What is a business model?

 It is a planned activity, designed for profit in marketplace

 It is a planned activity, designed for established business

 It is a planned activity, for generating new jobs.

 None of the above

***1 point***

Which of the following is not a source of initial funding for startup?

 Incubator

 IPO

 Bootstrapping

 Angel Investor

***1 point***

Founding stage of Entrepreneurial process includes:

 Opportunity identification, business plan, resource gathering, evaluation

 Opportunity identification, building the company, incorporation, market entry

 Business plan, resource gathering, incorporation, market entry

 Business plan, building the company, incorporation, market entry

***1 point***

Which of the following is true for modern day startups?

 Startups create business model as per resource availability and needs of the product and market.

 Startups create business model to suit the needs of investors.

 Startups create business model to suit the needs of incubators.

 All of the above

***1 point***

Which of the following is false statement?

 Start-up incubator is a collaborative program designed to help new start-up succeed

 Incubators are easy source of getting seed funding for start-ups.

 Incubators provide mentorship, infrastructure, and funding support to start-ups.

***1 point***

What is meant by scaling up in entrepreneurial process?

 The business is growing

 The business can hold its weight

 The business can be franchised

 The business can be scaled back

***1 point***

“Affluent individual who provides capital for a business start-up, usually in exchange for convertible debt or ownership equity” is

 Banker

 Capitalist

 Seed inventor

 Shareholder

***1 point***

What are the pillars of Self – Reliant India movement?

 Infra-structure

 Economy

 Demography

 All the above

***1 point***

Future markets and innovation should be looked upon with a perspective of

 Needs

 Available resources

 Multi dimensionality

 All the above

***1 point***

A strategy to develop capabilities in the company value chain is called

 Value resource

 Substitute resource

 Strategic resource

 Resource modelling