (CO1, Knowledge)	B	A	0
2	WTP means: (CO1, Knowledge)	D	D	1
3	A method of designing products and services that are based on what People want & need is: (CO2, COmprehension)	B	B	1
4	The 3rd D of Entreprenwuership is : (CO1, Knowledge)	D	D	1
5	MSME full form is: (CO1, Knowledge)	B	B	1
6	Which of the following is not one of the 5 P's of entrepreneurship (Co1, Knowledge)	D	D	1
7	An organized effort directed at analyzing the functions of systems, equipment, facilities, services, and supplies for the purpose of achieving the desirable functions at the lowest life-cycle cost consistent with required performance, quality, reliability and safety. (Co-1, Knowledge)	A	A	1
8	One of the cornerstones of Entrepreneurship is TOC which means: (CO1, Knowledge)	A	A	1
9	There are how many phases in Life cycle model of Digital Entreperneurship? (CO1- Knowledge)	C	C	1
10	Innovation comes in which phase of DE life cycle ? (CO-1- Knowledge)	A	A	1
11	Any group of interacting, interrelated or interdependent parts that form a complex & unified whole that has a specific purpose is called: (CO2, Knowledge)	C	C	2
12	A method of designing products and services that are based on what People like & dislike is: (CO2, Comphrehension)	B	B	2
13	The 1st Phase of Digital Entrepreneurship life cycle is Process innovation were the Key responsibility is: (CO1, Comphrehension)	C	A	0
14	According to article " Natural Born Entrepreneur", one of lessons suggested by Dan for surviving ups and downs of entrepreneurship is -[CO2 Bloom 2- Comprehension]	A	A	2
15	According to the article ? Questions Every Entrepreneur must Answer?, to set meaningful goals, entrepreneurs must reconcile what they want with what they are - [CO2 Bloom 2- Comprehension]	B	B	2
16	According to the article " What makes entpreneurs entrepreneurial", questions : Who am I?, What do I know?, Whom od I know? Leads to a significant achievement that is -[CO2 Bloom 2- Comprehension]	C	C	4
17	In the article "What makes Entrepreneurs Entrepreneurial-Imagining possible new ends using a given set of means is called: (CO2, Application)	C	C	4
18	According to the article ? Questions Every Entrepreneur must Answer?, an Entrepreneur must target three important questions and find their answers. The questions are:[CO2 Bloom 2- Comprehension]	D	D	4
19	In the article " What makes Entrepreneurs Entrepreneurial" underlying all the principles of effectual reasoning is a coherent logic that rests on a fundamentally different assumption about the future than causal reasoning. Causal reasoning is based on the logic, To the extent that we can predict the future, we can control it. That is why both academics and practitioners in business today spend enormous amounts of brainpower and resources on developing predictive models.Effectual reasoning,however, is based on the logic of(Co-2 Comprehension)	A	A	4
20	In the article "What makes Entrepreneurs Entrepreneurial-Imagining possible new ends using a given set of means is called: (CO2, Application)	C	C	4



	↓ Question	Correct Answer	Student Answer	Marks Obtained
1	Low value and low appeal for a customer equates to what: (CO1, Knowledge)	A	A	1
2	If the user is a machine, then the product is : (CO1, Knowledge)	A	A	1
3	A method of designing products and services that are based on what People want & need is: (CO2, COmprehension)	B	B	1
4	The 3rd D of Entreprenwuership is : (CO1, Knowledge)	D	D	1
5	If the worth of product a is less than its cost then it indicates [CO1 Bloom 1- Knowledge]	A	A	1
6	Who has to have the ability to find and act upon opportunities to translate inventions or technology into Commercially viable New Products/ Services (Co-1, Knowledge)	C	C	1
7	Which of the following is not one of the 5 C's of entrepreneurship (Co-1, Knowledge)	D	D	1
8	One of the cornerstones of Entrepreneurship is GOD which means: (CO1, Knowledge)	D	D	1
9	One of the cornerstones of Entrepreneurship is TOC which means: (CO1, Knowledge)	A	A	1
10	Innovation comes in which phase of DE life cycle ? (CO-1- Knowledge)	A	A	1
11	The 1st Phase of Digital Entrepreneurship life cycle is Process innovation were the Key responsibility is: (CO1, Comprehension)	C	C	2
12	The 5 Ps of Market Analysis are :[CO1 Bloom 1-Knowledge]	D	D	2
13	Which one of the following is not the barrier for improvement(Co-1, Knowledge)	D	D	2
14	Which zone lies in between Appropriability, Scarcity & Demand(Co-2, Application)	C	C	2
15	Customer discovery and Customer winning comes in which phase of DE life cycle: (CO2, Application)	B	B	2
16	According to the article ? Questions Every Entrepreneur must Answer?, an Enterpreneur must target three important questions and find their answers. The questions are:[CO2 Bloom 2- Comprehension]	D	D	4
17	In the article "What makes Entrepreneurs Entrepreneurial-Causal reasoning focuses on (CO2, Comprehension)	D	D	4
18	In the article "What makes Entrepreneurs Entrepreneurial-Effectual reasoning focuses on: (CO2, Comprehension)	D	D	4
19	In the article "What makes Entrepreneurs Entrepreneurial-Imagining possible new ends using a given set of means is called: (CO2, Application)	C	C	4
20	In the article "What makes Entrepreneurs Entrepreneurial-Imagining possible new ends using a given set of means is called: (CO2, Application)	C	C	4