

SECTION II
[TO BE ATTACHED TO THE MAIN ANSWER-BOOK]
B.COM DEGREE CBCS PRIVATE EXAMINATION, MARCH 2025
DO NOT WRITE YOUR REGISTER NUMBER OR NAME ANYWHERE IN THE
SECTION II OF THE QUESTION PAPER
CO4CRT13 MCQ - ENTREPRENEURSHIP DEVELOPMENT AND PROJECT
MANAGEMENT

Answer **all** questions.

All questions carry equal marks

Put a tick mark [✓] against the correct answer

1. Achievement Motivation Theory was propounded by
(a) Frederick Herzberg (b) Abraham Maslow
(c) Douglas McGregor (d) David C. McClelland
2. Who is referred to as the “Craftman” type of entrepreneur?
(a) Technical entrepreneur (b) Professional entrepreneur
(c) Pure entrepreneur (d) Innovative entrepreneur
3. Which are the classifications of entrepreneurs suggested by Clarence Danhof ?
(a) Empirical, Rational and Cognitive Entrepreneurs (b) Innovative, Adoptive, Fabian and Drone Entrepreneurs
(c) Copreneurs, Ontreneurs and Intrapreneurs (d) Pure, Induced, Motivated and Spontaneous Entrepreneurs
4. The Union cabinet has approved the classification norms of MSMEs on the basis of Annual Turnover during the year_____
(a) 2008 (b) 2018
(c) 2006 (d) 2016
5. Cultural change agents and resourceful visionaries who organise cultural, financial, social and human capital to generate revenue from a cultural activity is called_____
(a) Technopreneur (b) Cultural entrepreneur
(c) Social entrepreneur (d) Ecopreneur
6. A project is evaluated on various aspects like technical, commercial, financial, etc. to analyse project feasibility. At which phase of project life cycle, this is done?
(a) Initiation phase (b) Planning phase

- (c) Implementation phase (d) Closure phase
7. Initial assessment of project idea in order to decide acceptance or rejection is called ____
(a) Pre-feasibility study (b) Feasibility study
(c) Techno-economic analysis (d) Project evaluation
8. Which is not a network planning and analysis technique?
(a) CPM (b) PERT
(c) MAP (d) AMT
9. Entrepreneurship refers to ____
(a) Person (b) Function
(c) Both Person & Function (d) Technology
10. Opportunities introducing new ideas by making subsequent changes in the existing structure of business are ____ opportunities
(a) Additive (b) Break-through
(c) Complementary (d) Innovative
11. A manufacturing firm, when it moves to distribution outlets also is called ____
(a) Conglomerate diversification (b) Upward integration
(c) Downward integration (d) Horizontal diversification
12. Currently, start ups have a tax for ____
(a) 3 years (b) 1 year
(c) 4 years (d) 2 years
13. The Act passed to grant intellectual property rights to plant breeders, researchers and farmers who have developed any new or extant plant varieties is called ____
(a) PPVFR Act (b) PBMSECA Act
(c) PML Act (d) None of these
14. Government Stores Purchase Programme is implemented by ____
(a) NRDC (b) NSIC
(c) DIC (d) TCO
15. A Small medium enterprise has an annual turnover ____
(a) Between Rs.25 lakhs and Rs.5 crores (b) Between Rs.5 crores and Rs.75 crores
(c) Between Rs.10 lakh and Rs.2 crores (d) Between Rs.2 and Rs.5 crores

16. The advance given to business concern to cover the time lag between the sanctioning and disbursement of term loans by financial institutions is called _____
(a) Seed capital (b) Venture Capital
(c) Bridge Capital (d) All of these
17. project in which a reasonable quantitative assessment of the benefits can be made known as
(a) Disaster project (b) Crash project
(c) Quantifiable project (d) Sectoral project
18. Contracts like Build Own Lease Transfer (BOLT) are example of _____
(a) Turnkey project (b) Management contract
(c) Joint Ventures (d) None of these
19. Pricing method based on consumers' perception of the product price is _____
(a) Perceived value pricing (b) Going-rate pricing
(c) Sealed-bid pricing (d) Penetration pricing
20. Franchising which grants the franchisee the right to sell outlets to sub-franchisees in a broad geographical area is called _____ franchising
(a) Direct (b) Area Development
(c) Master (d) Product

No. of MCQ's Attempted :

Marks Scored :
(To be entered by the examiner)

No. of MCQ's not Attempted :

**ATTACH SECTION II INTERNAL EXAMINATION MCQ PAPER
WITH THE MAIN ANSWER BOOK**