

Started on Friday, 26 March 2021, 9:20 AM

State Finished

Completed on Friday, 26 March 2021, 9:54 AM

Time taken 34 mins 11 secs

Grade 18.00 out of 20.00 (90%)

Question 1

Correct

Mark 1.00 out of 1.00

Select all the correct options from the following in respect of the lean startup concept?

- A. The lean startup uses the agile philosophy of build-measure-learn feedback loop.
- B. The lean startup applies the lean manufacturing philosophy of reducing waste wherever possible.
- C. The lean startup reduces the time, effort, and cost of product development.
- D. The lean startup emphasizes the lean and thin enterprise, lean funding, and lean investment.

B & C

B & D

A, B, & D

A, B & C ✓

The correct answer is: A, B & C

Question 2

Correct

Mark 1.00 out of 1.00

Business model innovation is NOT possible through which of the following?

- Changing business system architecture
- Through management innovation
- Introducing employee stock option ✓
- Changing the value proposition

The correct answer is: Introducing employee stock option

Question 3

Incorrect

Mark 0.00 out of 1.00

Which of the following is the most appropriate about business process management?

- You need resources for the growth phase, need appropriate business process management, need a professional CEO to achieve growth beyond early adopters.
- It is the most critically important aspect of business for process management.
- It is most critically important at the idea selection phase for a clear understanding of business processes that the execution of the business model will warrant. X
- In the digital age, business process management is the most critically important for business information management.

The correct answer is: You need resources for the growth phase, need appropriate business process management, need a professional CEO to achieve growth beyond early adopters.

Question 4

Correct

Mark 1.00 out of 1.00

Five key elements of a story as espoused by Blake Mycoskie

Choose the right option:

- Hero, heroine, villain, awareness, transformation, & passion
- Hero, villain, awareness, transformation, & climax
- Hero, antagonist, awareness, climax, & passion
- Hero, antagonist, awareness, transformation, & passion ✓

The correct answer is: Hero, antagonist, awareness, transformation, & passion

Question 5

Correct

Mark 1.00 out of 1.00

The following data pertain to a company for the year 2017-18.

Gross profit: 700

Operating expenses: 300

Interest payment: 50

Payment of dividend: 30

Income tax payment: 20

Estimate the profit before tax. (be mindful of excess data than necessary).

Options:

- a. 350
- b. 230
- c. 200
- d. 180

The correct answer is: 350

Question 6

Correct

Mark 1.00 out of 1.00

Estimate the contribution margin using the following data.

1. Sales: ₹ 4000
2. Number of units produced and sold: 100
3. Total variable cost: ₹ 2000
4. Annual fixed cost: ₹ 1000

- ₹ 40
- ₹ 20
- ₹ 30
- ₹ 10

The correct answer is: ₹ 20

Question 7

Correct

Mark 1.00 out of 1.00

The following data pertain to a particular year of operation for a company.

Sales for the year: ₹ 8000

The variable cost for the year: ₹ 6000

Fixed cost for the year: ₹ 2000

Number of units produced and sold: 200

What is the margin of safety?

- 200
- 0 ✓
- 1000
- 100

The correct answer is: 0

Question 8

Correct

Mark 1.00 out of 1.00

As per Sam Altman, the ideal number of co-founders is

- Depends on the required skills
- You can decide as you grow and meet smart people.
- Three to four
- Two to three ✓

The correct answer is: Two to three

Question 9

Correct

Mark 1.00 out of 1.00

The following data pertain to a company for the year 2017-18:

Sales: 2000

Closing stock as on 31.03.2018: 500

Closing stock as on 31.03.2017: 600

Purchase of goods during the current year: 1500

Payment of dividend during the year: 100

Estimate the Gross Profit. (be mindful of excess data than necessary).

- a. 600
- b. 550
- c. 400
- d. 500



The correct answer is: 400

Question 10

Correct

Mark 1.00 out of 1.00

For a company, the fixed cost $F = ₹ 50,000$ per year, the variable cost $V = ₹ 20$ per unit, selling price $S = ₹ 30$ per unit. How many units the company should produce and sell to make a profit of ₹ 5,000?

- 6,500
- 5,000
- 10,000
- 5,500



The correct answer is: 5,500

Question 11

Correct

Mark 1.00 out of 1.00

Who among the following are NOT the potential good candidates for employment in your startup?

- Persons with demonstrable creative talent
- Persons with long working experience. ✓
- Failed or successful startup cofounder
- Persons with founder aspirations

The correct answer is: Persons with long working experience.

Question 12

Correct

Mark 1.00 out of 1.00

For which of the following, cash flow statement is not useful?

- To know when to raise money
- To know how liquid is the company
- To know when the company will be able to make a profit. ✓
- To know if the company will find it difficult to meet the financial commitment in the future

The correct answer is: To know when the company will be able to make a profit.

Question 13

Correct

Mark 1.00 out of 1.00

Which of the following is the correct interpretation of the construct 'owners' mindset' in the context of entrepreneurship?

- A. The sense that the company is theirs and that the prosperity of the company is aligned with their personal prosperity.
- B. The sense that the company belong to them and they should try to take away as much from the company as possible.
- C. One is as responsible as the owners and would take all the actions that are for the best interest of the company.
- D. To avoid bureaucracy and take immediate and appropriate action without waiting for instructions from hierarchy or the sense that it is someone else's responsibility.
- E. It is the sense that the founders are the owners and have the most responsibility and control of the business.

 A, C, & D ✓ A, B, D A, B, C, & E A, C, D, & E

The correct answer is: A, C, & D

Question 14

Incorrect

Mark 0.00 out of 1.00

A new venture raises ₹ 20 million at a pre-money valuation of ₹ 20 million in the form of pure participating preference shares. The venture has a liquidation event for ₹ 50 million. How much money the founders receive?

- a. ₹ 25 million ✗
- b. ₹ 30 million
- c. ₹ 15 million
- d. ₹ 20 million

The correct answer is: ₹ 30 million

Question 15

Correct

Mark 1.00 out of 1.00

Which of the following is the correct interpretation of the construct 'insurgent mission' in the context of entrepreneurship mentality?

- You want to acquire customers by hook or crook and that no rule applies to you.
- You are on a mission to wage a war with the customers and want to win them over at any cost.
- You are in a blue ocean market and want to translate that into a red ocean.
- You are at war against competitors on behalf of the underserved customers and would not stop until you win. ✓

The correct answer is: You are at war against competitors on behalf of the underserved customers and would not stop until you win.

Question 16

Correct

Mark 1.00 out of 1.00

By applying a lean start-up process a company has reduced its variable cost by 10% without changing the fixed cost. What will happen to the operating leverage?

- It will go up ✓
- No change since operating leverage is related to fixed cost.
- The question is inappropriate since both fixed cost and variable cost are unrelated to operating leverage.
- It will go down

The correct answer is: It will go up

Question 17

Correct

Mark 1.00 out of 1.00

The following data are related to a company for the financial year 2016-2017.

Gross profit: ₹ 800

Interest payment: ₹ 50

Depreciation: ₹ 50

Other operating expenses: ₹ 400

Dividend: ₹ 100

Assume that the company doesn't pay any income tax, what is the retained profit based on the above data?

- a. ₹ 300
- b. ₹ 200
- c. ₹ 100
- d. ₹ 150

The correct answer is: ₹ 200

Question 18

Correct

Mark 1.00 out of 1.00

A new venture raises ₹ 10 million at a pre-money valuation of ₹ 10 million in the form of 1x liquidation participating preference shares. The venture has a liquidation event for ₹ 20 million. How much money the founders receive?

- a. ₹ 5 million
- b. ₹ 0 million
- c. ₹ 10 million
- d. ₹ 20 million

The correct answer is: ₹ 5 million

Question 19

Correct

Mark 1.00 out of 1.00

Which of the following statements is most appropriate?

- A business model describes the rationale of how an organization creates, delivers, and captures value, in economic, social, cultural, or other contexts. ✓
- A business model describes the rationale of how an organization develops products or services using modern cutting-edge and futuristic technologies.
- A business model is mostly a written document or slide deck delineating the process of execution, marketing and growth plan, and the projected financial performance.
- A business model describes the rationale of how an organization builds a team, identifies opportunities, and goes-to-market.

The correct answer is: A business model describes the rationale of how an organization creates, delivers, and captures value, in economic, social, cultural, or other contexts.

Question 20

Correct

Mark 1.00 out of 1.00

Suppose the total depreciable 'Fixed Assets' as on 31.03.2017 is ₹ 1700 and the company purchases a machine during the year for ₹ 500 and sells an old machine of book value ₹ 200. The company follows Declining Value Method of depreciation @10% (the method followed in the example sum). What is the depreciation for the year 2017-18?

Options:

- a. ₹ 200 ✓
- b. ₹ 170
- c. ₹ 220
- d. ₹ 270

The correct answer is: ₹ 200

Started on Friday, 26 March 2021, 9:23 AM

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Time taken 35 mins 3 secs

Grade 10.00 out of 20.00 (50%)

Question 1

Incorrect

Mark 0.00 out of 1.00

Why storytelling is important in startup success?

- A. Because it is possible to motivate employees to work passionately by connecting your vision with a great cause through a story.
- B. 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 of a large number of people.
- C. You tell your story to customers, who value companies that are engaged in alleviating great social malaise and would buy products offered by such companies.
- D. A story can do a better job than the quality of your product and advertisement.

Choose the correct

- B, C, & D ✖
- A, C, & D
- A, B, & D
- A, B, & C

The correct answer is: A, B, & C

Question 2

Correct

Mark 1.00 out of 1.00

A startup begins with two hypotheses: A value hypothesis and a growth hypothesis. What is the value hypothesis?

- The business will create great values for all the stakeholders and sustain for a long time.
- The proposed product or service will create great value for the company.
- The proposed product will be superior compared to those of the competitors in terms of values perceived by the customers. ✓
- The proposed business will generate huge value for the nation in terms of employment, government revenue, and wealth for the nation.

The correct answer is: The proposed product will be superior compared to those of the competitors in terms of values perceived by the customers.

Question 3

Incorrect

Mark 0.00 out of 1.00

A company has procured an asset for ₹ 150 at the beginning of the financial year 2017-18. The asset has useful life of 5 years and the salvage value of the asset has been estimated at ₹ 50. The company follows a policy of 10% depreciation wherever applicable. Estimate the depreciation for the year 2017-18 using straight-line method and find out the book value of the said asset as on 31.03.2018. (be mindful of excess data than necessary).

- a. 140 ✖
- b. 80
- c. 130
- d. 135

The correct answer is: 130

Question 4

Incorrect

Mark 0.00 out of 1.00

Which of the following is correct?

- A positive margin of safety does not necessarily mean that the company is operating in profit. ✖
- Financial leverage is the degree to which a firm can increase operating income by increasing sales.
- A company's capacity to absorb raw-material price fluctuations can be gauged from the difference in the slopes of sales line and total cost line.
- The profit before tax is the money that belongs to the owners

The correct answer is: A company's capacity to absorb raw-material price fluctuations can be gauged from the difference in the slopes of sales line and total cost line.

Question 5

Incorrect

Mark 0.00 out of 1.00

- A. Net profit
- B. Increase in inventory
- C. Sale of the old machine
- D. The decrease in trade payable
- E. Increase in trade receivables
- F. Increase in the short-term loan

Which of the above are cash outflows?

- A, C & E
- B, C & D
- B, D & E
- A, B & E X

The correct answer is: B, D & E

Question 6

Correct

Mark 1.00 out of 1.00

You have a business of manufacturing and selling bread. Now, you want to diversify your product range. You think that customers are interested in sugar-free sweet bread. However, before investing in all infrastructure for manufacturing and going to market with the sugar-free sweet bread, you want to get real data on consumer preferences. So, you want to commission a market research to know this for sure. Which of the following you will adopt?

- By source: primary, by method: quantitative, by objective: exploratory
- By source: secondary, by method: quantitative, by objective: descriptive
- By source: primary, by method: quantitative, by objective: descriptive ✓
- By source: secondary, by method: qualitative, by objective: exploratory
- By source: primary, by method: qualitative, by objective: descriptive

The correct answer is: By source: primary, by method: quantitative, by objective: descriptive

Question 7

Incorrect

Mark 0.00 out of 1.00

The following data are related to a company for the financial year 2019-2020.

Amortization: Rs. 50

Interest payment: Rs.100

Income tax: 100

Depreciation: Rs.100

Other operating expenses: Rs.450

Dividend: Rs.200

Gross profit: Rs.900

What is the operating profit for the year 2019-20?

- a. 400
- b. 450 ✗
- c. 200
- d. 300

The correct answer is: 300

Question 8

Correct

Mark 1.00 out of 1.00

An angel investor values a startup at ₹ 10,000, after which the angel invests ₹ 5,000 in the company? This is the first time the startup is raising money from outside the founders.

What is the percentage holding of the founders after the above investment?

- a. 100%
- b. 50%
- c. 33.33% ✓
- d. 66.66% ✓

The correct answer is: 66.66%

Question 9

Incorrect

Mark 0.00 out of 1.00

Read the following characteristic features of individuals and answer the question following them.

- A. Entrepreneurs have a compelling vision or a dream to achieve something extraordinary and a comprehensive plan to execute it.
- B. Entrepreneurs identify opportunities in adversities or translate adverse situations into opportunities. Failures don't deter them.
- C. Entrepreneurs are capable of making the most compelling business plan to convince potential investors to buy into their idea irrespective of its merits.
- D. Organize a balanced team with diverse skills and manage them for the best possible execution of the business model.

- A, C, and D
- B, C, and D
- A, B, and C X
- A, B, and D

The correct answer is: A, B, and D

Question 10

Correct

Mark 1.00 out of 1.00

The outstanding balance in the long-term bank loan account as of 31-3-2019 is ₹ 7,500. During the year 2019-20, the company raises a fresh loan of ₹ 3,500, repays ₹ 1,000, and pays interest of Rs.2,000 charged during the year. What is the outstanding balance in the loan account as of 31-03-2020?

- ₹ 10,000 ✓
- ₹ 8,500
- ₹ 7,500
- ₹ 8,000

The correct answer is: ₹ 10,000

Question 11

Correct

Mark 1.00 out of 1.00

Which of the following statements is NOT correct as regards the business model canvas?

- The cost structure is one of the blocks that explains the various expenses to be incurred to dispense the value proposed.
- The revenue model is one of the blocks that explains the ways and means for an enterprise to earn money.
- The vision, mission, and value statement is one of the important building blocks of the business model canvas. ✓
- The value proposition is the central part and it explains how the value proposition is made, how is it dispensed to the market segment, and some idea on profitability thereof.

The correct answer is: The vision, mission, and value statement is one of the important building blocks of the business model canvas.

Question 12

Incorrect

Mark 0.00 out of 1.00

The following data are related to a particular company for the year 2019-20:

Fixed cost per year: 500

Variable cost per year: 1000

Number of units produced and sold during the year: 100

Unit selling price: 20

The break-even point is:

- Undefined ✗
- 50
- 500
- 5000

The correct answer is: 50

Question 13

Correct

Mark 1.00 out of 1.00

An angel investor values a startup at ₹ 10,000, after which the angel invests ₹ 5,000 in the company?

What is the pre-money valuation of the startup?

- a. Between ₹ 10,000 and ₹ 15,000
- b. ₹ 15,000
- c. ₹ 10,000
- d. ₹ 5,000



The correct answer is: ₹ 10,000

Question 14

Correct

Mark 1.00 out of 1.00

Estimate the contribution margin using the following data.

1. Sales: ₹ 4000
2. Number of units produced and sold: 100
3. Total variable cost: ₹ 2000
4. Annual fixed cost: ₹ 1000

- ₹ 20
- ₹ 30
- ₹ 40
- ₹ 10



The correct answer is: ₹ 20

Question 15

Correct

Mark 1.00 out of 1.00

Business model innovation is NOT possible through which of the following?

- Through management innovation
- Changing business system architecture
- Introducing employee stock option ✓
- Changing the value proposition

The correct answer is: Introducing employee stock option

Question 16

Incorrect

Mark 0.00 out of 1.00

A new venture raises ₹ 10 million at a pre-money valuation of ₹ 10 million in the form of 1x liquidation participating preference shares. The venture has a liquidation event for ₹ 20 million. How much money the founders receive?

- a. ₹ 5 million
- b. ₹ 0 million
- c. ₹ 20 million
- d. ₹ 10 million ✗

The correct answer is: ₹ 5 million

Question 17

Correct

Mark 1.00 out of 1.00

Which one of the following is not a variable cost

- Electricity cost
- Consumable
- Raw material
- Salary ✓

The correct answer is: Salary

Question 18

Incorrect

Mark 0.00 out of 1.00

An angel investor values a startup at ₹ 10,000, after which they invest ₹ 5,000 in the company?

What is the post-money valuation of the startup?

- a. ₹ 5,000
- b. ₹ 20,000 ✗
- c. ₹ 10,000
- d. ₹ 15,000

The correct answer is: ₹ 15,000

Question 19

Correct

Mark 1.00 out of 1.00

Identify the correct statement

- The cash flow statement pertains to a period ✓
- The balance sheet of a company pertains to a period such as a financial year
- The cash flow statement pertains to a particular date
- The profit & loss account pertains to a particular date
- Both the balance sheet and profit & loss account pertains to a financial year.

The correct answer is: The cash flow statement pertains to a period

Question 20

Incorrect

Mark 0.00 out of 1.00

Which among the following is a correct statement?

- The circle of competency means your knowledge domain that you think you are expert in. ✗
- One may not be a genius, but may achieve great success by focusing and remaining within his/her circle of competence.
- If you start a business in the domain of your circle of competence you will surely achieve success.
- The circle of competence is the core area of the knowledge domain of your key employees.

The correct answer is: One may not be a genius, but may achieve great success by focusing and remaining within his/her circle of competence.

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Correct

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- C. Entrepreneurs are capable of making the most compelling business plan to convince potential investors to buy into their idea irrespective of its merits.
- D. Organize a balanced team with diverse skills and manage them for the best possible execution of the business model.

- A, B, and C
- B, C, and D
- A, B, and D
- A, C, and D



The correct answer is: A, B, and D

Question 2

Correct

Mark 1.00 out of 1.00

Which of the following is the correct interpretation of the construct 'insurgent mission' in the context of entrepreneurship mentality?

- You want to acquire customers by hook or crook and that no rule applies to you.
- You are in a blue ocean market and want to translate that into a red ocean.
- You are on a mission to wage a war with the customers and want to win them over at any cost.
- You are at war against competitors on behalf of the underserved customers and would not stop until you win.



The correct answer is: You are at war against competitors on behalf of the underserved customers and would not stop until you win.

Question 3

Incorrect

Mark 0.00 out of 1.00

A company has procured an asset for ₹ 150 at the beginning of the financial year 2017-18. The asset has useful life of 5 years and the salvage value of the asset has been estimated at ₹ 50. The company follows a policy of 10% depreciation wherever applicable. Estimate the depreciation for the year 2017-18 using straight-line method and find out the book value of the said asset as on 31.03.2018. (be mindful of excess data than necessary).

- a. 140
- b. 80
- c. 135 ✖
- d. 130

The correct answer is: 130

Question 4

Correct

Mark 1.00 out of 1.00

Which is the right chronological order of the process of customer acquisition through the sales funnel?

- Awareness, interest, consideration, intent, evaluation, purchase ✓
- Interest, awareness, consideration, intent, evaluation, purchase
- Intent, awareness, Interest, consideration, evaluation, purchase
- Consideration, awareness, Interest, intent, evaluation, purchase

The correct answer is: Awareness, interest, consideration, intent, evaluation, purchase

Question 5

Correct

Mark 1.00 out of 1.00

Select the INCORRECT statement.

- Oligopolistic markets have differentiated product types with high barrier for new entrants and limited pricing power.
- Perfect competition market exerts hardly any resistance to new entrants.
- Monopolists have simple type of products with great barrier for new entrants.
- Companies in a perfect competition market have high pricing power and high entry barriers against competition. ✓
- Markets with perfect competition have homogenous products without any pricing power.

The correct answer is: Companies in a perfect competition market have high pricing power and high entry barriers against competition.

Question 6

Correct

Mark 1.00 out of 1.00

The total book value of all the fixed assets of a company as of 31.03.2018 is ₹ 500. The company purchases new fixed assets worth ₹ 400 and sells some old fixed assets of book value ₹ 200 during 2018-19. Estimate the book value of fixed assets of the company as of 31.03.2019 using the declining value method of depreciation. The following information may also be used wherever necessary: Useful life: 10 years, salvage value: ₹ 100, rate of depreciation: 10%.

- ₹ 630 ✓
- ₹ 990
- ₹ 270
- ₹ 540

The correct answer is: ₹ 630

Question 7

Correct

Mark 1.00 out of 1.00

Which of the following statements is NOT correct as regards the business model canvas?

- The value proposition is the central part and it explains how the value proposition is made, how it is dispensed to the market segment, and some idea on profitability thereof.
- The vision, mission, and value statement is one of the important building blocks of the business model canvas. ✓
- The cost structure is one of the blocks that explains the various expenses to be incurred to dispense the value proposed.
- The revenue model is one of the blocks that explains the ways and means for an enterprise to earn money.

The correct answer is: The vision, mission, and value statement is one of the important building blocks of the business model canvas.

Question 8

Incorrect

Mark 0.00 out of 1.00

You and your friend have started a startup and have raised ₹ 500 in exchange for equity at a pre-money valuation ₹ 1500. What is the combined holding of two of you (you and your friend) in the company after the investment round?

- a. 100% ✗
- b. 50%
- c. 66.67%
- d. 75%

The correct answer is: 75%

Question 9

Incorrect

Mark 0.00 out of 1.00

An angel investor values a startup at ₹ 10,000, after which the angel invests ₹ 5,000 in the company?

What is the pre-money valuation of the startup?

- a. ₹ 15,000
- b. ₹ 5,000
- c. Between ₹ 10,000 and ₹ 15,000
- d. ₹ 10,000



The correct answer is: ₹ 10,000

Question 10

Correct

Mark 1.00 out of 1.00

Identify the correct statement out of the following:

- Lean startup philosophy is a new business trend.
- The car aggregator business is an example of collaborative consumption.
- Moving forward, everything that can be personalized will be personalized to offer the best experience to customers.
- Using natural products instead of plastic is a part of the promotion of the circular economy.



The correct answer is: Moving forward, everything that can be personalized will be personalized to offer the best experience to customers.

Question 11

Correct

Mark 1.00 out of 1.00

Select all the correct options from the following in respect of the lean startup concept?

- A. The lean startup uses the agile philosophy of build-measure-learn feedback loop.
- B. The lean startup applies the lean manufacturing philosophy of reducing waste wherever possible.
- C. The lean startup reduces the time, effort, and cost of product development.
- D. The lean startup emphasizes the lean and thin enterprise, lean funding, and lean investment.

 B & C A, B & C ✓ A, B, & D B & D

The correct answer is: A, B & C

Question 12

Incorrect

Mark 0.00 out of 1.00

A new venture raises ₹ 20 million at a pre-money valuation of ₹ 20 million in the form of pure participating preference shares. The venture has a liquidation event for ₹ 50 million. How much money the founders receive?

- a. ₹ 30 million
- b. ₹ 20 million
- c. ₹ 25 million ✗
- d. ₹ 15 million

The correct answer is: ₹ 30 million

Question 13

Correct

Mark 1.00 out of 1.00

Agile process is?

- A component of the agile process is the lean startup philosophy.
- A linear process in which validation is done by actual customers as the product development process progresses.
- The agile process is a non-linear process of product development that follows the build-measure-learn feedback system for validated learning. ✓
- The agile process is about reducing waste at all possible steps.

The correct answer is: The agile process is a non-linear process of product development that follows the build-measure-learn feedback system for validated learning.

Question 14

Incorrect

Mark 0.00 out of 1.00

An angel investor values a startup at ₹ 10,000, after which the angel invests ₹ 5,000 in the company? This is the first time the startup is raising money from outside the founders.

What is the percentage holding of the founders before the above investment?

- a. 66.66% ✗
- b. 33.33%
- c. 100%
- d. None of the above

The correct answer is: 100%

Question 15

Correct

Mark 1.00 out of 1.00

Guy Kawasaki recommended

- Twenty-minute presentation, ten slides, and minimum thirty font size ✓
- Twenty-minute presentation, thirty slides, and minimum ten font size
- Thirty-minute presentation, twenty slides, and minimum ten font size
- Ten-minute presentation, twenty slides, and minimum thirty font size

The correct answer is: Twenty-minute presentation, ten slides, and minimum thirty font size

Question 16

Correct

Mark 1.00 out of 1.00

For a particular company:

The unit price of a product: ₹ 300

Total variable cost per unit: ₹ 200

Total fixed cost per year: ₹ 2,00,000

Raw material cost per unit: ₹ 80

Depreciation: ₹ 10,000

If a company wants to make a profit of ₹ 20,000, how many units it should produce and sell? (be mindful of redundant data)

- 2,200
- 200
- 1,223
- 11,000



The correct answer is: 2,200

Question 17

Correct

Mark 1.00 out of 1.00

Why storytelling is important in startup success?

- A. Because it is possible to motivate employees to work passionately by connecting your vision with a great cause through a story.
- B. 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 of a large number of people.
- C. You tell your story to customers, who value companies that are engaged in alleviating great social malaise and would buy products offered by such companies.
- D. A story can do a better job than the quality of your product and advertisement.

Choose the correct

- A, B, & C
- A, B, & D
- B, C, & D
- A, C, & D



The correct answer is: A, B, & C

Question 18

Correct

Mark 1.00 out of 1.00

In 1903, DuPont systematized capital-budgeting techniques. A few years later, the company also developed a standardized way of estimating the return on investment.

They used it in comparing the performance of its numerous product departments.

These innovations and more helped DuPont become one of America's industrial giants.

- This is an innovation that gave the end-beneficiary enormous advantages and thus DuPont enjoyed competitive advantages for many years to come.
- This is an accounting innovation giving DuPont huge competitive advantages.
- This is a core part of business process management that gave DuPont many patents.
- This falls under management innovation. ✓

The correct answer is: This falls under management innovation.

Question 19

Incorrect

Mark 0.00 out of 1.00

Read the following statements carefully:

- A. Symphony Ltd. found early success because Achal Bakeri focused on his circle of competence.
- B. Symphony Ltd. met with devastating failure because it diversified into areas that were outside the circle of competence of the company.
- C. The initial success of Symphony Ltd. can be attributed to deep empathy of Achal Bakeri with the desert cooler users.
- D. After failure Symphony discarded all the products except the desert cooler to continue the business and achieved commendable success.

Choose the correct statements from the above:

- A & C
- C & D
- B & D ✗
- A & B
- B & C

The correct answer is: B & C

Question 20

Correct

Mark 1.00 out of 1.00

The following data are related to a company for the financial year 2019-2020.

Amortization: Rs. 50

Interest payment: Rs.100

Income tax: 100

Depreciation: Rs.100

Other operating expenses: Rs.450

Dividend: Rs.200

Gross profit: Rs.900

What is the operating profit for the year 2019-20?

a. 300



b. 450

c. 200

d. 400

The correct answer is: 300

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Grade 16.00 out of 20.00 (80%)

Question 1

Correct

Mark 1.00 out of 1.00

You and your friend have started a startup and have raised ₹ 500 in exchange for equity at a pre-money valuation ₹ 1500. What is the combined holding of two of you (you and your friend) in the company after the investment round?

- a. 75%
- b. 66.67%
- c. 50%
- d. 100%



The correct answer is: 75%

Question 2

Correct

Mark 1.00 out of 1.00

Which of the following statements is NOT correct as regards the business model canvas?

- The value proposition is the central part and it explains how the value proposition is made, how it is dispensed to the market segment, and some idea on profitability thereof.
- The vision, mission, and value statement is one of the important building blocks of the business model canvas.
- The revenue model is one of the blocks that explains the ways and means for an enterprise to earn money.
- The cost structure is one of the blocks that explains the various expenses to be incurred to dispense the value proposed.

The correct answer is: The vision, mission, and value statement is one of the important building blocks of the business model canvas.

Question 3

Correct

Mark 1.00 out of 1.00

Estimate the contribution margin using the following data.

1. Sales: ₹ 4000
2. Number of units produced and sold: 100
3. Total variable cost: ₹ 2000
4. Annual fixed cost: ₹ 1000

 ₹ 10 ₹ 20 ✓ ₹ 30 ₹ 40

The correct answer is: ₹ 20

Question 4

Correct

Mark 1.00 out of 1.00

Which one of the following is not a direct expense?

 Wages Raw material Depreciation ✓ Consumable

The correct answer is: Depreciation

Question 5

Correct

Mark 1.00 out of 1.00

By applying a lean start-up process a company has reduced its variable cost by 10% without changing the fixed cost. What will happen to the operating leverage?

- It will go down
- It will go up ✓
- The question is inappropriate since both fixed cost and variable cost are unrelated to operating leverage.
- No change since operating leverage is related to fixed cost.

The correct answer is: It will go up

Question 6

Correct

Mark 1.00 out of 1.00

The following data pertain to a company for the year 2017-18:

Sales: 2000

Closing stock as on 31.03.2018: 500

Closing stock as on 31.03.2017: 600

Purchase of goods during the current year: 1500

Payment of dividend during the year: 100

Estimate the Gross Profit. (be mindful of excess data than necessary).

- a. 400 ✓
- b. 600
- c. 500
- d. 550

The correct answer is: 400

Question 7

Incorrect

Mark 0.00 out of 1.00

Which of the following is the correct interpretation of the construct 'owners' mindset' in the context of entrepreneurship?

- A. The sense that the company is theirs and that the prosperity of the company is aligned with their personal prosperity.
- B. The sense that the company belong to them and they should try to take away as much from the company as possible.
- C. One is as responsible as the owners and would take all the actions that are for the best interest of the company.
- D. To avoid bureaucracy and take immediate and appropriate action without waiting for instructions from hierarchy or the sense that it is someone else's responsibility.
- E. It is the sense that the founders are the owners and have the most responsibility and control of the business.

 A, B, D A, B, C, & E A, C, & D A, C, D, & E ✗

The correct answer is: A, C, & D

Question 8

Correct

Mark 1.00 out of 1.00

Which of the following are components of the lean startup?

- A. Repeated experimentation and iteration
- B. A detailed plan about the shortest possible execution to ensure the quick and successful start of the venture.
- C. Customer feedback
- D. Building an MVP

 A, B, & D A, B, & C A, C, & D ✓ B, C, & D

The correct answer is: A, C, & D

Question 9

Correct

Mark 1.00 out of 1.00

Crossing the chasm refers to

- A growth stage of a startup when it tries to acquire customers of the 'Early Majority' type. ✓
- It is a phase of a startup when its product or service receives customers' acceptance for the first time.
- A growth stage of a startup when it tries to acquire customers of the 'Early Adopter' type.
- Crossing the valley of death that lies at the early stage of a startup.

The correct answer is: A growth stage of a startup when it tries to acquire customers of the 'Early Majority' type.

Question 10

Correct

Mark 1.00 out of 1.00

The following information pertains to a company for a particular year:

Sales: Rs. 800

Closing Stock: Rs.100

Depreciation: 100

Opening Stock: Rs.50

Amortization: 100

Purchase of goods: Rs.400

What is the gross profit for the period?

- 350
- 300
- 450 ✓
- 250

The correct answer is: 450

Question 11

Correct

Mark 1.00 out of 1.00

Which is the right chronological order of the process of customer acquisition through the sales funnel?

- Interest, awareness, consideration, intent, evaluation, purchase
- Awareness, interest, consideration, intent, evaluation, purchase ✓
- Intent, awareness, Interest, consideration, evaluation, purchase
- Consideration, awareness, Interest, intent, evaluation, purchase

The correct answer is: Awareness, interest, consideration, intent, evaluation, purchase

Question 12

Correct

Mark 1.00 out of 1.00

Select the INCORRECT statement.

- Monopolists have simple type of products with great barrier for new entrants.
- Companies in a perfect competition market have high pricing power and high entry barriers against competition. ✓
- Oligopolistic markets have differentiated product types with high barrier for new entrants and limited pricing power.
- Markets with perfect competition have homogenous products without any pricing power.
- Perfect competition market exerts hardly any resistance to new entrants.

The correct answer is: Companies in a perfect competition market have high pricing power and high entry barriers against competition.

Question 13

Correct

Mark 1.00 out of 1.00

An angel investor values a startup at ₹ 10,000, after which the angel invests ₹ 5,000 in the company? This is the first time the startup is raising money from outside the founders.

What is the percentage holding of the founders before the above investment?

- a. 66.66%
- b. 33.33%
- c. 100% ✓
- d. None of the above

The correct answer is: 100%

Question 14

Incorrect

Mark 0.00 out of 1.00

A new venture raises ₹ 20 million at a pre-money valuation of ₹ 20 million in the form of pure participating preference shares. The venture has a liquidation event for ₹ 50 million. How much money the founders receive?

- a. ₹ 15 million ✖
- b. ₹ 30 million
- c. ₹ 25 million
- d. ₹ 20 million

The correct answer is: ₹ 30 million

Question 15

Correct

Mark 1.00 out of 1.00

Why storytelling is important in startup success?

- A. Because it is possible to motivate employees to work passionately by connecting your vision with a great cause through a story.
- B. 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 of a large number of people.
- C. You tell your story to customers, who value companies that are engaged in alleviating great social malaise and would buy products offered by such companies.
- D. A story can do a better job than the quality of your product and advertisement.

Choose the correct

- A, B, & D
- A, B, & C ✓
- A, C, & D
- B, C, & D

The correct answer is: A, B, & C

Question 16

Incorrect

Mark 0.00 out of 1.00

The following data are related to a company for the financial year 2019-2020.

Amortization: Rs. 50

Interest payment: Rs.100

Income tax: 100

Depreciation: Rs.100

Other operating expenses: Rs.450

Dividend: Rs.200

Gross profit: Rs.900

What is the operating profit for the year 2019-20?

- a. 200
- b. 300
- c. 450
- d. 400



The correct answer is: 300

Question 17

Correct

Mark 1.00 out of 1.00

Guy Kawasaki recommended

- Twenty-minute presentation, ten slides, and minimum thirty font size
- Ten-minute presentation, twenty slides, and minimum thirty font size
- Thirty-minute presentation, twenty slides, and minimum ten font size
- Twenty-minute presentation, thirty slides, and minimum ten font size



The correct answer is: Twenty-minute presentation, ten slides, and minimum thirty font size

Question 18

Correct

Mark 1.00 out of 1.00

Which of the following combination is INCORRECT?

- Price = Cost to the customers or pain to the customers.
- People = the product-market-fit and try alleviating the pain as far as possible. ✓
- Product = customer solution that relieves their pain
- Promotion = Convenience to the customer.
- Place = Communicate with customers and deliver the goods or services.

The correct answer is: People = the product-market-fit and try alleviating the pain as far as possible.

Question 19

Incorrect

Mark 0.00 out of 1.00

A company has procured an asset for ₹ 150 at the beginning of the financial year 2017-18. The asset has useful life of 5 years and the salvage value of the asset has been estimated at ₹ 50. The company follows a policy of 10% depreciation wherever applicable. Estimate the depreciation for the year 2017-18 using straight-line method and find out the book value of the said asset as on 31.03.2018. (be mindful of excess data than necessary).

- a. 80
- b. 130
- c. 135 ✗
- d. 140

The correct answer is: 130

Question 20

Correct

Mark 1.00 out of 1.00

You have a business of manufacturing and selling bread. Now, you want to diversify your product range. You think that customers are interested in sugar-free sweet bread. However, before investing in all infrastructure for manufacturing and going to market with the sugar-free sweet bread, you want to get real data on consumer preferences. So, you want to commission a market research to know this for sure. Which of the following you will adopt?

- By source: primary, by method: quantitative, by objective: descriptive ✓
- By source: primary, by method: qualitative, by objective: descriptive
- By source: primary, by method: quantitative, by objective: exploratory
- By source: secondary, by method: quantitative, by objective: descriptive
- By source: secondary, by method: qualitative, by objective: exploratory

The correct answer is: By source: primary, by method: quantitative, by objective: descriptive

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Grade 11.00 out of 20.00 (55%)

Question 1

Correct

Mark 1.00 out of 1.00

Which is the right chronological order of the process of customer acquisition through the sales funnel?

- Consideration, awareness, Interest, intent, evaluation, purchase
- Interest, awareness, consideration, intent, evaluation, purchase
- Intent, awareness, Interest, consideration, evaluation, purchase
- Awareness, interest, consideration, intent, evaluation, purchase



The correct answer is: Awareness, interest, consideration, intent, evaluation, purchase

Question 2

Incorrect

Mark 0.00 out of 1.00

A new venture raises ₹ 10 million at a pre-money valuation of ₹ 10 million in the form of 1x liquidation participating preference shares. The venture has a liquidation event for ₹ 20 million. How much money the founders receive?

- a. ₹ 10 million
- b. ₹ 0 million
- c. ₹ 20 million
- d. ₹ 5 million



The correct answer is: ₹ 5 million

Question 3

Correct

Mark 1.00 out of 1.00

Long after the traditional candle lamp lost its primary use as an essential light source, "Yankee Candle" was launched at a very high price with one candle selling at more than ₹ 5,000/. Each candle of high-quality wax is contained in a smart-looking glass jar, is nicely packed, and emits a variety of aromas. Customers can pick up the ones with the aroma they like. At the end of the day, back from the office, they can lighten the candle, immerse in some music of choice and forget the day's travail.

Yankee Candles are facing high price because of the product differentiation created in the form of

- Product features
- Customer experience ✓
- Premium price
- The aesthetic design of the packaging

The correct answer is: Customer experience

Question 4

Correct

Mark 1.00 out of 1.00

The following data are related to a company for the financial year 2019-2020.

Gross profit: ₹ 500

Interest payment: ₹ 50

Depreciation: ₹ 50

Other operating expenses: ₹ 200

Dividend: ₹ 100

Reserves and surplus as of 31-3-2019: ₹ 1000

The company pays income tax @30%

What are the reserves and surplus of the company as of 31-3-2020?

- a. ₹ 970
- b. ₹ 1070
- c. ₹ 1140
- d. ₹ 1040 ✓

The correct answer is: ₹ 1040

Question 5

Correct

Mark 1.00 out of 1.00

The following information pertains to a company for a particular year:

Sales: ₹ 800
Closing Stock: ₹ 100
Depreciation: ₹ 100
Opening Stock: ₹ 50
Amortization: ₹ 100
Purchase of goods: ₹ 400

What is the gross profit for the period?

- a. ₹ 250
- b. ₹ 450
- c. ₹ 350
- d. ₹ 300



The correct answer is: ₹ 450

Question 6

Correct

Mark 1.00 out of 1.00

Guy Kawasaki recommended

- Thirty-minute presentation, twenty slides, and minimum ten font size
- Twenty-minute presentation, ten slides, and minimum thirty font size
- Twenty-minute presentation, thirty slides, and minimum ten font size
- Ten-minute presentation, twenty slides, and minimum thirty font size



The correct answer is: Twenty-minute presentation, ten slides, and minimum thirty font size

Question 7

Incorrect

Mark 0.00 out of 1.00

A company has procured an asset for ₹ 150 at the beginning of the financial year 2017-18. The asset has useful life of 5 years and the salvage value of the asset has been estimated at ₹ 50. The company follows a policy of 10% depreciation wherever applicable. Estimate the depreciation for the year 2017-18 using straight-line method and find out the book value of the said asset as on 31.03.2018. (be mindful of excess data than necessary).

- a. 80
- b. 130
- c. 140 ✖
- d. 135

The correct answer is: 130

Question 8

Incorrect

Mark 0.00 out of 1.00

Which of the following is NOT true?

- Create a viral loop, choose the right growth engine, and leverage everywhere including marketing to achieve high growth.
- Premature growth may ruin your business and waste your resources. ✖
- Growth is the most important for success of business and higher the growth better it is.
- Growth without support by product-market-fit may not be sustainable.
- Startups take the help of growth hackers to achieve super growth.

The correct answer is: Growth is the most important for success of business and higher the growth better it is.

Question 9

Correct

Mark 1.00 out of 1.00

The following data are related to a company for the financial year 2016-2017.

Gross profit: Rs.700

Interest payment: Rs.50

Depreciation: Rs.50

Salary: 250

Rent: 50

Other operating expenses: Rs.200

Dividend: Rs.100

What is the operating profit for the company during 2016-17?

- 200
- 250
- 150
- 50



The correct answer is: 150

Question 10

Correct

Mark 1.00 out of 1.00

Suppose the total depreciable 'Fixed Assets' as on 31.03.2017 is ₹ 1700 and the company purchases a machine during the year for ₹ 500 and sells an old machine of book value ₹ 200. The company follows Declining Value Method of depreciation @10% (the method followed in the example sum). What is the depreciation for the year 2017-18?

Options:

- a. ₹ 270
- b. ₹ 220
- c. ₹ 170
- d. ₹ 200



The correct answer is: ₹ 200

Question 11

Correct

Mark 1.00 out of 1.00

The following data are related to a company for the financial year 2019-2020.

Amortization: Rs. 50

Interest payment: Rs.100

Income tax: 100

Depreciation: Rs.100

Other operating expenses: Rs.450

Dividend: Rs.200

Gross profit: Rs.900

What is the operating profit for the year 2019-20?

- a. 200
- b. 300
- c. 450
- d. 400



The correct answer is: 300

Question 12

Incorrect

Mark 0.00 out of 1.00

Which of the following statements is NOT correct as regards the business model canvas?

- The revenue model is one of the blocks that explains the ways and means for an enterprise to earn money.
- The value proposition is the central part and it explains how the value proposition is made, how is it dispensed to the market segment, and some idea on profitability thereof.
- The vision, mission, and value statement is one of the important building blocks of the business model canvas.
- The cost structure is one of the blocks that explains the various expenses to be incurred to dispense the value proposed.



The correct answer is: The vision, mission, and value statement is one of the important building blocks of the business model canvas.

Question 13

Incorrect

Mark 0.00 out of 1.00

Which of the following is definitely not an assumption in break-even point analysis?

- Change in volume of sales does not affect the price of the product. ✖
- Closing stock is equal to opening stock plus purchase minus stock sold during the year.
- Change in volume of sales does not change in fixed cost.
- The cost can be divided into fixed and variable.

The correct answer is: Closing stock is equal to opening stock plus purchase minus stock sold during the year.

Question 14

Incorrect

Mark 0.00 out of 1.00

Identify the correct statement out of the following:

- Moving forward, everything that can be personalized will be personalized to offer the best experience to customers.
- Using natural products instead of plastic is a part of the promotion of the circular economy.
- The car aggregator business is an example of collaborative consumption. ✖
- Lean startup philosophy is a new business trend.

The correct answer is: Moving forward, everything that can be personalized will be personalized to offer the best experience to customers.

Question 15

Correct

Mark 1.00 out of 1.00

The cash balance of a company as of 31-03-2019: ₹ 350.

During the financial year 2019-2020,

Cash flow from operating activity: ₹ 300

Reserves and surplus as of 31.03.2020: ₹ 50

Cash flow from investment activity: (-) ₹ 150

Cash flow from financing activity: (-) ₹ 70

What is the cash balance of the company as of 31-03-2020?

- ₹ 500
- ₹ 430 ✓
- ₹ 530
- ₹ 450

The correct answer is: ₹ 430

Question 16

Correct

Mark 1.00 out of 1.00

Which of the following is one of the causes of the chasm? Choose the best answer.

- Product not gaining acceptance by the early majority of the customers and lack of organizational preparedness to manage growth. ✓
- Running out of cash and not being able to continue to operate.
- Customers do not buy the products due to the lack of product-market-fit.
- A company fails in successfully validating its products by the customers in the respective market.

The correct answer is: Product not gaining acceptance by the early majority of the customers and lack of organizational preparedness to manage growth.

Question 17

Incorrect

Mark 0.00 out of 1.00

Which one of the following is not a direct expense?

- Depreciation
- Consumable ✖
- Raw material
- Wages

The correct answer is: Depreciation

Question 18

Incorrect

Mark 0.00 out of 1.00

The following data are related to a company for the financial year 2016-2017.

Gross profit: Rs.800

Interest payment: Rs.50

Depreciation: Rs.50

Other operating expenses: Rs.400

Dividend: Rs.100

Assume that the company doesn't pay any income tax, what is the retained profit?

- 100
- 150 ✖
- 300
- 200

The correct answer is: 200

Question 19

Correct

Mark 1.00 out of 1.00

Which of the following statements concerning marketing research is **correct**?

- Secondary market research (gathering secondary data) is quicker than primary research. ✓
- Secondary research (gathering secondary data) involves personal interviews with the potential customers, and thus, is costlier than primary data collection.
- Data obtainable from secondary sources are used for in-depth analysis of market acceptance of a product.
- The primary market research (primary data collection) is often a useful precursor to secondary research.
- Secondary data can be organized in-house through a questionnaire survey.

The correct answer is: Secondary market research (gathering secondary data) is quicker than primary research.

Question 20

Incorrect

Mark 0.00 out of 1.00

Which among the following is a correct statement?

- The circle of competence is the core area of the knowledge domain of your key employees.
- The circle of competency means your knowledge domain that you think you are expert in. ✗
- If you start a business in the domain of your circle of competence you will surely achieve success.
- One may not be a genius, but may achieve great success by focusing and remaining within his/her circle of competence.

The correct answer is: One may not be a genius, but may achieve great success by focusing and remaining within his/her circle of competence.

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Question 1

Correct

Mark 1.00 out of 1.00

Which one of the following is not a direct expense?

- Raw material
- Consumable
- Depreciation
- Wages



The correct answer is: Depreciation

Question 2

Correct

Mark 1.00 out of 1.00

The unit selling price of a product: ₹ 300

Total all-inclusive variable cost per unit: ₹ 200

Total fixed cost per year: ₹ 2,00,000

Raw material cost per unit: ₹ 80

Depreciation: ₹ 10,000

What is the breakeven point in number-of-units? (be mindful of redundant data)

- 2,000
- 1,112
- 10,000
- 20,000



The correct answer is: 2,000

Question 3

Correct

Mark 1.00 out of 1.00

Which of the following is NOT part of the primary sources of data for market research?

- Newspaper. ✓
- Questionnaire through internet.
- Observation
- Survey
- Focused group and interviews thereof.

The correct answer is: Newspaper.

Question 4

Correct

Mark 1.00 out of 1.00

Which of the following is NOT correct about marketing mix?

- Marketing mix includes 'product' and it focuses on the product-market-fit, competitive advantage in terms of differentiators, quality, efficacy, branding, and such.
- Marketing mix includes 'pricing' to enhance sales by offering competitive price, easy payment terms, bundle offer, etc.
- Marketing mix includes 'promotion' including advertisement, public relation, social network, content marketing and more.
- Marketing mix includes 'place' such as delivery channels, purchase & payment method, and after-sales services.
- Marketing mix includes 'process' and it includes how the process technology can help the company to optimize resources and offer the best value for the customers' money. ✓

The correct answer is: Marketing mix includes 'process' and it includes how the process technology can help the company to optimize resources and offer the best value for the customers' money.

Question 5

Correct

Mark 1.00 out of 1.00

By applying a lean start-up process a company has reduced its variable cost by 10% without changing the fixed cost. What will happen to the operating leverage?

- The question is inappropriate since both fixed cost and variable cost are unrelated to operating leverage.
- No change since operating leverage is related to fixed cost.
- It will go up ✓
- It will go down

The correct answer is: It will go up

Question 6

Correct

Mark 1.00 out of 1.00

For a company, the fixed cost $F = ₹ 50,000$ per year, the variable cost $V = ₹ 20$ per unit, selling price $S = ₹ 30$ per unit. How many units the company should produce and sell to make a profit of ₹ 5,000?

- 6,500
- 5,500 ✓
- 5,000
- 10,000

The correct answer is: 5,500

Question 7

Correct

Mark 1.00 out of 1.00

The following data are related to a company for the financial year 2019-2020.

Gross profit: ₹ 600

Amortization: ₹ 10

Interest payment: ₹ 50

Depreciation: ₹ 40

Other operating expenses: ₹ 200

Dividend: ₹ 100

If the income tax is 30% what is the retained profit?

- a. ₹ 40
- b. ₹ 60
- c. ₹ 80
- d. ₹ 110



The correct answer is: ₹ 110

Question 8

Correct

Mark 1.00 out of 1.00

As per Sam Altman, the ideal number of co-founders is

- Depends on the required skills
- Two to three
- You can decide as you grow and meet smart people.
- Three to four



The correct answer is: Two to three

Question 9

Correct

Mark 1.00 out of 1.00

- A. Net profit
- B. Increase in inventory
- C. Sale of the old machine
- D. The decrease in trade payable
- E. Increase in trade receivables
- F. Increase in the short-term loan

Which of the above are cash outflows?

- A, B & E
- B, D & E ✓
- A, C & E
- B, C & D

The correct answer is: B, D & E

Question 10

Correct

Mark 1.00 out of 1.00

Which of the following is correct about the Waterfall model of product development?

- It is a key component of the design thinking process of new product development.
- It is a linear process of product development that follows one-way progression. ✓
- It is a validated learning process that follows the build-measure-learn feedback process.
- It is an iterative process that requires receiving feedback at every stage.

The correct answer is: It is a linear process of product development that follows one-way progression.

Question 11

Correct

Mark 1.00 out of 1.00

Suppose the total depreciable 'Fixed Assets' as on 31.03.2017 is ₹ 1700 and the company purchases a machine during the year for ₹ 500 and sells an old machine of book value ₹ 200. The company follows Declining Value Method of depreciation @10% (the method followed in the example sum). What is the depreciation for the year 2017-18?

Options:

- a. ₹ 270
- b. ₹ 170
- c. ₹ 220
- d. ₹ 200



The correct answer is: ₹ 200

Question 12

Correct

Mark 1.00 out of 1.00

An angel investor values a startup at ₹ 10,000, after which the angel invests ₹ 5,000 in the company? This is the first time the startup is raising money from outside the founders.

What is the percentage holding of the founders after the above investment?

- a. 100%
- b. 33.33%
- c. 50%
- d. 66.66%



The correct answer is: 66.66%

Question 13

Correct

Mark 1.00 out of 1.00

The following data are related to a company for the financial year 2019-2020.

Gross profit: Rs.500

Interest payment: Rs.50

Depreciation: Rs.50

Other operating expenses: Rs.200

Dividend: Rs.100

Reserves and surplus as of 31-3-2019: 1000

The company pays income tax @30%

What are the reserves and surplus of the company as of 31-3-2020?

- 1140
- 1040
- 970
- 1070



The correct answer is: 1040

Question 14

Incorrect

Mark 0.00 out of 1.00

Which of the following is definitely not an assumption in break-even point analysis?

- Change in volume of sales does not change in fixed cost.
- The cost can be divided into fixed and variable.
- Change in volume of sales does not affect the price of the product.
- Closing stock is equal to opening stock plus purchase minus stock sold during the year.



The correct answer is: Closing stock is equal to opening stock plus purchase minus stock sold during the year.

Question 15

Incorrect

Mark 0.00 out of 1.00

The following is the breakup of equity and liabilities of an enterprise as of date.

- A. Equity: ₹ 10,000
- B. Preference capital: ₹ 15,000
- C. Secured debt (loan): ₹ 5,000

The company is being liquidated through court order for a sum of ₹ 19,000.

How much money the equity shareholders receive?

- a. ₹ 19,000 is distributed proportionately, so equity holders receive ₹ 15,789
- b. ₹ 0
- c. ₹ 10,000
- d. ₹ 1,000



The correct answer is: ₹ 0

Question 16

Correct

Mark 1.00 out of 1.00

Out of the following options which is the most compelling reason for recruiting new employees?

- Filling a key knowledge gap
- You get an opportunity to recruit a top-class person with some key skill-set that you ordinarily do not come across.
- Recommendation for a candidate by your investors.
- Social responsibility to create jobs.



The correct answer is: Filling a key knowledge gap

Question 17

Incorrect

Mark 0.00 out of 1.00

A company has procured an asset for ₹ 150 at the beginning of the financial year 2017-18. The asset has useful life of 5 years and the salvage value of the asset has been estimated at ₹ 50. The company follows a policy of 10% depreciation wherever applicable. Estimate the depreciation for the year 2017-18 using declining value (reducing value) method and determine the book value of the said asset as on 31.03.2018?

- a. 130
- b. 80
- c. 140 ✗
- d. 135

The correct answer is: 135

Question 18

Correct

Mark 1.00 out of 1.00

Which of the following are components of the lean startup?

- A. Repeated experimentation and iteration
- B. A detailed plan about the shortest possible execution to ensure the quick and successful start of the venture.
- C. Customer feedback
- D. Building an MVP

- A, C, & D ✓
- B, C, & D
- A, B, & C
- A, B, & D

The correct answer is: A, C, & D

Question 19

Incorrect

Mark 0.00 out of 1.00

A new venture raises ₹ 10 million at a pre-money valuation of ₹ 10 million in the form of 2x liquidation participating preference shares. The venture has a liquidation event for ₹ 20 million. How much money the founders receive?

- a. ₹ 0 million
- b. ₹ 5 million
- c. ₹ 10 million
- d. ₹ 20 million ✖

The correct answer is: ₹ 0 million

Question 20

Correct

Mark 1.00 out of 1.00

Which of the following is not part of operating expense?

- a. Cost of goods sold ✓
- b. Amortization
- c. Salary
- d. Depreciation

The correct answer is: Cost of goods sold

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Time taken 35 mins 2 secs

Grade 13.00 out of 20.00 (65%)

Question 1

Correct

Mark 1.00 out of 1.00

Which of the following is NOT true?

- Growth is the most important for success of business and higher the growth better it is. ✓
- Create a viral loop, choose the right growth engine, and leverage everywhere including marketing to achieve high growth.
- Growth without support by product-market-fit may not be sustainable.
- Premature growth may ruin your business and waste your resources.
- Startups take the help of growth hackers to achieve super growth.

The correct answer is: Growth is the most important for success of business and higher the growth better it is.

Question 2

Incorrect

Mark 0.00 out of 1.00

Which of the following sentences is correct? Choose the one that appears the most appropriate.

- Those who are ahead of the trend or at least at the forefront of the trend, tend to enjoy natural advantages.
- Trend provides a great opportunity for starting new ventures with assured success.
- One must start a business based on the forecast of the technology trend in the respective field to achieve definite success. ✗
- Startups who operate at the forefront of the trend enjoy first-mover advantage and always become successful.

The correct answer is: Those who are ahead of the trend or at least at the forefront of the trend, tend to enjoy natural advantages.

Question 3

Incorrect

Mark 0.00 out of 1.00

You and your friend have started a startup and have raised ₹ 500 in exchange for equity at a pre-money valuation ₹ 1500. What is the combined holding of two of you (you and your friend) in the company after the investment round?

- a. 50%
- b. 66.67%
- c. 100%
- d. 75%



The correct answer is: 75%

Question 4

Incorrect

Mark 0.00 out of 1.00

Which among the following is a correct statement?

- If you start a business in the domain of your circle of competence you will surely achieve success.
- One may not be a genius, but may achieve great success by focusing and remaining within his/her circle of competence.
- The circle of competence is the core area of the knowledge domain of your key employees.
- The circle of competency means your knowledge domain that you think you are expert in.



The correct answer is: One may not be a genius, but may achieve great success by focusing and remaining within his/her circle of competence.

Question 5

Correct

Mark 1.00 out of 1.00

An angel investor values a startup at ₹ 10,000, after which the angel invests ₹ 5,000 in the company? This is the first time the startup is raising money from outside the founders.

What is the percentage holding of the founders after the above investment?

- a. 33.33%
- b. 50%
- c. 100%
- d. 66.66%



The correct answer is: 66.66%

Question 6

Incorrect

Mark 0.00 out of 1.00

A company has procured an asset for ₹ 150 at the beginning of the financial year 2017-18. The asset has useful life of 5 years and the salvage value of the asset has been estimated at ₹ 50. The company follows a policy of 10% depreciation wherever applicable. Estimate the depreciation for the year 2017-18 using straight-line method. (be mindful of excess data than necessary).

- a. 10
- b. 20
- c. 15 ✗
- d. None of the above

The correct answer is: 20

Question 7

Correct

Mark 1.00 out of 1.00

An angel investor values a startup at ₹ 10,000, after which the angel invests ₹ 5,000 in the company? This is the first time the startup is raising money from outside the founders.

What is the percentage holding of the founders before the above investment?

- a. 66.66%
- b. 33.33%
- c. 100% ✓
- d. None of the above

The correct answer is: 100%

Question 8

Correct

Mark 1.00 out of 1.00

The following data pertain to a company for the year 2017-18:

Sales: 2000

Closing stock as on 31.03.2018: 500

Closing stock as on 31.03.2017: 600

Purchase of goods during the current year: 1500

Payment of dividend during the year: 100

Estimate the Gross Profit. (be mindful of excess data than necessary).

- a. 400
- b. 500
- c. 550
- d. 600



The correct answer is: 400

Question 9

Correct

Mark 1.00 out of 1.00

How does a lean startup work? Choose the correct option.

- Write a business plan, approach to investors, follow the build, operate, and validate in iterating process of product development.
- Define hypothesis based on a customers' pain, build MVP, get it validated by early adopters, rebuild based on learning, continue the validated learning cycle.
- Prepare business model canvas, validate the hypothesis, refine your product, follow build, measure, and learn processes.
- Have a lean team, lean business model, lean customer base, and lean logistics to ensure quick execution, higher margin, and sustainable business success.



The correct answer is: Define hypothesis based on a customers' pain, build MVP, get it validated by early adopters, rebuild based on learning, continue the validated learning cycle.

Question 10

Incorrect

Mark 0.00 out of 1.00

A new venture raises ₹ 10 million at a pre-money valuation of ₹ 10 million in the form of debt. What is the percentage holding of the founders after the investment round?

- a. 33%
- b. 100%
- c. 66.66%
- d. 50% ✖

The correct answer is: 100%

Question 11

Incorrect

Mark 0.00 out of 1.00

Arrange the following in the order of importance in the context of the success of a startup as suggested by Bill Gross (most important first)

- Team, Timing, Business model, Team
- Timing, Team, Idea, execution ✖
- Timing, Team, execution, Idea
- Team, Timing, idea, execution

The correct answer is: Timing, Team, execution, Idea

Question 12

Correct

Mark 1.00 out of 1.00

Which of the following is the correct interpretation of the construct 'owners' mindset' in the context of entrepreneurship?

- A. The sense that the company is theirs and that the prosperity of the company is aligned with their personal prosperity.
- B. The sense that the company belong to them and they should try to take away as much from the company as possible.
- C. One is as responsible as the owners and would take all the actions that are for the best interest of the company.
- D. To avoid bureaucracy and take immediate and appropriate action without waiting for instructions from hierarchy or the sense that it is someone else's responsibility.
- E. It is the sense that the founders are the owners and have the most responsibility and control of the business.

- A, C, D, & E
- A, C, & D ✓
- A, B, D
- A, B, C, & E

The correct answer is: A, C, & D

Question 13

Correct

Mark 1.00 out of 1.00

Crossing the chasm refers to

- A growth stage of a startup when it tries to acquire customers of the 'Early Majority' type. ✓
- Crossing the valley of death that lies at the early stage of a startup.
- A growth stage of a startup when it tries to acquire customers of the 'Early Adopter' type.
- It is a phase of a startup when its product or service receives customers' acceptance for the first time.

The correct answer is: A growth stage of a startup when it tries to acquire customers of the 'Early Majority' type.

Question 14

Correct

Mark 1.00 out of 1.00

Which of the following statements is most appropriate?

- A business model describes the rationale of how an organization creates, delivers, and captures value, in economic, social, cultural, or other contexts. ✓
- A business model describes the rationale of how an organization builds a team, identifies opportunities, and goes-to-market.
- A business model is mostly a written document or slide deck delineating the process of execution, marketing and growth plan, and the projected financial performance.
- A business model describes the rationale of how an organization develops products or services using modern cutting-edge and futuristic technologies.

The correct answer is: A business model describes the rationale of how an organization creates, delivers, and captures value, in economic, social, cultural, or other contexts.

Question 15

Correct

Mark 1.00 out of 1.00

Which one of the following is not a direct expense?

- Consumable
- Depreciation ✓
- Wages
- Raw material

The correct answer is: Depreciation

Question 16

Incorrect

Mark 0.00 out of 1.00

- A. Net profit
- B. Increase in inventory
- C. Sale of the old machine
- D. The decrease in trade payable
- E. Increase in trade receivables
- F. Increase in the short-term loan

Which of the above are cash outflows?

- A, C & E
- A, B & E X
- B, C & D X
- B, D & E

The correct answer is: B, D & E

Question 17

Correct

Mark 1.00 out of 1.00

Use the following data to answer the question following them:

Sales: Rs. 1000

Purchase of equipment: 20

Closing Stock: Rs.200

Opening Stock: Rs.150

Payment of electricity bill: 10

Purchase of goods: Rs.500

What is the gross profit?

- 550 ✓
- 520
- 350
- 530

The correct answer is: 550

Question 18

Correct

Mark 1.00 out of 1.00

The storytelling example of Huggies is about _____

- Online marketing
- Social media marketing
- Content marketing
- Public Relation marketing



The correct answer is: Content marketing

Question 19

Correct

Mark 1.00 out of 1.00

The following data are related to a company for the financial year 2019-2020.

Gross profit: Rs.600

Amortization: 10

Interest payment: Rs.50

Depreciation: Rs.40

Other operating expenses: Rs.200

Dividend: Rs.100

If the income tax is 30% what is the retained profit?

- 80
- 60
- 110
- 40



The correct answer is: 110

Question 20

Correct

Mark 1.00 out of 1.00

For a company, the fixed cost $F = ₹ 50,000$ per year, the variable cost $V = ₹ 20$ per unit, selling price $S = ₹ 30$ per unit. How many units the company should produce and sell to make a profit of ₹ 5,000?

- 6,500
- 10,000
- 5,000
- 5,500



The correct answer is: 5,500

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Grade 8.00 out of 20.00 (40%)

Question 1

Incorrect

Mark 0.00 out of 1.00

A new venture raises ₹ 10 million at a pre-money valuation of ₹ 10 million in the form of 1x liquidation participating preference shares. The venture has a liquidation event for ₹ 20 million. How much money the founders receive?

- a. ₹ 20 million
- b. ₹ 0 million
- c. ₹ 5 million
- d. ₹ 10 million



The correct answer is: ₹ 5 million

Question 2

Correct

Mark 1.00 out of 1.00

The following data are related to a company for the financial year 2019-2020.

Gross profit: Rs.600

Amortization: 10

Interest payment: Rs.50

Depreciation: Rs.40

Other operating expenses: Rs.200

Dividend: Rs.100

If the income tax is 30% what is the retained profit?

- 60
- 110
- 80
- 40



The correct answer is: 110

Question 3

Correct

Mark 1.00 out of 1.00

Which of the following statements is most appropriate?

- A business model is mostly a written document or slide deck delineating the process of execution, marketing and growth plan, and the projected financial performance.
- A business model describes the rationale of how an organization develops products or services using modern cutting-edge and futuristic technologies.
- A business model describes the rationale of how an organization creates, delivers, and captures value, in economic, social, cultural, or other contexts. ✓
- A business model describes the rationale of how an organization builds a team, identifies opportunities, and goes-to-market.

The correct answer is: A business model describes the rationale of how an organization creates, delivers, and captures value, in economic, social, cultural, or other contexts.

Question 4

Correct

Mark 1.00 out of 1.00

Long after the traditional candle lamp lost its primary use as an essential light source, "Yankee Candle" was launched at a very high price with one candle selling at more than ₹ 5,000/- . Each candle of high-quality wax is contained in a smart-looking glass jar, is nicely packed, and emits a variety of aromas. Customers can pick up the ones with the aroma they like. At the end of the day, back from the office, they can lighten the candle, immerse in some music of choice and forget the day's travail.

Yankee Candles are facing high price because of the product differentiation created in the form of

- The aesthetic design of the packaging
- Product features
- Premium price
- Customer experience ✓

The correct answer is: Customer experience

Question 5

Incorrect

Mark 0.00 out of 1.00

Which of the following is correct about the Waterfall model of product development?

- It is a key component of the design thinking process of new product development. ✗
- It is an iterative process that requires receiving feedback at every stage.
- It is a linear process of product development that follows one-way progression.
- It is a validated learning process that follows the build-measure-learn feedback process.

The correct answer is: It is a linear process of product development that follows one-way progression.

Question 6

Incorrect

Mark 0.00 out of 1.00

Marketing or sales funnel is

- Channel of step-wise customer acquisition
- A logistic funnel through which products make their journey from the factory to the customers.
- A funnel for evaluation of customer satisfaction
- Channel for market segment identification ✗

The correct answer is: Channel of step-wise customer acquisition

Question 7

Correct

Mark 1.00 out of 1.00

Which of the following is not facilitated by market segmentation?

- To understand the customer better
- Determine the requirement of fund for development of a product ✓
- It helps to understand competition and the demand-supply gap
- To create product differentiation

The correct answer is: Determine the requirement of fund for development of a product

Question 8

Correct

Mark 1.00 out of 1.00

Which is the right chronological order of the process of customer acquisition through the sales funnel?

- Interest, awareness, consideration, intent, evaluation, purchase
- Awareness, interest, consideration, intent, evaluation, purchase ✓
- Consideration, awareness, Interest, intent, evaluation, purchase
- Intent, awareness, Interest, consideration, evaluation, purchase

The correct answer is: Awareness, interest, consideration, intent, evaluation, purchase

Question 9

Incorrect

Mark 0.00 out of 1.00

Which of the following is not an essential component of the elevator Pitch or speech?

- An elevator pitch should be no longer than 60 seconds, ideally 20 to 30 seconds long
- Speak as fast as you can since the time is short and you want to convey as much information as possible.
- You should explain why you think that you have a winning proposition. What is your USP and what are your competitive advantages.
- Remain open to interjection by your audience at any time. ✗

The correct answer is: Speak as fast as you can since the time is short and you want to convey as much information as possible.

Question 10

Incorrect

Mark 0.00 out of 1.00

A company has procured an asset for ₹ 150 at the beginning of the financial year 2017-18. The asset has useful life of 5 years and the salvage value of the asset has been estimated at ₹ 50. The company follows a policy of 10% depreciation wherever applicable. Estimate the depreciation for the year 2017-18 using straight-line method. (be mindful of excess data than necessary).

- a. 10
- b. 20
- c. 15
- d. None of the above ✗

The correct answer is: 20

Question 11

Incorrect

Mark 0.00 out of 1.00

The outstanding balance in the long-term bank loan account as of 31-3-2019 is ₹ 7,500. During the year 2019-20, the company raises a fresh loan of ₹ 3,500, repays ₹ 1,000, and pays interest of Rs.2,000 charged during the year. What is the outstanding balance in the loan account as of 31-03-2020?

- ₹ 10,000
- ₹ 7,500
- ₹ 8,000 ✗
- ₹ 8,500

The correct answer is: ₹ 10,000

Question 12

Incorrect

Mark 0.00 out of 1.00

Which among the following is a correct statement?

- The circle of competency means your knowledge domain that you think you are expert in. ✗
- If you start a business in the domain of your circle of competence you will surely achieve success.
- The circle of competence is the core area of the knowledge domain of your key employees.
- One may not be a genius, but may achieve great success by focusing and remaining within his/her circle of competence.

The correct answer is: One may not be a genius, but may achieve great success by focusing and remaining within his/her circle of competence.

Question 13

Correct

Mark 1.00 out of 1.00

Which of the following is not part of operating expense?

- a. Cost of goods sold ✓
- b. Amortization
- c. Salary
- d. Depreciation

The correct answer is: Cost of goods sold

Question 14

Correct

Mark 1.00 out of 1.00

In 1903, DuPont systematized capital-budgeting techniques. A few years later, the company also developed a standardized way of estimating the return on investment.

They used it in comparing the performance of its numerous product departments.

These innovations and more helped DuPont become one of America's industrial giants.

- This falls under management innovation. ✓
- This is a core part of business process management that gave DuPont many patents.
- This is an accounting innovation giving DuPont huge competitive advantages.
- This is an innovation that gave the end-beneficiary enormous advantages and thus DuPont enjoyed competitive advantages for many years to come.

The correct answer is: This falls under management innovation.

Question 15

Incorrect

Mark 0.00 out of 1.00

Crossing the chasm refers to

- Crossing the valley of death that lies at the early stage of a startup.
- It is a phase of a startup when its product or service receives customers' acceptance for the first time.
- A growth stage of a startup when it tries to acquire customers of the 'Early Majority' type.
- A growth stage of a startup when it tries to acquire customers of the 'Early Adopter' type. ✗

The correct answer is: A growth stage of a startup when it tries to acquire customers of the 'Early Majority' type.

Question 16

Incorrect

Mark 0.00 out of 1.00

The following is the breakup of equity and liabilities of an enterprise as of date.

- A. Equity: ₹ 10,000
- B. Preference capital: ₹ 15,000
- C. Secured debt (loan): ₹ 5,000

The company is being liquidated through court order for a sum of ₹ 19,000.

How much money the equity shareholders receive?

- a. ₹ 10,000
- b. ₹ 1,000
- c. ₹ 19,000 is distributed proportionately, so equity holders receive ₹ 15,789
- d. ₹ 0



The correct answer is: ₹ 0

Question 17

Incorrect

Mark 0.00 out of 1.00

A new venture raises ₹ 20 million at a pre-money valuation of ₹ 20 million in the form of pure participating preference shares. The venture has a liquidation event for ₹ 50 million. How much money the founders receive?

- a. ₹ 25 million
- b. ₹ 15 million
- c. ₹ 20 million
- d. ₹ 30 million



The correct answer is: ₹ 30 million

Question 18

Incorrect

Mark 0.00 out of 1.00

Which of the following statements concerning marketing research is **correct**?

- Data obtainable from secondary sources are used for in-depth analysis of market acceptance of a product.
- Secondary data can be organized in-house through a questionnaire survey.
- Secondary research (gathering secondary data) involves personal interviews with the potential customers, and thus, is costlier X
- Secondary market research (gathering secondary data) is quicker than primary research.
- The primary market research (primary data collection) is often a useful precursor to secondary research.

The correct answer is: Secondary market research (gathering secondary data) is quicker than primary research.

Question 19

Correct

Mark 1.00 out of 1.00

The storytelling example of Huggies is about _____

- Content marketing ✓
- Social media marketing
- Online marketing
- Public Relation marketing

The correct answer is: Content marketing

Question 20

Incorrect

Mark 0.00 out of 1.00

A company has procured an asset for ₹ 150 at the beginning of the financial year 2017-18. The asset has useful life of 5 years and the salvage value of the asset has been estimated at ₹ 50. The company follows a policy of 10% depreciation wherever applicable. Estimate the depreciation for the year 2017-18 using declining value (reducing value) method and determine the book value of the said asset as on 31.03.2018?

- a. 140 X
- b. 135
- c. 80
- d. 130

The correct answer is: 135

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Time taken 35 mins

Grade 13.00 out of 20.00 (65%)

Question 1

Incorrect

Mark 0.00 out of 1.00

The following data are related to a company for the financial year 2018-2019.

Gross profit: ₹ 900

Interest payment: ₹ 50

Operating expenses excluding depreciation: ₹ 200

Dividend: ₹ 100

The book value of the fixed asset of the company as of 31-3-2016 was ₹ 500. The depreciation rate is 10%. The company purchases machinery worth ₹ 200 during the year 2018-19 and does not sell any of its fixed assets during the same year. What is the operating profit of the company during 2018-19?

- 600
- 630
- 430
- 530



The correct answer is: 630

Question 2

Correct

Mark 1.00 out of 1.00

The following data are related to a company for the financial year 2019-2020.

Gross profit: Rs.500

Interest payment: Rs.50

Depreciation: Rs.50

Other operating expenses: Rs.200

Dividend: Rs.100

Reserves and surplus as of 31-3-2019: 1000

The company pays income tax @30%

What are the reserves and surplus of the company as of 31-3-2020?

- 970
- 1140
- 1040
- 1070

The correct answer is: 1040

Question 3

Correct

Mark 1.00 out of 1.00

Which of the following is not facilitated by market segmentation?

- It helps to understand competition and the demand-supply gap
- To create product differentiation
- Determine the requirement of fund for development of a product
- To understand the customer better

The correct answer is: Determine the requirement of fund for development of a product

Question 4

Correct

Mark 1.00 out of 1.00

Which is the right chronological order of the process of customer acquisition through the sales funnel?

- Interest, awareness, consideration, intent, evaluation, purchase
- Consideration, awareness, Interest, intent, evaluation, purchase
- Awareness, interest, consideration, intent, evaluation, purchase ✓
- Intent, awareness, Interest, consideration, evaluation, purchase

The correct answer is: Awareness, interest, consideration, intent, evaluation, purchase

Question 5

Correct

Mark 1.00 out of 1.00

A company has procured an asset for ₹ 150 at the beginning of the financial year 2017-18. The asset has useful life of 5 years and the salvage value of the asset has been estimated at ₹ 50. The company follows a policy of 10% depreciation wherever applicable. Estimate the depreciation for the year 2017-18 using declining value (reducing value) method and determine the book value of the said asset as on 31.03.2018?

- a. 80
- b. 140
- c. 135 ✓
- d. 130

The correct answer is: 135

Question 6

Correct

Mark 1.00 out of 1.00

The storytelling example of Huggies is about _____

- Online marketing
- Public Relation marketing
- Content marketing ✓
- Social media marketing

The correct answer is: Content marketing

Question 7

Correct

Mark 1.00 out of 1.00

A new venture raises ₹ 20 million at a pre-money valuation of ₹ 20 million in the form of pure participating preference shares. The venture has a liquidation event for ₹ 50 million. How much money the founders receive?

- a. ₹ 15 million
- b. ₹ 20 million
- c. ₹ 30 million
- d. ₹ 25 million



The correct answer is: ₹ 30 million

Question 8

Incorrect

Mark 0.00 out of 1.00

In the life-cycle of a new enterprise, when is 'marketing research' relevant?

- When the company finds it difficult to find customers they should do marketing to reach out to acquire new customers and grow the business.
- Beginning from the idea to the time when the company is in the growth phase.
- Starting from the idea stage till the end of the company.
- When the enterprise is ready with their product and is ready to go to market and it is relevant till the product find acceptance to the customers.
- The company should do marketing when it reaches to the saturation stage so that they can find new customers to achieve further growth.



The correct answer is: Starting from the idea stage till the end of the company.

Question 9

Correct

Mark 1.00 out of 1.00

Which of the following is not part of operating expense?

- a. Cost of goods sold
- b. Amortization
- c. Depreciation
- d. Salary



The correct answer is: Cost of goods sold

Question 10

Correct

Mark 1.00 out of 1.00

The following data pertain to a company for the year 2017-18.

Gross profit: 700

Operating expenses: 300

Interest payment: 50

Payment of dividend: 30

Income tax payment: 20

Estimate the profit before tax. (be mindful of excess data than necessary).

Options:

- a. 230
- b. 200
- c. 350
- d. 180



The correct answer is: 350

Question 11

Correct

Mark 1.00 out of 1.00

The following information pertains to a company for a particular year:

Sales: Rs. 800

Closing Stock: Rs.100

Depreciation: 100

Opening Stock: Rs.50

Amortization: 100

Purchase of goods: Rs.400

What is the gross profit for the period?

- 350
- 250
- 450
- 300



The correct answer is: 450

Question 12

Incorrect

Mark 0.00 out of 1.00

You have come up with an idea of a new product and would like to understand whether it can be transformed into a new business. The first thing you are interested in is to understand whether the target market actually needs this product. Which of the following market research you should adopt? [Hint: you do not want to spend a fortune doing the market research and you really do not need to be too accurate at the early stage when the company has not yet developed the product]

- By source: secondary, by method: qualitative, by objective: exploratory
- By source: primary, by method: quantitative, by objective: descriptive
- By source: primary, by method: qualitative, by objective: descriptive ✖
- By source: primary, by method: quantitative, by objective: exploratory
- By source: secondary, by method: quantitative, by objective: descriptive

The correct answer is: By source: secondary, by method: qualitative, by objective: exploratory

Question 13

Incorrect

Mark 0.00 out of 1.00

Who among the following are NOT the potential good candidates for employment in your startup?

- Persons with demonstrable creative talent
- Persons with founder aspirations ✖
- Persons with long working experience.
- Failed or successful startup cofounder

The correct answer is: Persons with long working experience.

Question 14

Incorrect

Mark 0.00 out of 1.00

Identify the correct statement out of the following:

- Lean startup philosophy is a new business trend. ✖
- Using natural products instead of plastic is a part of the promotion of the circular economy.
- Moving forward, everything that can be personalized will be personalized to offer the best experience to customers.
- The car aggregator business is an example of collaborative consumption.

The correct answer is: Moving forward, everything that can be personalized will be personalized to offer the best experience to customers.

Question 15

Correct

Mark 1.00 out of 1.00

An angel investor values a startup at ₹ 10,000, after which the angel invests ₹ 5,000 in the company?

What is the pre-money valuation of the startup?

- a. ₹ 5,000
- b. Between ₹ 10,000 and ₹ 15,000
- c. ₹ 10,000
- d. ₹ 15,000



The correct answer is: ₹ 10,000

Question 16

Correct

Mark 1.00 out of 1.00

Which of the following sentences is correct? Choose the one that appears the most appropriate.

- Trend provides a great opportunity for starting new ventures with assured success.
- Those who are ahead of the trend or at least at the forefront of the trend, tend to enjoy natural advantages.
- One must start a business based on the forecast of the technology trend in the respective field to achieve definite success.
- Startups who operate at the forefront of the trend enjoy first-mover advantage and always become successful.

The correct answer is: Those who are ahead of the trend or at least at the forefront of the trend, tend to enjoy natural advantages.

Question 17

Correct

Mark 1.00 out of 1.00

What does the word 'Pivot' mean in the context of a startup?

- It is the central theme of any business model that helps to define the vision.
- It is the business unit that plays a pivotal role in the profitability and sustainability of a company.
- 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.
- It is the leader of the team who plays the pivotal role to ensure the entire team works in unison.

The correct answer is: 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.

Question 18

Incorrect

Mark 0.00 out of 1.00

Arrange the following in the order of importance in the context of the success of a startup as suggested by Bill Gross (most important first)

- Timing, Team, Idea, execution ✖
- Team, Timing, idea, execution
- Team, Timing, Business model, Team
- Timing, Team, execution, Idea

The correct answer is: Timing, Team, execution, Idea

Question 19

Correct

Mark 1.00 out of 1.00

The following data are related to a company for the financial year 2016-2017.

Gross profit: ₹ 800

Interest payment: ₹ 50

Depreciation: ₹ 50

Other operating expenses: ₹ 400

Dividend: ₹ 100

Assume that the company doesn't pay any income tax, what is the retained profit based on the above data?

- a. ₹ 200 ✓
- b. ₹ 100
- c. ₹ 300
- d. ₹ 150

The correct answer is: ₹ 200

Question 20

Incorrect

Mark 0.00 out of 1.00

Which of the following is the correct interpretation of the construct 'owners' mindset' in the context of entrepreneurship?

- A. The sense that the company is theirs and that the prosperity of the company is aligned with their personal prosperity.
- B. The sense that the company belong to them and they should try to take away as much from the company as possible.
- C. One is as responsible as the owners and would take all the actions that are for the best interest of the company.
- D. To avoid bureaucracy and take immediate and appropriate action without waiting for instructions from hierarchy or the sense that it is someone else's responsibility.
- E. It is the sense that the founders are the owners and have the most responsibility and control of the business.

 A, C, & D A, C, D, & E X A, B, D A, B, C, & E

The correct answer is: A, C, & D

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State Finished

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Grade 15.00 out of 20.00 (75%)

Question 1

Incorrect

Mark 0.00 out of 1.00

An angel investor values a startup at ₹ 10,000, after which the angel invests ₹ 5,000 in the company?

What is the pre-money valuation of the startup?

- a. ₹ 15,000
- b. ₹ 10,000
- c. Between ₹ 10,000 and ₹ 15,000
- d. ₹ 5,000 ✗

The correct answer is: ₹ 10,000

Question 2

Correct

Mark 1.00 out of 1.00

Which of the following is one of the causes of the chasm? Choose the best answer.

- Product not gaining acceptance by the early majority of the customers and lack of organizational preparedness to manage growth. ✓
- A company fails in successfully validating its products by the customers in the respective market.
- Customers do not buy the products due to the lack of product-market-fit.
- Running out of cash and not being able to continue to operate.

The correct answer is: Product not gaining acceptance by the early majority of the customers and lack of organizational preparedness to manage growth.

Question 3

Correct

Mark 1.00 out of 1.00

Choose the correct answer:

Innovation is

- Developing new technology and putting in place all infrastructure necessary to make the solution available to the people who are direct beneficiaries. ✓
- Developing new cutting-edge technology that is yet to emerge in the market and that is far ahead of time.
- Developing solutions that do a lot of good to society.
- Developing new technologies with novelties, not obvious to people with adequate technical knowledge in the relevant domain and is useful to people or enterprises.

The correct answer is: Developing new technology and putting in place all infrastructure necessary to make the solution available to the people who are direct beneficiaries.

Question 4

Incorrect

Mark 0.00 out of 1.00

Which among the following is a correct statement?

- The circle of competence is the core area of the knowledge domain of your key employees.
- If you start a business in the domain of your circle of competence you will surely achieve success.
- One may not be a genius, but may achieve great success by focusing and remaining within his/her circle of competence.
- The circle of competency means your knowledge domain that you think you are expert in. ✗

The correct answer is: One may not be a genius, but may achieve great success by focusing and remaining within his/her circle of competence.

Question 5

Incorrect

Mark 0.00 out of 1.00

An angel investor values a startup at ₹ 10,000, after which the angel invests ₹ 5,000 in the company? This is the first time the startup is raising money from outside the founders.

What is the percentage holding of the founders before the above investment?

- a. 66.66%
- b. 33.33%
- c. 100%
- d. None of the above

X

The correct answer is: 100%

Question 6

Incorrect

Mark 0.00 out of 1.00

You are targeting a market that has a potential size of ₹ 50 crore within your geographical reach. The size of the market in the whole country is ₹ 1000 crore. The size of the market that you intend to cater to is ₹ 250 crore.

What are TAM, SOM, & SAM

- ₹ 1000 crore, ₹ 50 crore, ₹ 250 crore
- ₹ 250 crore, ₹ 50 crore, ₹ 1000 crore
- ₹ 1000 crore, ₹ 250 crore, ₹ 50 crore
- ₹ 50 crore, ₹ 250 crore & ₹ 1000 crore

X

The correct answer is: ₹ 1000 crore, ₹ 50 crore, ₹ 250 crore

Question 7

Correct

Mark 1.00 out of 1.00

The following data are related to a company for the financial year 2016-2017.

Gross profit: Rs.700

Interest payment: Rs.50

Depreciation: Rs.50

Salary: 250

Rent: 50

Other operating expenses: Rs.200

Dividend: Rs.100

What is the operating profit for the company during 2016-17?

- 50
- 250
- 200
- 150



The correct answer is: 150

Question 8

Correct

Mark 1.00 out of 1.00

The following information pertains to a company for a particular year:

Sales: ₹ 800

Closing Stock: ₹ 100

Depreciation: ₹ 100

Opening Stock: ₹ 50

Amortization: ₹ 100

Purchase of goods: ₹ 400

What is the gross profit for the period?

- a. ₹ 350
- b. ₹ 250
- c. ₹ 300
- d. ₹ 450



The correct answer is: ₹ 450

Question 9

Correct

Mark 1.00 out of 1.00

The following data are related to a company for the financial year 2019-2020.

Amortization: Rs. 50

Interest payment: Rs.100

Income tax: 100

Depreciation: Rs.100

Other operating expenses: Rs.450

Dividend: Rs.200

Gross profit: Rs.900

What is the operating profit for the year 2019-20?

- 400
- 200
- 450
- 300
- 100



The correct answer is: 300

Question 10

Correct

Mark 1.00 out of 1.00

What does the word 'Pivot' mean in the context of a startup?

- 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.
- It is the leader of the team who plays the pivotal role to ensure the entire team works in unison.
- It is the central theme of any business model that helps to define the vision.
- It is the business unit that plays a pivotal role in the profitability and sustainability of a company.



The correct answer is: 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.

Question 11

Correct

Mark 1.00 out of 1.00

Agile process is?

- A component of the agile process is the lean startup philosophy.
- The agile process is a non-linear process of product development that follows the build-measure-learn feedback system for validated learning. ✓
- A linear process in which validation is done by actual customers as the product development process progresses.
- The agile process is about reducing waste at all possible steps.

The correct answer is: The agile process is a non-linear process of product development that follows the build-measure-learn feedback system for validated learning.

Question 12

Correct

Mark 1.00 out of 1.00

Which of the following are not included among the list of 10 items recommended by Guy Kawasaki

- Revenue model
- The desired amount of fundraising ✓
- Value proposition
- Management team
- Go-to-market plan

The correct answer is: The desired amount of fundraising

Question 13

Correct

Mark 1.00 out of 1.00

The following data pertain to a company for the year 2017-18:

Sales: 2000

Closing stock as on 31.03.2018: 500

Closing stock as on 31.03.2017: 600

Purchase of goods during the current year: 1500

Payment of dividend during the year: 100

Estimate the Gross Profit. (be mindful of excess data than necessary).

- a. 400
- b. 500
- c. 550
- d. 600



The correct answer is: 400

Question 14

Correct

Mark 1.00 out of 1.00

Suppose the total depreciable 'Fixed Assets' as on 31.03.2017 is ₹ 1700 and the company purchases a machine during the year for ₹ 500 and sells an old machine of book value ₹ 200. The company follows Declining Value Method of depreciation @10% (the method followed in the example sum). What is the depreciation for the year 2017-18?

Options:

- a. ₹ 270
- b. ₹ 170
- c. ₹ 200
- d. ₹ 220



The correct answer is: ₹ 200

Question 15

Correct

Mark 1.00 out of 1.00

Read the following characteristic features of individuals and answer the question following them.

- A. Entrepreneurs have a compelling vision or a dream to achieve something extraordinary and a comprehensive plan to execute it.
 - B. Entrepreneurs identify opportunities in adversities or translate adverse situations into opportunities. Failures don't deter them.
 - C. Entrepreneurs are capable of making the most compelling business plan to convince potential investors to buy into their idea irrespective of its merits.
 - D. Organize a balanced team with diverse skills and manage them for the best possible execution of the business model.
- B, C, and D
- A, C, and D
- A, B, and C
- A, B, and D ✓

The correct answer is: A, B, and D

Question 16

Correct

Mark 1.00 out of 1.00

The following data pertain to a particular year of operation for a company.

Sales for the year: ₹ 8000

The variable cost for the year: ₹ 6000

Fixed cost for the year: ₹ 2000

Number of units produced and sold: 200

What is the margin of safety?

- 0 ✓
- 100
- 1000
- 200

The correct answer is: 0

Question 17

Incorrect

Mark 0.00 out of 1.00

Which of the following sentences is correct? Choose the one that appears the most appropriate.

- Startups who operate at the forefront of the trend enjoy first-mover advantage and always become successful.
- Those who are ahead of the trend or at least at the forefront of the trend, tend to enjoy natural advantages.
- One must start a business based on the forecast of the technology trend in the respective field to achieve definite success. ✗
- Trend provides a great opportunity for starting new ventures with assured success.

The correct answer is: Those who are ahead of the trend or at least at the forefront of the trend, tend to enjoy natural advantages.

Question 18

Correct

Mark 1.00 out of 1.00

You and your friend have started a startup and have raised ₹ 500 in exchange for equity at a pre-money valuation ₹ 1500. What is the combined holding of two of you (you and your friend) in the company after the investment round?

- a. 50%
- b. 75% ✓
- c. 100%
- d. 66.67%

The correct answer is: 75%

Question 19

Correct

Mark 1.00 out of 1.00

Which is the right chronological order of the process of customer acquisition through the sales funnel?

- Consideration, awareness, Interest, intent, evaluation, purchase
- Intent, awareness, Interest, consideration, evaluation, purchase
- Awareness, interest, consideration, intent, evaluation, purchase ✓
- Interest, awareness, consideration, intent, evaluation, purchase

The correct answer is: Awareness, interest, consideration, intent, evaluation, purchase

Question 20

Correct

Mark 1.00 out of 1.00

The following data are related to a company for the financial year 2016-2017.

Gross profit: Rs.800

Interest payment: Rs.50

Depreciation: Rs.50

Other operating expenses: Rs.400

Dividend: Rs.100

Assume that the company doesn't pay any income tax, what is the retained profit?

- 200
- 300
- 150
- 100



The correct answer is: 200

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State Finished

Completed on Friday, 26 March 2021, 9:56 AM

Time taken 34 mins 59 secs

Grade 15.00 out of 20.00 (75%)

Question 1

Correct

Mark 1.00 out of 1.00

The following data are related to a company for the financial year 2016-2017.

Gross profit: Rs.700

Interest payment: Rs.50

Depreciation: Rs.50

Salary: 250

Rent: 50

Other operating expenses: Rs.200

Dividend: Rs.100

What is the operating profit for the company during 2016-17?

- 50
- 250
- 150
- 200



The correct answer is: 150

Question 2

Incorrect

Mark 0.00 out of 1.00

A new venture raises ₹ 10 million at a pre-money valuation of ₹ 10 million in the form of 1x liquidation participating preference shares. The venture has a liquidation event for ₹ 20 million. How much money the founders receive?

- a. ₹ 0 million
- b. ₹ 20 million
- c. ₹ 5 million
- d. ₹ 10 million ✖

The correct answer is: ₹ 5 million

Question 3

Correct

Mark 1.00 out of 1.00

The following data are related to a company for the financial year 2019-2020.

Gross profit: Rs.500

Interest payment: Rs.50

Depreciation: Rs.50

Other operating expenses: Rs.200

Dividend: Rs.100

Reserves and surplus as of 31-3-2019: 1000

The company pays income tax @30%

What are the reserves and surplus of the company as of 31-3-2020?

- 1040 ✓
- 1140
- 970
- 1070

The correct answer is: 1040

Question 4

Incorrect

Mark 0.00 out of 1.00

Which of the following combination is INCORRECT?

- Promotion = Convenience to the customer. ✗
- People = the product-market-fit and try alleviating the pain as far as possible.
- Place = Communicate with customers and deliver the goods or services.
- Product = customer solution that relieves their pain
- Price = Cost to the customers or pain to the customers.

The correct answer is: People = the product-market-fit and try alleviating the pain as far as possible.

Question 5

Correct

Mark 1.00 out of 1.00

Uber could define the pain points and it could apply the latest technologies to solve them. In urban places of high mobility. It is very difficult to get a taxi. One that would come and pick you up. One with some identity for reliability and safety. To know when a taxi will arrive. Ease of paying for the tip. They innovated the solution based on the pains.

The above text is related to which block in the business model canvas?

- Customer segment
- Key activities
- Value proposition ✓
- Key partners

The correct answer is: Value proposition

Question 6

Incorrect

Mark 0.00 out of 1.00

Which of the following is not an essential component of the elevator Pitch or speech?

- You should explain why you think that you have a winning proposition. What is your USP and what are your competitive advantages.
- Remain open to interjection by your audience at any time. ✗
- An elevator pitch should be no longer than 60 seconds, ideally 20 to 30 seconds long
- Speak as fast as you can since the time is short and you want to convey as much information as possible.

The correct answer is: Speak as fast as you can since the time is short and you want to convey as much information as possible.

Question 7

Correct

Mark 1.00 out of 1.00

How does a lean startup work? Choose the correct option.

- Prepare business model canvas, validate the hypothesis, refine your product, follow build, measure, and learn processes.
- Define hypothesis based on a customers' pain, build MVP, get it validated by early adopters, rebuild based on learning, continue the validated learning cycle. ✓
- Have a lean team, lean business model, lean customer base, and lean logistics to ensure quick execution, higher margin, and sustainable business success.
- Write a business plan, approach to investors, follow the build, operate, and validate in iterating process of product development.

The correct answer is: Define hypothesis based on a customers' pain, build MVP, get it validated by early adopters, rebuild based on learning, continue the validated learning cycle.

Question 8

Incorrect

Mark 0.00 out of 1.00

A new venture raises ₹ 20 million at a pre-money valuation of ₹ 20 million in the form of pure participating preference shares. The venture has a liquidation event for ₹ 50 million. How much money the founders receive?

- a. ₹ 15 million
- b. ₹ 30 million
- c. ₹ 20 million
- d. ₹ 25 million ✗

The correct answer is: ₹ 30 million

Question 9

Correct

Mark 1.00 out of 1.00

Select the INCORRECT statement.

- Markets with perfect competition have homogenous products without any pricing power.
- Monopolists have simple type of products with great barrier for new entrants.
- Oligopolistic markets have differentiated product types with high barrier for new entrants and limited pricing power.
- Perfect competition market exerts hardly any resistance to new entrants.
- Companies in a perfect competition market have high pricing power and high entry barriers against competition. ✓

The correct answer is: Companies in a perfect competition market have high pricing power and high entry barriers against competition.

Question 10

Correct

Mark 1.00 out of 1.00

Which of the following is the correct interpretation of the construct 'frontline obsession' in the context of entrepreneurship?

- A. Customer focus and do everything possible to satisfy customers.
 - B. Take customer feedback to help the product development team understand what is to be built to meet the gap in product features.
 - C. Try to understand every detail about customers' response to features of the product and convince customers that it's a product-customer requirement-fit
 - D. Go to any length to close a sales deal and not resort to blame-game for non-performance.
- A, B, & C
- B, C, & D
- A, B, C & D
- A, C, & D

The correct answer is: A, B, C & D

Question 11

Correct

Mark 1.00 out of 1.00

Identify the correct statement

- The balance sheet of a company pertains to a period such as a financial year
- Both the balance sheet and profit & loss account pertains to a financial year.
- The cash flow statement pertains to a period
- The cash flow statement pertains to a particular date
- The profit & loss account pertains to a particular date

The correct answer is: The cash flow statement pertains to a period

Question 12

Correct

Mark 1.00 out of 1.00

The cash balance of a company as of 31-03-2019: ₹ 350.

During the financial year 2019-2020,

Cash flow from operating activity: ₹ 300

Reserves and surplus as of 31.03.2020: ₹ 50

Cash flow from investment activity: (-) ₹ 150

Cash flow from financing activity: (-) ₹ 70

What is the cash balance of the company as of 31-03-2020?

- ₹ 450
- ₹ 430
- ₹ 500
- ₹ 530



The correct answer is: ₹ 430

Question 13

Correct

Mark 1.00 out of 1.00

Read the following characteristic features of individuals and answer the question following them.

- A. Entrepreneurs have a compelling vision or a dream to achieve something extraordinary and a comprehensive plan to execute it.
- B. Entrepreneurs identify opportunities in adversities or translate adverse situations into opportunities. Failures don't deter them.
- C. Entrepreneurs are capable of making the most compelling business plan to convince potential investors to buy into their idea irrespective of its merits.
- D. Organize a balanced team with diverse skills and manage them for the best possible execution of the business model.

- A, B, and D
- B, C, and D
- A, C, and D
- A, B, and C



The correct answer is: A, B, and D

Question 14

Correct

Mark 1.00 out of 1.00

The following data pertain to a company for the year 2017-18:

Sales: 2000

Closing stock as on 31.03.2018: 500

Closing stock as on 31.03.2017: 600

Purchase of goods during the current year: 1500

Payment of dividend during the year: 100

Estimate the Gross Profit. (be mindful of excess data than necessary).

- a. 500
- b. 550
- c. 400
- d. 600



The correct answer is: 400

Question 15

Correct

Mark 1.00 out of 1.00

The following data are related to a company for the financial year 2019-2020.

Gross profit: ₹ 500

Interest payment: ₹ 50

Depreciation: ₹ 50

Other operating expenses: ₹ 200

Dividend: ₹ 100

Reserves and surplus as of 31-3-2019: ₹ 1000

The company pays income tax @30%

What are the reserves and surplus of the company as of 31-3-2020?

- a. ₹ 970
- b. ₹ 1070
- c. ₹ 1040
- d. ₹ 1140



The correct answer is: ₹ 1040

Question 16

Correct

Mark 1.00 out of 1.00

Choose the correct statement from the following:

- The circle of competence is the knowledge domain that you think you know well.
- The circle of competence was originally propounded by Steve Jobs.
- The circle of competence was originally propounded by Warren Buffett and Charlie Munger. ✓
- The circle of competence is the center of your knowledge and experience, i.e. your core competence

The correct answer is: The circle of competence was originally propounded by Warren Buffett and Charlie Munger.

Question 17

Correct

Mark 1.00 out of 1.00

The following data pertain to a company for the year 2017-18.

Gross profit: 700

Operating expenses: 300

Interest payment: 50

Payment of dividend: 30

Income tax payment: 20

Estimate the profit before tax. (be mindful of excess data than necessary).

Options:

- a. 230
- b. 350 ✓
- c. 180
- d. 200

The correct answer is: 350

Question 18

Incorrect

Mark 0.00 out of 1.00

Which of the following statements is NOT correct as regards the business model canvas?

- The value proposition is the central part and it explains how the value proposition is made, how is it dispensed to the market segment, and some idea on profitability thereof. ✖
- The revenue model is one of the blocks that explains the ways and means for an enterprise to earn money.
- The vision, mission, and value statement is one of the important building blocks of the business model canvas.
- The cost structure is one of the blocks that explains the various expenses to be incurred to dispense the value proposed.

The correct answer is: The vision, mission, and value statement is one of the important building blocks of the business model canvas.

Question 19

Correct

Mark 1.00 out of 1.00

Which one of the following is NOT an appropriate statement to define the cost indifference point?

- The level of production and sale at which the profit of different business execution strategies are the same
- It is the break-even point of two alternative methods of production. ✓
- The level of production and sale at which the total cost of different business execution strategies are the same
- It is the point where the unit-total-cost is the same for alternative production methods.

The correct answer is: It is the break-even point of two alternative methods of production.

Question 20

Correct

Mark 1.00 out of 1.00

The following data are related to a company for the financial year 2016-2017.

Gross profit: ₹ 800

Interest payment: ₹ 50

Depreciation: ₹ 50

Other operating expenses: ₹ 400

Dividend: ₹ 100

Assume that the company doesn't pay any income tax, what is the retained profit based on the above data?

- a. ₹ 150
- b. ₹ 300
- c. ₹ 100
- d. ₹ 200



The correct answer is: ₹ 200

Unit 10 - Week 8 :**Course outline**

How does an NPTEL online course work?

Week 0**Week 1 :****Week 2 :****Week 3 :****Week 4 :****Week 5 :****Week 6 :****Week 7 :****Week 8 :**

Lecture 36 : Introduction to Financial Statements (Contd.)

Lecture 37 : Introduction to Financial Statements (Contd.)

Lecture 38 : Depreciation and Amortization and Treatment of Capital Gain or Loss from Sale of Fixed Asset

Lecture 39 : Cost, Volume, Profit Break-Even Point Analysis - I

Lecture 40 : Cost, Volume, Profit Break-Even Point Analysis - II

Lecture Material

Quiz : Assignment 8

Feedback Form

Week 9:**Week 10:****Week 11:****Week 12:**

Detailed Solution

DOWNLOAD VIDEOS

Live Interactive Session

Assignment 8

The due date for submitting this assignment has passed.

As per our records you have not submitted this assignment.

Due on 2020-03-25, 23:59 IST.

- 1) The following data are related to a particular company for the year 2017-18: 1 point

Fixed cost per year: 500

Variable cost per year: 1000

Number of units produced and sold during the year: 100

Unit selling price: 20

The break-even point is:

- a. 5000
- b. 500
- c. 50
- d. Undefined

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 2) The following data pertain to a particular year of operation for a company. 1 point

Sales for the year: ₹ 6000

Variable cost for the year: ₹ 4000

Fixed cost for the year: ₹ 1000

Number of unit sold: 200

What is the margin of safety?

- a. 1000
- b. 10
- c. 100
- d. 200
- e. Undefined

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 3) Estimate the contribution margin using the following data. 1 point

1. Sales: ₹ 2500
2. Number of unit sold: 100
3. Cost of goods sold: ₹ 2000
4. Variable cost per unit: ₹ 15
5. Annual fixed cost: ₹ 1000

- a. ₹ 6
- b. ₹ 8
- c. ₹ 10
- d. ₹ 12
- e. ₹ 0

No, the answer is incorrect.

Score: 0

Accepted Answers:

e

- 4) The total book value of fixed asset of a company as on 31.03.2018 is ₹ 500. The company purchases new fixed assets worth ₹ 400 and sells some old fixed assets of book value ₹ 200. Estimate the book value of fixed assets of the company as on 31.03.2019 using the declining value method of depreciation. Following information may also be used wherever necessary: Useful life: 10 years, salvage value: ₹ 100, rate of depreciation: 10% 1 point

- Fixed cost, Total cost
- a. ₹ 640
 - b. ₹ 540
 - c. ₹ 270
 - d. ₹ 990
 - e. ₹ 630

No, the answer is incorrect.

Score: 0

Accepted Answers:

e

- 5) Unit price of a product: ₹ 300
Total variable cost per unit: ₹ 200
Total fixed cost per year: ₹ 2,00,000
Raw material cost per unit: ₹ 80
Depreciation: ₹ 10,000

What is the breakeven point in number of units? (be mindful of redundant data)

- a. 1112
- b. 10000
- c. 2000
- d. 20,000
- e. None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 6) For a particular company:
Unit price of a product: ₹ 300
Total variable cost per unit: ₹ 200
Total fixed cost per year: ₹ 2,00,000
Raw material cost per unit: ₹ 80
Depreciation: ₹ 10,000
(be mindful of redundant data)

If a company wants to make a profit of ₹ 20000, how many units it should produce and sell? 1 point

- a. 11000
- b. 2200
- c. 1223
- d. 200

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 7) For a particular company:
Unit price of a product: ₹ 300
Total variable cost per unit (all inclusive): ₹ 200
Total fixed cost per year (all inclusive): ₹ 2,00,000
Raw material cost per unit: ₹ 80
Depreciation: ₹ 20,000

If the company is planning to produce and sell 5000 units, what will be the margin of safety? (be mindful of redundant data) 1 point

- a. 3000 units
- b. (-)6000 units
- c. 3888 units
- d. 4800 units
- e. None of the options is correct.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

- 8) Which one of the following is not a variable cost 1 point

- a. Raw material
- b. Consumable
- c. Salary
- d. Electricity cost
- e. Delivery cost

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 9) Which one of the following is not a direct cost? 1 point

- a. Raw material
- b. Consumable
- c. Rent
- d. Wages
- e. Packaging cost

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 10) Which one of the following is the most appropriate answer that defines the cost indifference point? 1 point

- a. The level of production and sale at which the profit of different business execution strategies are the same
- b. The level of production and sale at which the total cost of different business execution strategies are the same
- c. It is the point where the total cost line and sales line intersect.
- d. It is the point where marginal cost is indifferent of fixed cost.
- e. Both 'a' and 'b'

No, the answer is incorrect.

Score: 0

Accepted Answers:

e

- 11) F = ₹ 30,000 per year, V = ₹ 20 per unit, S = ₹ 30 per unit. How many units have to be sold to make a profit of ₹ 5,000? 1 point

- a. 35,000
- b. 8,000
- c. 10,500
- d. 5,300
- e. 3,500

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 12) By applying a lean start-up process a company has reduced its variable cost by 10% without changing the fixed cost. What will happen to the operating leverage? 1 point

- a. It will go up
- b. It will go down
- c. No change since operating leverage is related to fixed cost.
- d. The question is inappropriate since both fixed cost and variable cost are related to operating leverage.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

- 13) Which of the following is correct? 1 point

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

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 14) Which of the following is definitely not an assumption in break-even point analysis? 1 point

- a. Cost can be divided into fixed and variable.
- b. Change in volume of sales does not change in fixed cost.
- c. Change in volume of sales does not affect the price of the product.
- d. Selling price, variable cost per unit, and total fixed cost remain constant.
- e. Sales mix is not changed during the relevant period for the estimation of BEP.

No, the answer is incorrect.

Score: 0

Accepted Answers:

f

- 15) Following data are related to a company for the financial year 2018-2019. 1 point

Gross profit: ₹ 970

Interest payment: ₹ 50

Other operating expenses excluding depreciation: ₹ 200

Dividend: ₹ 100

Book value of fixed asset of the company as on 31.3.2018 was ₹ 500. The depreciation rate is 10%. The company purchases machinery worth ₹ 200 during the year 2018-19 and does not sell any of its fixed asset during the same year. What is the profit before tax of the company during 2018-19?

- a. 700
- b. 600
- c. 650
- d. 750
- e. 730

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

Unit 9 - Week 7 :

Course outline

How does an NPTEL online course work?

Week 0

Week 1 :

Week 2 :

Week 3 :

Week 4 :

Week 5 :

Week 6 :

Week 7 :

● Lecture 31 : Introduction to Financial Statements

● Lecture 32 : Introduction to Financial Statements (Contd.)

● Lecture 33 : Introduction to Financial Statements (Contd.)

● Lecture 34 : Introduction to Financial Statements (Contd.)

● Lecture 35 : Introduction to Financial Statements (Contd.)

● Lecture Material

● Quiz : Assignment 7

● Feedback Form

Week 8 :

Week 9 :

Week 10 :

Week 11 :

Week 12 :

Detailed Solution

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Assignment 7

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-03-18, 23:59 IST.

- 1) Following information pertains to a company for a specific period:

Sales: Rs. 500

Closing Stock: Rs.100

Opening Stock: Rs.50

Purchase of goods: Rs.300

What is the gross profit for the period?

- a) 200
- b) 250
- c) 300
- d) None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

b)

- 2) Following data are related to a company for the financial year 2016-2017.

Gross profit: Rs.500

Interest payment: Rs.50

Depreciation: Rs.50

Other operating expenses: Rs.200

Dividend: Rs.100

What is the operating profit for the company during 2016-17?

- a) 200
- b) 250
- c) 100
- d) None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

b)

- 3) Following data are related to a company for the financial year 2016-2017.

Gross profit: Rs.500

Interest payment: Rs.50

Depreciation: Rs.50

Other operating expenses: Rs.200

Dividend: Rs.100

Assume that the company doesn't pay any income tax, what is the retained profit?

- a) 50
- b) 200
- c) 100
- d) None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

c)

- 4) Following data are related to a company for the financial year 2016-2017.

Gross profit: Rs.500

Interest payment: Rs.50

Depreciation: Rs.50

Other operating expenses: Rs.200

Dividend: Rs.100

If the income tax is 30% what is the retained profit?

- a) 50
- b) 40
- c) 30
- d) 80

No, the answer is incorrect.

Score: 0

Accepted Answers:

b)

- 5) Following data are related to a company for the financial year 2016-2017.

Gross profit: Rs.500

Interest payment: Rs.50

Depreciation: Rs.50

Other operating expenses: Rs.200

Dividend: Rs.100

Reserves and surplus as on 31-3-2016: 700

What is the reserves and surplus of the company as on 31-3-2017?

- a) 740
- b) 800
- c) 840
- d) None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

a)

- 6) Cash flow statement is useful to understand

- a) When to raise money
- b) How liquid is the company
- c) If the company will find it difficult to meet financial commitment in the future
- d) When the company becomes cash-negative
- e) All of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

e)

- 7) A. Amortization

B. Increase in inventory

C. Sale of old machine

D. Increase in trade receivables

E. Increase in long-term loan

F. Decrease in trade payables

Which of the above are cash inflows?

- a) A, B & E
- b) B, C & D
- c) B, D & F
- d) A, C & E
- e) C, D & F

No, the answer is incorrect.

Score: 0

Accepted Answers:

d)

- 8) The outstanding balance in the long term bank loan account as on 31-3-2016 is ₹5000. During the year 2016-17, the company raises fresh loan of ₹2000, repays ₹1000 and pays interest of ₹200. What is the outstanding balance in the loan account as on 31-3-2017?

- a) ₹6400

- b) ₹70

- c) ₹350

- d) ₹440

- e) ₹420

No, the answer is incorrect.

Score: 0

Accepted Answers:

e)

- 9) The cash balance of a company as on 31-03-2016: ₹350.

During the financial year 2016-2017,

Cash flow from operating activity: ₹290

Cash flow from investment activity: (-) ₹150

Cash flow from financing activity: (-) ₹70

What is the net cash position of the company as on 31-03-2017?

- a) ₹640

- b) ₹70

- c) ₹350

- d) ₹440

- e) ₹420

No, the answer is incorrect.

Score: 0

Accepted Answers:

e)

- 10) The cash balance of a company as on 31-03-2016: ₹350.

During the financial year 2016-2017,

Cash flow from operating activity: ₹290

Cash flow from investment activity: (-) ₹150

Cash flow from financing activity: (-) ₹70

What is the net cash position of the company as on 31-03-2017?

- a) ₹640

- b) ₹70

- c) ₹350

- d) ₹440

- e) ₹420

No, the answer is incorrect.

Score: 0

Accepted Answers:

e)

- 11) The cash balance of a company as on 31-03-2016: ₹350.

During the financial year 2016-2017,

Cash flow from operating activity: ₹290

Cash flow from investment activity: (-) ₹150

Cash flow from financing activity: (-) ₹70

What is the net cash position of the company as on 31-03-2017?

- a) ₹640

- b) ₹70

- c) ₹350

- d) ₹440

- e) ₹420

No, the answer is incorrect.

Score: 0

Accepted Answers:

e)

- 12) The cash balance of a company as on 31-03-2016: ₹350.

During the financial year 2016-2017,

Cash flow from operating activity: ₹290</

Unit 8 - Week 6 :

Course outline

How does an NPTEL online course work?

Week 0

Week 1 :

Week 2 :

Week 3 :

Week 4 :

Week 5 :

Week 6 :

Lecture 26 : Design and Innovation - I

Lecture 27 : Design and Innovation - II

Lecture 28 : Design and Innovation - III

Lecture 29 : Design and Innovation - IV

Lecture 30 : Design and Innovation - V

Lecture Material

Quiz : Assignment 6

Feedback Form

Week 7 :

Week 8 :

Week 9 :

Week 10 :

Week 11 :

Week 12 :

Detailed Solution

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Assignment 6

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-03-11, 23:59 IST.

- 1) Majority of the top executives regarded _____ as one of the top 3 leadership qualities:

1 point

Which of the following rightly fills the blank above.

- a. Empathy
- b. Creativity
- c. Humility
- d. Qualifications
- e. Experience at the top executive level.

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 2) Which of the following is right?

1 point

- 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. Design sensibilities are complex feelings such as amenity, pleasantness, comfort, pleasure, etc.
- d. Empathy is seeing with your own eye, hear with your own ear and feel the pain with your own heart.
- e. None of the options.

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 3) Which of the following is true?

1 point

- a. By empathizing, one can define a problem well, conceive a creative solution resulting in breakthrough innovation
- b. Empathy makes you a better human, but innovation requires out of the box thinking and not empathy.
- c. Inventions are sudden eureka moments and is not really part of long-term research or exploration.
- d. You become an innovator by questioning the status quo.
- e. None of the options.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

- 4) Which of the following is a chronological arrangement of the steps in creative process:

1 point

- a. Idea germination, incubation, preparation, illumination, verification
- b. Idea germination, preparation, illumination, incubation, verification
- c. Idea germination, Incubation, preparation, verification, illumination
- d. Idea germination, illumination, preparation, incubation, verification
- e. Idea germination, Preparation, incubation, illumination, Verification

No, the answer is incorrect.

Score: 0

Accepted Answers:

e

- 5) Which of the following is a chronological arrangement of the steps in creative process?

1 point

- a. Rationalization, Recognition, Fantasizing, Realization, Validation
- b. Recognition, Realization, Rationalization, Fantasizing, Validation
- c. Recognition, Fantasizing, Rationalization, Realization, Validation
- d. Recognition, Rationalization, Fantasizing, Realization, Validation
- e. Rationalization, Realization, Recognition, Fantasizing, Validation

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

- 6) Identify the correct definition of 'synectics' from the following.

1 point

- a. Understanding conflicting components of problem and how these components will work in harmony.
- b. Collaboration between the cognitive and the creative part of the brain and the process of its interaction with the subconscious.
- c. The art of joining pieces of information to create new knowledge by subconscious.
- d. The to-and-fro communication between the challenges around a creative solution and the myriad of ideas generated by our brain.
- e. None of the options.

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 7) Why is TRIZ regarded as an empirical method?

1 point

- a. Because TRIZ involves problem solving based on contradictions and inventive principles
- b. Because TRIZ reduces time and resources in inventing creative solutions.
- c. Because TRIZ is an established process that has been validated by many researchers.
- d. Because application of TRIZ does not require any out of the box thinking.
- e. Because TRIZ has been developed through organized study and application of TRIZ involves step-by-step systematic process

No, the answer is incorrect.

Score: 0

Accepted Answers:

e

- 8) Which of the following is true?

1 point

- a. TRIZ involves 40 contradictions and 39 inventive principles.

- b. Primary steps in TRIZ involves brainstorming, synectics, lateral thinking and neuro-linguistic programming.

- c. One of the major limitations of TRIZ is that it cannot overcome psychological inertia, which is due to habits, education, paradigms, internal processes, past successes, past failures.

- d. The primary premise of TRIZ is that one can learn how to innovate.

- e. Use of TRIZ helps to incorporate design sensibilities in new products.

- f. TRIZ is considered as an algorithm because it used computer programs to identify the final solution.

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

- 9) Which of the following is not true?

0 points

- a. Patent is valid for 20 years from the priority date

- b. Copyright is valid for 60 years from the date of expiry of the creator.

- c. Patent is live for one year and renewable every year thereafter.

- d. PCT provides a window of 36 months to decide on filing of patents in different countries within which period the rights of the patentee is protected in all countries who have ratified the PCT.

- e. Idea needs to be rendered into a prototype or a design, must have novelty, must involve inventive steps, and should have commercial relevance to be eligible for grant of patent.

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 10) Which of the following is arranged in correct chronology in the context of applying Design Thinking:

1 point

- a. Empathize, Ideate, Define, Prototype, Test

- b. Empathize, Define, Ideate, Prototype, Test

- c. Empathize, Prototype, Define, Ideate, Test

- d. Define, Empathize, Ideate, Prototype, Test

- e. Empathize, Ideate, Prototype, Define, Test

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 11) Which of the following is not true?

1 point

- a. Invention is creation of new knowledge and innovation is creation of new knowledge as also commercial application of the new knowledge for the benefit of the relevant people.

- b. Innovation is the means by which the entrepreneur either creates new wealth-producing resources or endows existing resources with enhanced potential for creating wealth.

- c. Leap of faith is an assumption of a future solution without any supporting data whereas, hypothesis is assumption based on some data.

- d. Experimentalism is one of the traits of design thinker.

- e. None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 12) Identify the correct statement:

1 point

- a. To derive the power of design thinking, individuals, teams, and organizations must have a leap of faith about existence of a solution.

- b. Leap of faith is the page in manual of Design Thinking containing the core philosophy about design thinking.

- c. Design thinking presupposes that some people are inherently creative and become successful in creative product development. The team should have at least one such person.

- d. None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 13) Which of the following statements is correct?

1 point

- a. Design thinking is a convergence – divergence process

- b. Design thinking is a linear process of product development that compulsorily involves validation at the end of the product development.

- c. Design thinking is regarded as a lean startup process.

- d. Design thinking is predominantly a product development process and is not very suitable for service innovation.

- e. Design thinking follows the agile process of product development.

No, the answer is incorrect.

Score: 0

Accepted Answers:

e

- 14) Which of the following is not one of the profiles of design thinkers?

1 point

- a. Empathy.

- b. Simplicity.

- c. Integrative thinking.

- d. Optimism.

- e. Experimentalism.

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

Unit 7 - Week 5 :

Course outline

How does an NPTEL online course work?

Week 0

Week 1 :

Week 2 :

Week 3 :

Week 4 :

Week 5 :

Lecture 21 : Identifying Opportunities Based on Trend

Lecture 22 : Circle of Competence and Effectuation

Lecture 23 : Lean Startup - I

Lecture 24 : Lean Startup - II

Lecture 25 : Lean Startup - III

Lecture Material

Quiz : Assignment 5

Feedback Form

Week 6 :

Week 7 :

Week 8 :

Week 9 :

Week 10 :

Week 11 :

Week 12 :

Detailed Solution

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Assignment 5

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-03-04, 23:59 IST.

1) Crossing the chasm refers to crossing

- a. Innovator to early adapters
- b. Early adapter to late majority
- c. Early adapters to early majority
- d. Early majority to late majority
- e. Early majority to laggards

1 point

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

2) Which of the following sentences is correct?

- a. Trend provides great opportunity for starting new ventures with assured success.
- b. One must start a business based on forecast of the technology trend in the respective field to be successful.
- c. Those who are ahead of the trend or at least at the forefront of the trend, tend to enjoy natural advantages.
- d. Flipkart is a model of collaborative consumption.
- e. Organic farming reduces pollution, conserve water, reduce soil erosion, increase soil fertility, and use less energy. Therefore, starting business on organic farming will surely be successful.

1 point

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

3) Which of the following is one of the causes of the chasm?

- a. Running out of cash.
- b. Customers do not buy the products
- c. Litigation between cofounders
- d. Product not gaining acceptance by growing number of customers
- e. Technology adoption problem.

1 point

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

4) Which of the following is more true than others about business process management?

- a. Is most critically important at the growth phase.
- b. Is most critically important at the idea selection phase.
- c. Is most critically important at the maturity phase.
- d. Is most critically important for product management.
- e. Is most critically important for business information management.

1 point

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

5) Which among the following is the best definition of 'Center of Competency'?

- a. The center of your domain of knowledge.
- b. The center of knowledge domain of your team.
- c. The center of the knowledge in which you are expert in.
- d. The center of the knowledge that the market segment demand and you have acquire to be able to compete.
- e. The center of your knowledge domain that you think you are expert in.

1 point

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

6) Waterfall model of product development uses?

- a. The validated learning process.
- b. An iterative process.
- c. A linear process.
- d. The build, measure and learn process.
- e. The design thinking process.

1 point

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

7) Agile process is?

- a. About reducing the waste at all possible steps.
- b. An iterative process in collaboration with users.
- c. A linear process in which validation is done by actual customers as the product is developed.
- d. A component of the agile process is the lean startup philosophy.
- e. Agile process has been developed from the design thinking process.

1 point

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

8) A startup begins with two hypothesis: A value hypothesis and a growth hypothesis. What is the value hypothesis?

- a. The proposed business will generate enough value to the founders and their families.

b. The proposed business will generate enough value for the nation.

c. The proposed product or service will create great value to the market at large.

d. The product or service will be superior to those of competitors.

e. The business will create so much value in general that it will emerge as a success story.

1 point

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

9) Choose the correct statement from the following:

- a. Circle of competence was originally propounded by Steve Jobs.
- b. The center of the circle of competence is the vision of a new enterprise.
- c. Circle of competence is the center of the knowledge base that you think you know in depth.
- d. Circle of competence is the center of your knowledge and experience, i.e. your core competence
- e. Circle of competence is the domain where you have deep knowledge in.

1 point

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

e

10) A startup begins with a leap of faith. What is a leap of faith in this regard?

- a. It is an assumption that the product will sell in a blue ocean market where even the customers are not aware of the pain.

b. It is in the context of faith that customers will be forgiving about limitations in the product or service and will buy repeatedly.

c. The proposed business will achieve growth to give the company great profit.

d. The proposed business will generate enough growth of wealth for founders.

e. The product or service will fuel economic growth for the nation.

1 point

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

11) Which of the following are true in respect of lean startup concept?

1 point

- A. Lean startup attract angels and venture capitalist to invest in the business.

B. Lean startup reduces the failure of product development and accelerate product development lifecycle.

C. Lean startup reduces the cost of product development.

D. Lean startup emphasize on empathizing with customers and employees, validated learning and lean investment.

E. Lean startup promotes entrepreneurial ecosystem and reduces chances of failure.

Options:

- a. A & D

b. B & C

c. B & D

d. C & E

e. A & B

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

12) Which of the following are components of lean startup?

Unit 6 - Week 4 :

Course outline

How does an NPTEL online course work?

Week 0

Week 1 :

Week 2 :

Week 3 :

Week 4 :

• Lecture 16 : Business Model Canvas

• Lecture 17 : Value Proposition Canvas

• Lecture 18 : Illustration of Business Model Canvas

• Lecture 19 : Features of Winning Business Models

• Lecture 20 : Business Model Innovation

• Lecture Material

• Quiz : Assignment 4

• Feedback Form

Week 5 :

Week 6 :

Week 7 :

Week 8 :

Week 9 :

Week 10 :

Week 11 :

Week 12 :

Detailed Solution

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Assignment 4

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-02-26, 23:59 IST.

Many of the questions may seemingly have multiple correct answers. You should choose the option that best satisfies the problem statement.

- 1) Choose the right answer:

Mission statement is one of the building blocks of Business model canvas and it appears in block No.

- a. 1
- b. 2
- c. 3
- d. 5
- e. The statement is right, but the answer is not included above
- f. The statement is false

No, the answer is incorrect.

Score: 0

Accepted Answers:

f

- 2) The business model canvas describes an organisation's _____.
Choose the most appropriate answer.

- a. Value proposition of a venture, how the value proposition is made, how is it dispensed to the market segment and some idea on profitability thereof.
- b. The vision and value statement in a canvas containing 9 blocks.
- c. It contains the value proposition canvas that shows the jobs to be done, the pain to be alleviated and the gains to be created.
- d. Value proposition, requirement of financial capital, profitability, operational management capability.
- e. Value proposition, pricing power, entry barrier, cost structure, market structure, revenue model.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

- 3) Value Proposition in the Business Model Canvas should contain?

- a. Customer's pain that we are trying to solve
- b. The reason why customer should buy our product or service.
- c. The people with the pain and what the competitors have been offering them.
- d. Market segment, channel, and key partners
- e. All the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 4) Innovation is
- a) Developing new technologies with novelties, not obvious to people with adequate technical knowledge in the relevant domain and is useful to people or enterprises.
 - b) Developing new technology and putting in place all infrastructure necessary to make the solution available to the people who are direct beneficiaries.
 - c) Developing new cutting-edge technology that is yet to emerge in the market and that is far ahead of time.
 - d) Developing solutions that do a lot of good to the society.
 - e) Option (c) and (d) combined.

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 7) Business model innovation is not possible through which of the following?

- a. Changing the value proposition
- b. Changing business system architecture
- c. Changing Business operating model
- d. Through management innovation
- e. Invention of new process technologies
- f. Reengineering

No, the answer is incorrect.

Score: 0

Accepted Answers:

e

- 8) Uber could really define the pain points and applied latest technologies to solve it. In urban places of high mobility, it is very difficult to get a taxi. One that would come and pick you up. One with some identity for reliability and safety. To know when a taxi will arrive. Ease of paying for the tip. They innovated the solution based on the pains.

The above text is related to which block in the business model canvas?

- a. Customer segment
- b. Key activities
- c. Key partners
- d. Value proposition
- e. Revenue model
- f. Key resources

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 10) Which of the following statement is most appropriate?

- a. A business model is mostly a written document or slide deck delineating the process of execution, marketing and growth plan and the projected financial performance.
- b. A business model describes the rationale of how an organization creates, delivers, and captures value in economic, social, cultural or other contexts.
- c. A business model describes the rationale of how an organization develops products or services using modern cutting-edge and futuristic technologies.
- d. A business model describes the rationale of how an organization builds team, identifies opportunities, and goes-to-market.
- e. A business model describes the team of co-founders, marketing strategies, financial performance, and business process management.

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 11) Which of the following is an example of Freemium pricing?

- a. Amazon
- b. Flipkart
- c. Spotify
- d. Airbnb
- e. Aravind

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 13) Choose the right chronology of importance of factors for success of a business as espoused by Bill Gross?

- a. The timing, the idea, the team & execution, the business model, the funding
- b. The idea, the timing, the team & execution, the business model, the funding
- c. The timing, the team & execution, the idea, the business model, the funding
- d. The team & execution, the idea, the timing, the business model, the funding
- e. The timing, the idea, the business model, the team & execution, the funding

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 14) Dynamic capability may be gained by following some archetypical frameworks common across industry types. Which of the following is not one of it?

- a. Irrespective of industries, investing in intellectual properties to build barriers to entry is highly effective.
- b. Cross-functional teams for product development.
- c. Increased access to information.
- d. Exploit the advantages of open innovation.
- e. Market research

No, the answer is incorrect.

Score: 0

Accepted Answers:

e

- 15) Which of the following is not among the advantages of Business Model Canvas (BMC)?

- a. Almost whole business model demonstrated in one page or canvas
- b. Almonds missing any point is less.
- c. Provides a single framework for assessing business competition.
- d. It saves time for angels and other investors to have a glimpse or birds eye view on the business model.
- e. It helps focusing on core business areas.
- f. All members can identify possible value addition and contribute using the BMC.

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

Unit 5 - Week 3 :

Course outline

How does an NPTEL online course work?

Week 0

Week 1 :

Week 2 :

Week 3 :

Lecture 11 : Marketing for Startups - I

Lecture 12 : Marketing for Startups - II

Lecture 13 : Marketing for Startups - III

Lecture 14 : Marketing Research

Lecture 15 : Marketing Research (Contd.)

Lecture Material

Quiz : Assignment 3

Feedback Form

Week 4 :

Week 5 :

Week 6 :

Week 7 :

Week 8 :

Week 9 :

Week 10:

Week 11:

Week 12:

Detailed Solution

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Assignment 3

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-02-19, 23:59 IST.

- 1) You have come up with a new idea and would like to understand whether it can be transformed into a new business. The first thing you are interested in is to understand the market and what features of the product are more desired by the target customers so that the product development team may explore the time and cost of its final form? What type of market research is most appropriate for you at this stage?

1 point

- a) By source: primary, by method: quantitative, by objective: descriptive
b) By source: primary, by method: quantitative, by objective: exploratory
c) By source: primary, by method: qualitative, by objective: descriptive
d) By source: secondary, by method: quantitative, by objective: descriptive
e) By source: secondary, by method: qualitative, by objective: exploratory

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

e

- 2) Which of the following is not part of the primary sources of data?

1 point

- a) Survey
b) Internet source
c) Focused group
d) Interview
e) Observation

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 3) Which of the following is part of creating product differentiation?

0 points

- a) Adding features that are absent from competing products.
b) Removing features or components that are not appreciated by customers.
c) Reducing price of your product.
d) Adding features that customers appreciate but are absent in competing products.
e) All of the above.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

e

- 4) The storytelling example of Huggies is about _____

1 point

- a) Online marketing
b) Social media marketing
c) Content marketing
d) PR marketing
e) Marketing through messaging

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 5) The objective of marketing analysis

1 point

- a) To identify market segment
b) Identify market structure
c) Competition analysis
d) Trend analysis
e) Target market analysis
f) All the above

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

f

- 6) The second step in the five step market research process is

1 point

- a. Define research objectives
b. Develop a research plan
c. Implement a research plan
d. None of the above

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 7) The purpose of market segmentation?

1 point

- a) To understand the customer better
b) To create product differentiation
c) Understand market size
d) It help to understand competition and the demand-supply gap
e) All of the above

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

e

- 8) Which is the most attractive market type to be in for any entrepreneur?

1 point

- a. Oligopolistic
b. Monopolistic
c. Perfect Competition
d. Duopolistic

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 9) The characteristic feature of attractive market structure

1 point

- 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-supply gap.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

- 10) What is the initial step in starting a business?

1 point

- a. Raising the capital
b. Registering a company
c. Identifying Customer pain
d. Conducting market research
e. Building a minimum viable product

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 11) Qualitative research is

1 point

- a. Causal analysis
b. Exploratory in nature
c. Captures descriptive aspect of the market
d. Used only for secondary data collection
e. Performed through questionnaire survey

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 12) Difference between 'public relation' and 'advertisement'. Choose the best answer.

1 point

- 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 a paid media.
c. Public relation is creation of awareness through social media.
d. People trust advertisement more than public relation initiative
e. Advertisement content is filtered through a reporter

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 13) Marketing funnel is

1 point

- a. Channel of customer acquisition steps
b. Channel for market segment identification
c. A funnel for innovative marketing strategy
d. A funnel for evaluation of customer satisfaction
e. A logistic funnel through which products make their journey from the factory to the customers.

a

</div

Unit 4 - Week 2 :

Course outline

How does an NPTEL online course work?

Week 0

Week 1 :

Week 2 :

Lecture 06 : Myths and Realities around Entrepreneurship

Lecture 07 : Causes of Failure of Startups

Lecture 08 : Why Startups Fail (Contd.)

Lecture 09 : Forms of Legal Entities

Lecture 10 : Factors Driving Competitive Advantages

Lecture Material

Quiz : Assignment 2

Feedback Form

Week 3 :

Week 4 :

Week 5 :

Week 6 :

Week 7 :

Week 8 :

Week 9 :

Week 10 :

Week 11 :

Week 12 :

Detailed Solution

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Assignment 2

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-02-12, 23:59 IST.

- 1) Which of the following can not be concluded from the story of Dhirubhai Ambani? (Need to remember the last week's lectures)

- a. Entrepreneurs identify opportunities in adversities
- b. Entrepreneurs are made, not born
- c. Entrepreneurs are knowledge seekers
- d. Entrepreneurs is a discipline that can be learnt.
- e. Entrepreneurs have a compelling vision and a comprehensive plan to execute it.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

- 2) Which of the following represents the five forces of competition as espoused by Porter?

- a. Competitive rivalry, government policy, buyer power, threat of substitution, threat of new entry
- b. Competitive rivalry, supplier power, buyer power, threat of substitution, international competition
- c. Competitive rivalry, supplier power, buyer power, threat of substitution, threat of new entrant
- d. Global rivalry, supplier power, buyer power, threat of substitution, threat of new entry
- e. Core competency, competitive rivalry, government policy, threat of new entrant, threat of substitution

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 3) How can we gain competitive advantage?

- a. Innovative technology
- b. Efficient cost management
- c. Building brand
- d. Distribution channel with easy access
- e. Creating core competency
- f. Only a, c, and d
- g. a, b, c, d and e

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

g

- 4) What is meant by limited liability in the context of limited liability company

- a) The liability of the company is limited to its resources
- b) The liability of any owner is limited to his/her share of the business at any point of the time
- c) The liability of any owner is proportional to his/her shareholding in the company
- d) The owners of a company have no liability

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

b

- 5) Quick decision and flexibility of operations are advantageous in which form of business

- a) Proprietorship
- b) Private limited company
- c) Partnership
- d) Public limited company
- e) Limited liability partnership firm

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

- 6) In partnership form of business, the written agreement duly stamped and registered is known as _____

Hint

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

- 7) Which form of business has a limited life?

Hint: Multiple answers are possible

- a) Partnership
- b) Proprietorship
- c) Private limited company
- d) Public limited company
- e) All of the above

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 8) Investors prefer which form of legal structure of an enterprise and why?

- a) Proprietorship because it gives absolute liberty to proprietor for execution and the personal assets of the proprietor can be attached in case of default.
- b) Partnership because it has all attributes of proprietorships and more than one founders
- c) Private limited company because the personal assets of shareholders cannot be attached to meet company obligations and it can induct new investors as shareholders.
- d) Public limited since it can issue shares to outside investors including public.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 9) Which of the following does not involve in product differentiation

- a. Quality (low, average, high, best)
- b. Features
- c. Forms
- d. Shapes
- e. Price

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

e

- 10) What was the main reason for failure of Iridium? Choose the best answer.

- a. Over-pricing
- b. Excessive capital cost
- c. The technology was ahead of time.
- d. They offered something that customer did not want.
- e. They ran out of cash.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 11) Value Proposition in the Business Model Canvas should contain?

- a. The value that should be delivered to the customer.
- b. Customer's problem that we are trying to solve
- c. Manufacturing plan
- d. Balanced team
- e. All the above

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 12) Choose the correct answer

As per Michael E. Gerber,

- a. Technicians live in the past,
- b. Managers live in the future,
- c. Entrepreneur live in the present
- d. Managers learn new techniques/ knowledge and relentlessly strive to finish the job at hand
- e. Entrepreneurs explore business models to solve emerging challenges and the focus is on equity.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

- 13) Which of the following is not one of the five sins of business as espoused by Drucker

- 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. Borrowing heavily that may cause quick death.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

e

Unit 3 - Week 1 :

Course outline

How does an NPTEL online course work?

Week 0

Week 1 :

● Lecture 1 : Economic Contributions of Entrepreneurs

● Lecture 2 : Definition, Motivation and Types of Entrepreneurship

● Lecture 3 : Vision, Mission and Values

● Lecture 4 : Entrepreneurial Qualities

● Lecture 5 : Two Inspiring Stories

● Lecture Materials

○ Quiz : Assignment 1

○ Feedback Form

Week 2 :

Week 3 :

Week 4 :

Week 5 :

Week 6 :

Week 7 :

Week 8 :

Week 9 :

Week 10:

Week 11:

Week 12:

Detailed Solution

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Assignment 1

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-02-12, 23:59 IST.

- 1) Which of the following is the most compelling reason for one to become entrepreneur? 1 point
- a. Creating personal, neighbor's', societal wealth creation
 - b. Economic value creation for the country.
 - c. Be one's own boss.
 - d. Solve the environmental problem so as to make the world a better place for the next generation.
 - e. Solve an acute problem of a group of people who are crying for a better solution and you are confident of coming up with one.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

e

- 2) Which of the following statements is most appropriate? 1 point

- a. Entrepreneurship intensity of a country explains quality of life of its citizens.
- b. Entrepreneurship is too risky and is suitable only for those with business background.
- c. Entrepreneurs improves the quality of their lives.
- d. Entrepreneurship is for the extroverts.
- e. None of the above

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

- 3) Which of the following is the most impactful about entrepreneurs? 1 point

- 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.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

- 4) Entrepreneurs are: 1 point

- a. High-risk lovers
- b. Risk averse
- c. Partially risk lovers
- d. None of the above
- e. Risk neutral.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

- 5) Which of the following is NOT recognised as a misconception about entrepreneurship? 1 point

- a. Entrepreneurs are born in business families.
- 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.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

- 6) Which of the following is not attributed to the success of Sophia Amoruso? 1 point

- a. Her understanding of the customers
- b. An eye on profit
- c. Her social skills
- d. Her strong narrative that deeply resonates with the customer.
- e. Uncompromised & consistent ethics.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

- 7) The _____ 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. 1 point

Which of the following words is ideal to fill the above blank?

- a. Vision
- b. Mission
- c. Strategies
- d. Values
- e. Execution

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 8) Which of the following is true? 1 point

- a. Entrepreneurs have internal locus of control
- b. External locus of control is to believe that one can create their own future.
- c. Internal locus of control is to believe in fate.
- d. People with internal locus of control tend to blame outside forces for all the failures.
- e. People with internal locus of control are spirituals.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

- 9) You want to start an e-commerce company. You target the niche market of hand-made goods. You have written the following statement: 1 point

"To enhance the productivity, quality of products, reduce drudgery (improve health), and realize maximum value for goods and services of Indian artisans."

What this statement can be termed as?

- a. Vision
- b. Mission
- c. Strategies
- d. Values
- e. Execution

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 10) Which of the following best defines empathy? 1 point

- a. The ability to understand and share the sorrows of another.
- b. The ability to feel pain of others by suffering it.
- c. The ability to sympathize others by deeply understanding their situations.
- d. The ability to feel the pain of others by close observation and deep analysis.
- e. The ability to mourn on others' loss.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 11) What to expect from 'corporate entrepreneurship' as a company? 0 points

- a. Foster creativity and innovation in products, services, and processes and creation of more value.
- b. Accelerate product development.
- c. Improve customer value proposition.
- d. Create and maintain competitive advantages.
- e. Action-oriented, self-driven, creative.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 12) What to expect as an employee 'Corporate Entrepreneurship'? 1 point

- a. Create and maintain competitive advantages.
- b. Action-oriented, self-driven, creative.
- c. Achieve sustainable growth in the era of innovation-driven economy.
- d. Full empowerment to think out of the box and act like an entrepreneur without major part of the risks.
- e. Better products and services.

a

b

c

d

e

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

- 13) What to expect as a society 'Corporate Entrepreneurship'? 1 point
- </

Unit 14 - Week 12:

Course outline

How does an NPTEL online course work?

Week 0

Week 1 :

Week 2 :

Week 3 :

Week 4 :

Week 5 :

Week 6 :

Week 7 :

Week 8 :

Week 9 :

Week 10 :

Week 11:

Lecture 56 : Start up Valuation

- I

Lecture 57 : Start up Valuation

- II

Lecture 58 : Human Resource Management - I

Lecture 59 : Human Resource Management - II

Lecture 60 : Growth Strategies

Lecture Material

Quiz : Assignment 12

Feedback Form

Detailed Solution

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Assignment 12

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-04-22, 23:59 IST.

Instruction: If all the options are correct, choose "All the options are correct" and not any one individual option

1) Choose the correct statement about startup valuation from the following:

- a. Venture valuation models are mostly based on projected cash flow of a venture.
- b. The future cash flows for startups lack visibility.
- c. Startups mostly are not in profit during the early years.
- d. A golden rule or credible method to value startup is missing at present.
- e. Financial metrics are not the only value drivers for startups.
- f. All the points are true

a.

b.

c.

d.

e.

f.

No, the answer is incorrect.

Score: 0

Accepted Answers:

f.

1 point

2) Which of the following is true about equity capital?

- a. Paid up capital is the portion of the authorized capital that has been subscribed by shareholders by paying for their share of the equity shares in full.
- b. Authorized capital is the maximum amount of equity share capital that can be raised by a company and it is mandated by the registrar of companies.
- c. Owners' equity is the sum total of 'Paid up Equity Capital' and 'Reserves & Surplus'.
- d. Equity capital consists of number of equity shares with equal face values of a certain denomination.
- e. All the options are correct.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

e.

1 point

3) The company, Your Company, has an authorized capital of ₹10,000. A, B, and C are the three cofounder shareholders. A holds 20 shares of ₹100 each, B holds 10 shares of ₹100 each and C holds 20 shares of ₹100 each. There is no other shareholder in the company. What are their percentage holdings in the company?

- a. 20%, 10% & 20% respectively
- b. 40%, 10% & 40% respectively
- c. 26.67%, 6.67%, and 26.67% respectively.
- d. 40%, 20% & 40% respectively
- e. None of the options are correct

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

e.

1 point

4) The company, Your Company, has an authorized capital of ₹1000. A, B, and C are the three cofounder shareholders. A holds 20 shares of ₹10 each, B holds 10 shares of ₹10 each and C holds 20 shares of ₹10 each. There is no other shareholder in the company. Your Company, has negotiated an investment round with an angel. The angel has valued Your Company at ₹10,000 before investment. They agreed to invest ₹10,000 for 50% of the company (equity). How Your Company will issue shares to the angel to avail this investment?

Choose the most appropriate option.

- a. All cofounders give away 50% of their shares to the angel. Therefore, the cofounder together hold 50% and angel holds 50% after the allotment of shares.
- b. Your Company creates 50 new shares of ₹10 and allot to the angel.
- c. Your Company creates 500 new shares of ₹10 and allot to the angel.
- d. Your Company creates 100 new shares of ₹100 and allot to the angel.
- e. None of the options is correct.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a.

1 point

5) An angel agrees to invest ₹ 7 crore in a startup at a pre-money valuation of ₹ 10 crore. All the cofounders together hold 500 shares of ₹10 each. This is the first time investment for the company and there is no other shareholder at present. How many shares are to be allotted to the angel for this round of investment?

What is the weighted average cost of capital?

- a. 450
- b. 360
- c. 700
- d. 500
- e. 350

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

e.

1 point

6) Which of the following is not a method for valuation of startup venture?

- a. Cost-based methods or cost to duplicate
- b. Income-based methods using discounted net present value
- c. Market-based methods using similar transactions elsewhere
- d. Scorecard method
- e. Market-driven method based on stock market data

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

e.

1 point

7) Choose the right statement.

- a. A company should raise enough money necessary to reach to the next major milestone, not more and not less.
- b. Excess funding is as bad as inadequate funding.
- c. Funding must be planned well in advance since the whole process requires several months of time before you can lay your hands on the money.
- d. If fund is not available when necessary the company may have to wind up.
- e. All of the options are correct.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a.

1 point

8) A VC has an investment horizon of 5 years. It wants to invest in a company that is projected to achieve a sales of ₹100 crore in the fifth year? The VC wants to invest ₹ 6 crore in exchange for equity of the company. Based on the risk perception on the venture the VC wants a 10X return on their investment at the end of the investment horizon. How much the VC would value the company before making the investment if the expected earnings (profit margin) of the company is 5% and the price to earnings ratio for the business sector is 20? Use the 'Venture Capital' method of valuation to answer. [Hint: Terminal Value or value at the end of the investment horizon = Revenue x Earnings rate x P/E Ratio. Find the terminal value, divide it by the return multiple to get post-money value, deduct investment amount planned to get the pre-money valuation]

- a. ₹ 6 cr.
- b. ₹ 5 cr.
- c. ₹ 4 cr.
- d. ₹ 3 cr.
- e. ₹ 2 cr.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a.

1 point

9) Which of the following is incorrect?

- a. In the present business world with easy access to fund, team is the greatest differentiator.
- b. Profitability through growth, globalization, and increasingly knowledge driven economy make human resource more important and thus human resources management.
- c. Consciously built core competency provides huge competitive advantages and core competency rests on the employees making human resource the most important asset of an enterprise.
- d. Core competency is the unique selling proposition that is one of the key elements of the value proposition and is a great differentiator.
- e. Many employees have founders' mentality and they drive companies to success. They are invaluable to an enterprise. Human resource management can help identify and groom such employees.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

e.

1 point

10) Read the following points and answer the question following them:

- A. Recruiting and maintaining a human resource management team at the early stage is costly. Therefore, startup should focus less on HR at the early stage.
- B. The disaster of recruiting a wrong employee is more serious than the reward of recruiting the right person. Therefore, spend money to ensure you recruit the right employees.
- C. Entrepreneurs themselves are the best judge about the suitability of a potential candidate. Therefore, do not waste money to build and maintain a HR team. Instead use your own judgment and you will be able to hire the right guys.
- D. Having a dedicated HR department will do wonders for getting your startup off the ground.
- E. Compromising on an HR team to save up on initial investments might improve the cash flow reducing the chance of failure due to running out of cash.

Which two of the above are correct about human resources management?

Options

- a. A & C
- b. A & E
- c. B & D
- d. C & D
- e. B & E

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a.

Unit 13 - Week 11:

Course outline

How does an NPTEL online course work?

Week 0

Week 1 :

Week 2 :

Week 3 :

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Week 10:

Week 11:

• Lecture 51 : Some Dos and Don'ts

• Lecture 52 : Go-To-Market Strategies-I

• Lecture 53 : Go-To-Market Strategies-II

• Lecture 54 : Capital Budgeting Decisions

• Lecture 55 : Capital Budgeting Decisions (Contd.)

Lecture Material

Quiz : Assignment 11

Feedback Form

Week 12:

Detailed Solution

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Assignment 11

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-04-15, 23:59 IST.

Instruction: If all the options are correct, choose "All the options are correct" and not any one individual option

1) Which of the following is not part of capital budgeting decision process

- a. Estimating the break-even point
- b. Comparing two or more business models
- c. Estimating acceptability of project based on expected return
- d. Selection between multiple machines.
- e. Comparing cost reduction plans

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a.

2) Which of the following statements is correct about capital budgeting?

- a. It helps us to rank projects in order of future cash flows
- b. It helps entrepreneurs to understand the comparative merits of business opportunities.
- c. Such information for applying capital budgeting techniques are futuristic, it provides useful information for decision making.
- d. Helps in selection between multiple machines.
- e. All the options are correct

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

b.

3) A business contract requires ₹500 initial investment. It generates an annual net cash flow of ₹200 for five years and returns no salvage value at the end of business horizon. If the required rate of return is 10%, estimate the net present value in rounded full Rupee? The present value multiplication factor for 10% discount rate for 5 years is 3.97.

- a. ₹ 569
- b. ₹ 258
- c. 0
- d. Negative.
- e. ₹.
- f. All the options are correct

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

c.

4) What is hurdle rate?

- a. It is the internal rate of return of a project.
- b. It is the rate at which the payback period is estimated by discounting the future cash flow.
- c. It is the minimum rate of return that a project must generate for it to be acceptable by a company.
- d. It is the minimum rate of return on equity from a project for it to be favorably considered.
- e. It is the cost of debt and therefore a project must return at least this rate for it to be considered favorably.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

c.

5) Following is the capital structure of a company along with their cost or expected return:

Type of capital	Quantum of money	Rate
Equity	200	20%
Bank loan	300	15%
Preference capital	100	10%
Unsecured loan	200	20%

What is the weighted average cost of capital?

- a. 15.78%
- b. 16.0152%
- c. 17.214%
- d. 16.875%
- e. 14.542%

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

e.

6) Which of the following is correct?

- a. Payback period method takes into account the time value of money
- b. Internal rate of return method does not consider time value of money
- c. The discounted net present value method estimates the rate at which the present value is zero or more.
- d. The break-even point analysis is done based on historical data
- e. A project may appear better than another project based on assessment by one method but may show inferior based on another method.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

d.

7) Which of the following was the most serious cause for the failure of Iridium?

- a. They did not adopt capital budgeting decision process.
- b. They did not adopt the validated learning process.
- c. They did not control their cost.
- d. They ran out of money.
- e. Their timing was wrong.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

d.

8) Which of the following is not vanity metrics?

- a. Life time value of a customer
- b. Number of users sign in.
- c. Number of employees.
- d. Number of return customers.
- e. Top-line

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

d.

9) A company, YOUR COMPANY, invests ₹500 as capital investment in machinery and ₹200 in working capital to perform a contractual assignment for MY COMPANY over a period of seven years. YOUR COMPANY has to invest another ₹250 during the third year to replace some key components. As per the contract, YOUR COMPANY will receive ₹300 every year as fee from MY COMPANY. Estimate the payback period of this contract in number of full years using only the above information.

Options

- a. Three years
- b. Four years
- c. Five years
- d. Two years
- e. None of the options is correct

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

b.

10) Read the following statements and answer the question following them.

- 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.

Which of the above are the two correct major assumptions of discounted net present value estimation?

Options

- A & C

- A & E

- B & D

- C & D

- e. None of the options is correct

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

b.

11) Which of the following statements is incorrect?

Options

- a. A project may look attractive based on discounted net present value method but may not be so based on break-even analysis.
- b. The hurdle rate is the minimum rate of return below which a company will not accept a project.
- c. The break-even point estimation takes into account the time value of money.
- d. Payback period method does not take into account the time value of money.
- e. None of the options is correct

Unit 12 - Week 10:

Course outline

How does an NPTEL online course work?

Week 0

Week 1 :

Week 2 :

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Week 10:

● Lecture 46 : Funding New Venture - I

● Lecture 47 : Funding New Venture - II

● Lecture 48 : Funding New Venture - III

● Lecture 49 : Funding New Venture - IV

● Lecture 50 : Funding New Venture - V

● Lecture Material

● Quiz : Assignment 10

● Feedback Form

Week 11:

Week 12:

Detailed Solution

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Assignment 10

The due date for submitting this assignment has passed.

As per our records you have not submitted this assignment.

Due on 2020-04-08, 23:59 IST.

- 1) The primary difference between debt and equity

1 point

- a. Debt involves dilution whereas equity attracts interest
- b. Debt is not repayable whereas equity is to be repaid
- c. Debt can be raised without security 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 the venture.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

d.

- 2) The difference between primary and collateral securities

1 point

- a. Primary security is a charge on the assets created out of the loan and Collateral security relates to charge on assets other than those created out of the loan.
- b. Collateral security is a charge on the assets created out of the loan and primary security relates to charge on assets other than those created out of the loan
- c. Primary security is a charge on liquid assets whereas collateral securities is a charge on illiquid assets
- d. Primary securities are the assets of the co-founders whereas collateral securities are the assets of the company.
- e. None of the options.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

c.

- 3) Which of the following is true?

1 point

- a. Payment of dividend is mandatory for equity share whereas payment of dividend is optional for preference share
- b. Preference equity shareholders have voting rights
- c. Rate of dividend payable in case of equity share is the prerogative of the board of directors.
- d. Dividend on preference capital is mandatory and must be paid every year and cannot be carry forwarded.
- e. Dividend on loan is less than that on preference equity.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

d.

- 4) 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?

1 point

- a. 25%
- b. 20%
- c. 75%
- d. 80%
- e. None of the options is correct.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a.

- 5) A company raises 100 million rupees at a pre-money valuation of 400 million rupees in the form of simple participating preference share with no liquidation preference. A few years later the company realizes a liquidity event and is acquired for 500 million rupees. How much money the founders receive?

1 point

- a. 400 million rupees
- b. 380 million rupees
- c. 320 million rupees
- d. 300 million rupees
- e. None of the options is correct.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a.

- 6) A new venture raises 100 million rupees at a pre-money valuation of 400 million. What is the post-money shareholding of the founders?

1 point

- a. 25%
- b. 20%
- c. 75%
- d. 80%

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a.

- 7) A company raises 100 million rupees at a pre-money valuation of 400 million rupees in the form of simple participating preference share with 1x liquidation preference. A few years later the company realizes a liquidity event and is acquired for 500 million rupees. How much money the founders receive?

1 point

- a. 400 million rupees
- b. 380 million rupees
- c. 320 million rupees
- d. 300 million rupees
- e. None of the options is correct.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a.

- 8) A business angel invests ₹100 million for 20% of the venture. What is the post money valuation of the venture?

1 point

- a. ₹300 million
- b. ₹400 million
- c. ₹500 million
- d. ₹600 million
- e. None of the options is correct.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a.

- 9) What is most frequently referred to as dilution in the context of start-up funding?

1 point

- a. The reduction of percentage equity holding of investors in the subsequent round of fund raising.
- b. It is the reduction of percentage equity holding of founders for raising fresh loan.
- c. The reduction of percentage equity holding of founders in the event of issuance of shares to investors.
- d. It is the reduction of percentage equity holding of founders for raising fresh capital through preferences share.
- e. Reduction of equity holding by bank as their loan is liquidated.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

c.

- 10) Which of the following is not Bootstrapping?

1 point

- a. Buying offices instead of renting to avoid the payment huge rent every month and improve cash flow.
- b. Using used machine instead of buying new machine.
- c. Applying for and obtaining grants.
- d. Using interns instead of regular employees.
- e. Following the lean product development process.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a.

- 11) A business angel invests ₹100 million for 20% of the venture. Suppose the company is sold for ₹300 million how much money the founders will receive if the business angel has no liquidity preference?

1 point

- a. ₹220 million
- b. ₹240 million
- c. ₹260 million
- d. ₹160 million
- e. ₹60 million

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

b.

- 12) Which of the following is most appropriate statement?

1 point

- a. Angel investors are high net-worth individuals with surplus fund.
- b. Business angels are interested in the excitement of startup activities
- c. Business angels can connect with other investors when necessary
- d. Business angels are good mentors
- e. Angels have higher risk appetite than venture capitalist
- f. All of the above

a.

b.

Unit 11 - Week 9:

Course outline

How does an NPTEL online course work?

Week 0

Week 1 :

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Week 3 :

Week 4 :

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Week 7 :

Week 8 :

Week 9 :

• Lecture 41 : Founding Team and Early Recruits

• Lecture 42 : Business Plan - I

Lecture 43 : Business Plan - II

• Lecture 44 : Pitching the Business Plan - I

Lecture 45 : Pitching the Business Plan - II

• Lecture Material

Quiz : Assignment 9

Feedback Form

Week 10:

Week 11:

Week 12:

Detailed Solution

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Assignment 9

The due date for submitting this assignment has passed.

As per our records you have not submitted this assignment.

Due on 2020-04-01, 23:59 IST.

- 1) Arrange the following in the order of importance in the context of success of a startup as suggested by Bill Gross (most important first)

1 point

- a. Team, Timing, Business model, Team
- b. Timing, Team, execution, Idea
- c. Team, Timing, idea, execution
- d. Timing, Team, Idea, execution
- e. Business model, Team, Timing, Funding

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

b.

- 2) Out of following options which is the most compelling reason for recruiting new employee?

1 point

- a. You get an opportunity to recruit a top class person with key skill set that you ordinarily do not come across.
- b. Recommendation for a candidate by your investors.
- c. Social responsibility to create jobs.
- d. Filling a key knowledge gap
- e. To make a balance of team for all sections of the business

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

d.

- 3) Which of the following is the correct interpretation of the construct 'insurgent mission' in the context of entrepreneurship?

1 point

- a. You are in a blue ocean market and want to translate that into a red ocean.
- 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 at war against competitors on behalf of the underserved customers and would not stop until you win.
- e. You need to adopt the extremist mentality and no rule applies to your way to become successful.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

d.

- 4) Which of the following is the cause for failure of maximum percentage of startups?

1 point

- a. Lack of necessary fund for scaling.
- b. Lack of good team with complementary skills
- c. Disharmony among founders.
- d. Lack of buyers for the products.
- e. Running out of cash.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

e.

- 5) One of your employees by the name Abc has been complaining about the job allocation pointing out that he can perform better in a different project 'X'. It is apparent that the project 'X' has better visibility and higher remuneration. A bit of reasoning by the management did not satisfy Abc. What should be your action?

1 point

- a. Swap him with a person in project 'X' so that Abc can work in peace and you can get rid of the botheration.
- b. You try to reason him saying that next time he will be placed in a project of his choice.
- c. You compensate him the financial loss he is incurring by working on something less remunerative.
- d. Ask him to find a new job and give him notice for a month as per service contract.
- e. Fire him immediately to prevent compounding of the problem.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

e.

- 6) Which of the following is the correct interpretation of the construct 'owners mindset' in the context of entrepreneurship?

1 point

- A. The sense that the company is theirs and that the prosperity of the company is aligned with their personal prosperity.
- B. The sense that the company belong to them and they should try to take away as much from the company as possible.
- C. One is as responsible as the owners and would take all the actions that are for the best interest of the company.
- D. To avoid bureaucracy and take immediate and appropriate action without waiting for instructions from hierarchy or the sense that it is someone else's responsibility.
- E. It is the sense that the founders are the owners and have the most responsibility and control of the business.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

e.

- 7) Guy Kawasaki recommended

1 point

- a. Twenty minute presentation, thirty slides and minimum ten font size
- b. Thirty minute presentation, twenty slides and minimum ten font size
- c. Ten minute presentation, twenty slides and minimum thirty font size
- d. Twenty minute presentation, ten slides and minimum thirty font size
- e. Thirty minute presentation, ten slides and minimum twenty font size

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a.

- 8) Which of the following is the correct interpretation of the construct 'frontline obsession' in the context of entrepreneurship?

1 point

- A. Customer focus and do everything possible to satisfy customers.
- B. Take customer feedback to help product development team understand what is to be built so as to meet gap in product features.
- C. Try to understand every detail about customers' response to features of the product and convince customers that it's a product-customer requirement-fit
- D. Go to any length to close a sales deal and not resort to blame-game for non-performance.

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a.

- 9) As per Sam Altman, the ideal number of co-founders is

1 point

- a. Two to three
- b. Depends on required skills
- c. You can decide as you grow and meet smart people.
- d. To be decided by investors.
- e. Three to four

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a.

- 10) Which of the following are not included among the list of 10 items recommended by Guy Kawasaki

1 point

- a. Value proposition
- b. Management team
- c. Go-to-market plan
- d. Revenue model
- e. The desired amount of fundraising
- f. Competition analysis

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

a.

- 11) Five key elements of a story as espoused by Blake Mycoskie

1 point

Choose the right option:

- a. Hero, antagonist, awareness, climax, & passion
- b. Hero, antagonist, awareness, transformation, & passion
- c. Hero, villain, awareness, transformation, & climax
- d. Hero, heroine, villain, awareness, transformation, & passion
- e. Hero, antagonist, climax, transformation, & passion
- f. Hero, heroine, antagonist, awareness, & transformation

a.

b.

c.

d.

e.

No, the answer is incorrect.

Score: 0

Accepted Answers:

b.

- 12) Who among the following are potentially good candidate for employment in your startup?
- </

Unit 2 - Week 0

Course outline

How does an NPTEL online course work?

Week 0

Quiz : Assignment 0

Week 1 :

Week 2 :

Week 3 :

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Week 6 :

Week 7 :

Week 8 :

Week 9:

Week 10:

Week 11:

Week 12:

Detailed Solution

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Assignment 0

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-01-27, 23:59 IST.

- 1) The standard of living is often measured by:

- a. Real GDP per capita
- b. Real GDP
- c. Real GDP * population
- d. Real GDP plus depreciation

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 4) GST stands for

- a. Goods and Supply Tax
- b. Government Sales Tax
- c. Goods and Services Tax
- d. General Sales Tax

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 5) In India, GST became applicable from?

- a. 1st April, 2017
- b. 1st January 2017
- c. 1st July 2017
- d. 1st March 2017

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 6) GST is a _____ based tax on consumption of goods and services?

- a. Duration
- b. Destination
- c. Dividend
- d. Development

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 7) India has chosen _____ model of Dual GST?

- a. USA
- b. UK
- c. Canadian
- d. Japan

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 8) Having less than 50% of equity share in a venture is called

- a. Joint Venture
- b. Majority Venture
- c. Minority Venture
- d. Exporting

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 9) Which one of the following is used to identify an opportunity?

- a. Input from customers
- b. Input from channel members
- c. Input from business associates
- d. All of the above

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

- 10) Being one's own boss is a need of

- a. Independence
- b. Achievement
- c. Affiliation
- d. Authority

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

b

c

d

- 11) A/an _____ is an online connection between the company and its customers. New business model

- a. Internet advertising
- b. Website
- c. World Wide Web
- d. E-commerce

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

- 12) "Capitalism" refers to:

- a. the use of markets
- b. government ownership of capital goods
- c. private ownership of capital goods
- d. private ownership of homes and cars

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

- 13) The goal of a pure market economy is to best meet the desires of

- a. consumers
- b. companies
- c. Workers
- d. The government

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

b

c

d

- 14) The supply of a good refers to:

- a. Stock available for sale
- b. Total stock in warehouse
- c. Actual production of the good
- d. Quantity of the good offered for sale at a particular price per unit of time

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

- 15) Founders of Google were:

Hint: Multiple options are possible

- a. Larry Page
- b. Jeff Bezos
- c. Sundar Pichai
- d. Sergey Brin

a

b

c

d

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

b

c

d