

1. The \_\_\_\_\_ plan shows whether the business is economically feasible or not.  
a. Financial                      **b. Business**                      c. Economic                      d. Marketing
2. Entrepreneurship can best be described as:  
a) a process that requires setting up a business  
b) taking a significant risk in a business context  
c) having a strong vision  
d) **a process involving innovation, new products or services, and value creation**
3. The period of business when an entrepreneur must position the venture in a market and make necessary adjustments to assure survival is called the:  
a) pre-startup stage.  
b) **startup stage.**  
c) early growth stage.  
d) later growth stage.
4. It is estimated that approximately \_\_\_\_\_ percent of small businesses fail within the first five years.  
a. 10.                      b. 25.                      c. 50.                      **d. 75.**
5. The \_\_\_\_\_ plan should contain control points to ascertain progress.  
a. Business                      b. Marketing                      c. Financial                      **d. Operational**
6. The Marketing Plan section should focus for the strategies of  
**a. First Year**                      b. First two years  
c. First Three Years                      d. First four years
7. The business plan should be prepared by:  
a. Entrepreneurs                      b. Consultants                      c. Engineers                      **d. All of above options**
8. The \_\_\_\_\_ plan describes how the product will be distributed and priced.  
a. Financial                      b. Production                      **c. Marketing**                      d. Venture
9. Why should an entrepreneur do a feasibility study?  
**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

10. The most essential role of the executive summary in the business plan is to

- a. describe the company's goals in detail
- b. explain the business plan's objectives in detail
- c. identify the means by which company performance will be measured
- d. **attract investors**

11. Which type of business plan is intended as the blueprint of a company's activities and is directed to an internal audience?

- a. Operational**
- b. Full
- c. Summary
- d. Tactical

12. 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

13. The single most important part of your business plan is:

- a. The Financials
- b. **The Executive Summary**
- c. Management & Organization
- d. Operations

14. A busy funder must be able to read your Executive Summary in less than

- a. A week
- b. **Five minutes**
- c. An hour
- d. 30 seconds

15. Some investors may ask to see which two parts of the business plan first?

- a. Synopsis Summary and Narrative Summary
- b. Executive Summary and Management & Organization
- c. **Executive Summary and Financials**
- d. Executive Summary and Appendix

16. The Executive Summary must show many that:

- a. Your basic business concept makes sense
- b. The management is capable
- c. Your business incorporates competitive advantages
- d. **All of the above**

17. Your Statement of Mission can describe your company in terms of:

- a. Commitment to quality
- b. Service and customer relationship
- c. Price positioning, Management style and work environment
- d. **All of the above**

18. Include the following when describing your products or services

- a. Nature of products or services
- b. Number and type of product lines
- c. Unique features or innovations
- d. **All of the above**

19. If applicable, include the following milestones achieved to date:

- a. Secured customers
- b. Date company founded
- c. Stage of product development
- d. **All of the above**

20. Which of the following should you include to indicate your financial status?

- a. **Present source of funds**
- b. Key ratio analysis
- c. None of the above
- d. All of the above

21. Operations:

- a. Cover day---to---day functions
- b. Seem mundane but are vital to success
- c. Can create a competitive advantage
- d. **All of the above**

22. A Break--Even Analysis shows:

- a. Where money comes from and how it's spent
- b. **Point at which sales exceed costs**
- c. Initial investment needed to begin operations
- d. How you determined the figures used in the financials

23. An Appendix is the proper place to:

- a. Provide information that that supports, confirms, and reinforces conclusions reached in the plan
- b. Give greater details about particular aspects covered in the plan
- c. Include very specific details regarding market research, technology, location, etc.
- d. **All of the above.**

24. Which of the following information is appropriate for the Appendix?

- a. Letters of intent/key contracts
- b. Endorsements
- c. Photos, List of locations
- d. **All of the above**

25. Use the staffing budget to:

- a. Plan how many employees you'll need
- b. Plan when you'll need employees
- c. All of the above
- d. None of these

26. Corporate Social Responsibility is:

- a. Good for business
- b. Good for the community
- c. All of the above
- d. None of these

27. Marketing:

- a. Makes customers aware of you
- b. Solicits the sales and completes the orders
- c. None of the above
- d. All of the above

28. One effective way to begin the marketing plan is

- a. To make a list of the information that will be needed to prepare the marketing plan.
- b. Gathering Data from Secondary Sources
- c. Gathering Information from Primary Sources.
- d. None of the options given

29. The financial plan provides a complete picture of

- a. How much and when the funds are coming into the organization.
- b. Where the funds are going.
- c. How much cash is available?
- d. All of the options given

30. In setting marketing goals and objectives the entrepreneur must a.

Set the price

b. Distribution place

c. Must satisfy customers

d. **None of the above**

31. \_\_\_\_\_ Planning is the task of determining how a business will afford to achieve its strategic goals and objectives.

a. Business

b. Marketing

c. **Financial**

d. Operational

32. Entrepreneurs are expected to include a number of financial statements like

A. 12 Month Profit & Loss Statement

B. Three-Year Profit Projection (Optional)

C. Projected Cash Flow

D. **All of the Above**

33. A \_\_\_\_\_ is a document or spreadsheet outlining an individual's financial position at a given point in time.

a. 12 Month Profit & Loss Statement

b. **Personal financial statement**

c. Financial Plan

d. Marketing

34. Explain the daily operation of the business, its location, equipment, people, processes, and surrounding environment is a part of \_\_\_\_\_ plan.

a. Business

b. Marketing

c. Financial

d. **Operational**

35 \_\_\_\_\_ provides a general direction of the business and outlines the company for potential investors or potential partners.

a. **General Company Description**

b. Marketing Plan

c. Financial Plan

d. Operational Plan

1. B
2. D
3. B
4. D
5. D
6. A
7. D
8. C
9. A
10. D
11. A
12. A
13. B
14. B
15. C
16. D 17.  
D 18.  
D
19. D
20. A
21. D
22. B
23. D
24. D
25. C
26. C
27. A
28. A
29. D
30. D
31. C
32. D
33. B

34. D

35. A

**1. Intellectual Property Rights (IPR) protect the use of information and ideas that are of**

- a. Ethical value
- b. Moral value
- c. Social value
- d. **Commercial value**

(Ans: d)

**2. The term 'Intellectual Property Rights' covers**

- a. Copyrights
- b. Know-how
- c. Trade dress
- d. **All of the above**

(Ans: d)

**3. The following can not be exploited by assigning or by licensing the rights to others.**

- a. Patents
- b. Designs
- c. **Trademark**
- d. All of the above

(Ans: c)

**4. The following can be patented**

- a. Machine
- b. Process
- c. Composition of matter
- d. **All of the above**

(Ans: d)

**5. In 'quid-pro-quo', quo stands for**

- a. knowledge disclosed to the public
- b. **monopoly granted for the term of the patent**
- c. exclusive privilege of making, selling and using the invention
- d. None of the above

(Ans: b)



**6. Trade mark**

- a. is represented graphically
- b. is capable of distinguishing the goods or services of one person from those of others  
may includes shapes of goods or combination of colours
- c. **All of the above**

(Ans: d)

**7. Symbol of Maharaja of Air India is**

- a. Copyright
- b. Patent
- c. **Trademark**
- d. All of the above

(Ans: c)

**8. In India, the literary work is protected until**

- a. Lifetime of author
- b. 25 years after the death of author
- c. 40 years after the death of author
- d. **60 years after the death of author**

(Ans: d)

**9. Design does not include**

- a. features of shape
- b. composition of lines or colours
- c. **mode or principle of construction**
- d. None of the above

(Ans: c)

**10. The agreement that is enforceable by law is known as**

- a. **Valid agreement**
- b. Void agreement
- c. Illegal agreement
- d. Unenforceable agreement

(Ans: a)

**11. Which of the following is (are) included in Geographical indications of Goods**

- a. Handicraft
- b. Foodstuff
- c. Manufactured
- d. **All of the above**

(Ans: d)

12. Trademark can be used as domain name

- (a) **Yes**
- (b) No
- (c) Yes in some cases
- (d) None of the above

(Ans: a)

13. Who administer UDRP?

- (a) WTO (b) **WIPO** (c) Supreme Court (d) High court

(Ans: b)

14. Geographical Indication is

- (a) Private right (b) Community right (c) Intellectual property right (d) **both (b) and (c)**

(Ans: d)

15. Who can register Geographical Indication?

- (a) Individual (b) **Company** (c) Producers (d) No one of the above

(Ans: c)

16. Certification mark indicates

- (a) Source (b) **Quality** (c) both (a) and (b) (d) None of the above

(Ans: b)

17. Certification mark can be registered in

- (a) **Trademark Registry**
- (b) Certification Board
- (c) Quality Control Board
- (d) MHRD

(Ans: a)

18. Collective Mark is registered by

- (a) Partnership firm
- (b) **Association of person**
- (c) Individual
- (d) Company

(Ans: b)

19. Hall Mark is

- (a) Trademark

- (b) **Certification Mark**  
(c ) Collective Mark  
(d) Both (a) and (b) (Ans: b)

20. Khadi is  
(a) Trademark  
(b) Certification Mark  
(c ) **Collective Mark**  
(d) Both (a) and (b) (Ans: c)

21. Geographical Indication can be licensed  
(a) Yes  
(b ) **No**  
(c ) Yes in some cases  
(d) Yes with stringent quality control (Ans: b)

22.Certification mark can be licensed: FALSE

23. Trademark can be domain name. TRUE

24. Domain name is used in real world. FALSE

25. Geographical Indication is public good. FALSE

26. Company can register collective mark. FALSE

27. Trademark can be used in virtual world. TRUE

28. ICANN head quarter is in Geneva. TRUE

TRUE

29. Certification is used along with trademark.

30. IPC means

(a) Indian Patent Classification (b) International Panel Code

(c) **International Patent Classification** (d) International Postal Code (Ans: c)

31. Patent is a form of

(a) Tangible Property (b) Intellectual Property

(c) Industrial property (d) **Both (b) and (c)** (Ans: d)

32. Patent protects

(a) Discovery (b) Invention (c) **New invention** (d) Both (a) and (b) (Ans: c)

33. Invention means

- (a) New product having inventive step and capable industrial application  
(b) New process  
(c) **New product or process having inventive step and capable industrial application**  
(d) None of the above

(Ans: c)

34. Patent right is

- (a) **Exclusive right** (b) Natural right (c) Property right (d) Both (a) and (c )

(Ans: a)

35. Patent right is

- (a) Limited period right (b) Territorial right (c) Absolute right (d) **Both (a) and (b)**

(Ans: d)

36. Patentability criteria includes

- (a) Novelty (b) Inventive step (c) Capable of Industrial application (d) **All the above**

(Ans: d)

37. Prior art includes

- (a) Prior publication (b) Prior Use (c) Prior Knowledge (d) **All the above**

(Ans: d)

38. Prior art search includes

- (a) Search of Patent literatures (b) Search of Non-patent literature

- (c) **Both (a) and (b)** (d) None of the above

(Ans: c)

39. Admixture is patentable in India

- (a) Yes (b) No (c) **Yes in some cases**

(Ans: c)

**40. What protects the intellectual property created by artists?**

- copyright
- geographical indications
- patents
- registered designs
- trademarks

**Copyright** protects the intellectual property created by artists.

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**41. What protects the intellectual property created by designers?**

- copyright
- geographical indications
- patents
- registered designs
- trademarks

**Registered designs** protect the intellectual property created by designers.

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**42.What protects the intellectual property created by inventors?**

- copyright
- geographical indications
- **patents**
- registered designs
- trademarks

**Patents** protect the intellectual property created by inventors.

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**43.Which of these is a geographical indication?**

- BMW
- **Champagne**
- Hogwarts
- Playstation
- World Wide Web

Champagne is a **geographical indication**.

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**44.What does a trademark protect?**

- an invention
- a work of art
- **logos, names and brands**
- the look, shape and feel of a product
- a secret formula

**Trademarks** protect logos, names and brands.

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**45.In most countries, how long does copyright last for?**

- 10 years after the creation of the work
- 50 years after the creation of the work
- 10 years after the death of the person who created that work
- **50 years after the death of the person who created that work**

In most countries, copyright lasts for 50 years after the death of the person who created that work.

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**46. How long do patents usually last for?**

- 10 years
- **20 years**
- 40 years
- 60 years

Patents usually last for 20 years.

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**47. If you write an original story, what type of intellectual property gives you the right to decide who can make and sell copies of your work?**

- **copyright**
- geographical indications
- patents
- registered designs
- trademarks

Copyright gives you the right to decide who can make and sell copies of your work.

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**48. Imagine a footballer sets up his own company to sell his own range of clothes. What type of intellectual property can he use to show that the clothes are made by his company?**

- copyright
- geographical indications
- patents
- registered designs
- **trademarks**

He can brand his clothes with a trademark to prove that they are made by his company.

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**49. If a company develops a new technology that improves its main product, what type of intellectual property can they use to stop others from copying their invention?**

- copyright
- geographical indications
- **patents**
- registered designs
- trademarks

They can use patents to stop others from copying their invention.

**50. World intellectual property day is celebrated in**

- a) **26 April**
- b) 24 April
- c) 27 April
- d) 20 April

Ans : a

**1. What type of cyber-crime, its laws and punishments does section 66 of the Indian IT Act holds?**

- a) **Cracking or illegally hack into any system**
- b) Putting antivirus into the victim
- c) Stealing data
- d) Stealing hardware components

2. Which of the following is not a type of cyber crime?

- a) Data theft
  - b) Forgery
  - c) Damage to data and systems
  - d) Installing antivirus for protection
- ans : b

5. Which of the following is not a type of peer-to-peer cyber-crime?

- a) Phishing
- b) Injecting Trojans to a target victim
- c) MiTM
- d) **Credit card details leak in deep web**

7. Which of the following is not done by cyber criminals?

- a) Unauthorized account access
- b) Mass attack using Trojans as botnets
- c) Email spoofing and spamming
- d) **Report vulnerability in any system**

8. In which year India's IT Act came into existence?

- a) **2000**
- b) 2001
- c) 2002
- d) 2003

9. Under which section of IT Act, stealing any digital asset or information is written a cyber-crime.

- a) 65
- b) 65-D
- c) 67
- d) 70

10. What is the punishment in India for stealing computer documents, assets or any software's source code from any organization, individual, or from any other means?

- a) 6 months of imprisonment and a fine of Rs. 50,000
- b) 1 year of imprisonment and a fine of Rs. 100,000
- c) 2 years of imprisonment and a fine of Rs. 250,000
- d) 3 years of imprisonment and a fine of Rs. 500,000

1. A generic term that is concerned to the legal and regulatory aspects of Internet and computer technology.

Copyright law      **Cyber law**      Computer Crime      None of them

12. "The Electronic Transaction and Digital Signature Act-Ordinance" is Known as:

- i. Intellectual Property Law      **Cyber Law**
- ii. Telecommunication Law      Data Protection Law

13. A criminal activity within the information technology infrastructure.

Digital crime      Intellectual property      **Cybercrime**      All of them

14. \_\_\_\_\_ is the normal Principal that regulates the use of computers.

Cyber Law      Cyber act      **Computer ethics**      All of them



15. The method of making the data or message unreadable by unauthorized people.

Digital signature                      Decryption                      **Encryption**                      All of them 16.

18. Premeditated, usually politically-motivated violence committed against civilians through the use of, or with the help of, computer technology

i) Cyber stalking                      ii) Cyber laundering                      iii) Cyber theft                      **iv) Cyber terrorism**

19. The act of attempting to acquire sensitive information like usernames, passwords and credit card details by disguising as a trust worthy source.

i) Hacking                      **ii) Phishing**                      iii) Computer Virus                      iv) Cyber stalking

20. Electronic transfer of illegally-obtained monies with the goal of hiding its source and possibly its destination.

i) Cyber stalking                      **ii) Cyber laundering**                      iii) Cyber theft  
iv) Cyber terrorism

21. Which of the following is computer crime?

i. piracy                      ii. pornography                      iii. harassment                      **iv. All of above 22.**

Which of the following is not computer crime?

i. Plagiarism                      ii. Password guessing                      **iii. Internet**                      iv. virus transferring

23. Which of the following is included in cyber law?

i. Trademark right                      ii. Copyright                      iii. Data privacy                      **iv. All of the above**

24. Which of the following is not computer ethics?

Not to steal data                      Not to bear false message    **Not to use**  
**Internet**                      Not to harm the society **25.**

The term 'cyberspace' was used in:

**1984**                                      1884                                      1985                                      1885

**26.** The law which includes literature and art, films, computer programs, invention, designed used by traders for their goods or services is called:

- i. Data Privacy Law                                      **Intellectual**  
**Property Law**
- ii. Telecommunication Law                                      Cyber crime Law

**27.** The Process of ensuring the preservation, integrity and reliability of data is Known as:

- i. Intellectual Property Law                                      **Data**  
**Protection and Privacy law**
- ii. Cyber  
Law                                      Telecommunication Law

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**29.** The law that provides a legal framework to facilitate and safeguard electronic transaction in the electronic medium.

- i. Digital signature law**    ii. Intellectual property law                      ii. Telecommunication law

**30.**

1. Cyber law	2. Cyber law	3. Cyber crime	4. Computer ethics	5. Encryption
6. 2061	7. 2004 A.D.	8. Cyber terrorism	9. Phishing	10. Cyber laundering
11. All of the above	12. Internet	13. All of the above	14. Not to use internet	15. 1984

16. . Intellectual Property Law	17. Data Protection and Privacy law	18. 30 <sup>th</sup> Bhadra 2061 BS	19. Digital signature law	20. Fair credit reporting act
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