

SERIES: A



QP CODE: 24900058

SERIES: A

Reg No:.....

Name:.....

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

**FIRST SEMESTER MGU-UGP (HONOURS) REGULAR
EXAMINATION NOVEMBER 2024**

First Semester

Multi-Disciplinary Course - MG1MDCCOM100 - BUSINESS ORGANISATION AND ENTREPRENEURSHIP

(2024 ADMISSION ONWARDS)

Duration: 1 Hours

Maximum Marks: 50

**Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Interest (I),
Appreciation (Ap), and Skill (S)**

Students should attempt atleast one question from each course outcome to enhance their overall outcome attainability.

[Learning Domain][CO No(s)]

Part A

Multiple Choice Questions

Answer any 30 questions.

Each question carries 1 mark

- | | | |
|---|---|----------------------------|
| 1 | How long do patents usually last for? | [U] [3] |
| | a) 10 Years | b) 20 Years |
| | c) 40 Years | d) 60 years |
| 2 | A company wishes to ensure that no one else can use their logo. What type of Right is involved? | [U] [3] |
| | a) Copy Right | b) Trade Mark |
| | c) Patent | d) Geographical Indication |
| 3 | _____ is a function of E commerce. | [U] [2, 3] |
| | a) Marketing | b) Supply Chain |
| | c) Finance | d) All of the above |

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- 4 The ----- is an example of Variable cost [U] [4]
- a) Rent for factory space b) Monthly salaries of permanent staff
- c) Raw materials used in production d) Office insurance payments
- 5 The contribution margin is calculated as: [A] [4]
- a) Sales - Variable Cost b) Fixed cost/Total Units Sold
- c) Variable Cost - Total Sales d) Total Cost- Fixed Cost
- 6 At the break-even point, the company's profit is: [E] [4]
- a) Positive b) Negative
- c) Zero d) Maximum
- 7 What is the primary goal of social responsibility towards customers? [U] [1]
- a) Profit maximization b) Ensuring product safety and quality
- c) Reducing production costs d) Cutting down employee benefits
- 8 A business refuses to engage in deceptive advertising practices even though it could increase short-term profits. Which ethical principle is the company following? [U] [1]
- a) Fairness b) Accountability
- c) Integrity d) Profitability
- 9 Which form of business organization allows its members to pool resources and share profits for mutual benefit? [U] [1]
- a) Joint Stock Company b) Cooperative Society
- c) Sole Proprietorship d) Partnership
- 10 What is the maximum number of partners allowed in a partnership firm in India? [K] [1]
- a) 20 b) 10
- c) 50 d) 100
- 11 A Limited Liability Partnership (LLP) is a form of business where [K] [1]
- a) At least one partner has unlimited liability and other partners have limited liability b) Partners have unlimited liability
- c) Only one partner is liable for d) The government controls the

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- | | debts | business | |
|----|---|---|------------|
| 12 | A Joint Stock Company has perpetual succession, which means | | [U] [1] |
| | a) The company dissolves when a shareholder leaves | b) The company has continuous existence even if its shareholders change | |
| | c) The company runs only for one year | d) The company is temporary | |
| 13 | A major limitation of a sole proprietorship in terms of continuity is | | [U] [1] |
| | a) The business continues after the owner's death | b) The business dissolves upon the owner's death | |
| | c) The business is taken over by the government | d) The business operates under new ownership automatically | |
| 14 | What is the Primary objective of Public Sector Enterprises? | | [U] [1] |
| | a) Serving Public & National Interest | b) Profit Maximisation | |
| | c) Market Competition | d) Wealth Creation | |
| 15 | What is the primary purpose of MSMEs? | | [U] [1] |
| | a) To create large multinational corporations | b) To promote entrepreneurship and generate employment | |
| | c) To eliminate competition in the market | d) To focus solely on export activities | |
| 16 | What is considered the lifeblood of a business? | | [K] [2, 3] |
| | a) Technology | b) Money | |
| | c) Human resources | d) Marketing | |
| 17 | What does Retained Earnings refer to? | | [U] [2, 3] |
| | a) Profits distributed to shareholders as dividends | b) Loans taken to expand the business | |
| | c) Profits reinvested in the business instead of distribution | d) Shares issued to the public | |
| 18 | What do angel investors contribute to start ups? | | [U] [2, 3] |
| | a) provides capital | b) provides technical knowledge | |
| | c) lease financing | d) hire purchase | |

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- 19 What makes startups different from traditional businesses? [A] [2, 3]
- a) They emphasize innovation and risk-taking
 - b) They focus only on retail sectors
 - c) They avoid technology-based solutions
 - d) They follow the same business models as existing firms
- 20 What is the primary purpose of bridge capital? [U] [2, 3, 4]
- a) To provide long-term working capital to businesses
 - b) To cover the time lag between the sanctioning and disbursement of loans
 - c) To replace term loans from financial institutions
 - d) To finance only public issues directly
- 21 What is the primary meaning of entrepreneurship? [U] [2]
- a) The process of managing a large corporation
 - b) The act of starting and managing a new business
 - c) The ability to invest in real estate
 - d) The study of market trends
- 22 Which characteristic is most commonly associated with successful entrepreneurs? [U] [2]
- a) Fear of failure
 - b) Adaptability
 - c) Reluctance to take risks
 - d) Preference for routine activity
- 23 What is the primary purpose of innovation in a business context? [U] [2]
- a) To reduce costs
 - b) To create new value
 - c) To maintain the status quo
 - d) To increase employee satisfaction
- 24 Brain storming is [U] [2]
- a) A method of generating ideas through group discussion
 - b) A way to finalize business plans
 - c) A technique to evaluate competitors
 - d) A form of market research
- 25 Which action leads to generation of novel and innovative ways of doing business? [U] [2, 3]
- a) Creativity
 - b) More finance/Capital
 - c) Government support
 - d) All of these
- 26 An Innovative mind is always in search of [A] [2, 3]
- a) Project Ideas
 - b) Competitors

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- c) Screening d) Government Rules
- 27 Food processing industry belongs to [U] [1]
a) Primary b) Tertiary
c) Secondary d) Quarternary
- 28 The main motive of business is to [U] [1]
a) Render social service b) Earn profit
c) Create employment opportunity d) Reduce environmental impact
- 29 Capital is not required in the case of [U] [1]
a) Business b) Profession
c) Employment d) None of these
- 30 Example of Extractive Industry is [U] [1]
a) Fishing b) Textile shop
c) Poultry farms d) All of these
- 31 Business firms have responsibility towards [U] [1]
a) Customers b) Creditors
c) Society d) All of these
- 32 CSR stands for [U] [1]
a) Corporate Social Responsibility b) Company Social Responsibility
c) Critical Social Responsibility d) None of these

(30 × 1 = 30)

Part B

Multiple Choice Questions
Answer any 10 questions.
Each question carries 2 mark

- 33 Which of the following is not an economic activity? [U] [1]
(i) A teacher working in a school (ii) A businessman running his shop
(iii) A farmer working in the field (iv) A doctor running his clinic
a) (ii) only b) (iv) only
c) (ii) and (iv) only d) None of these
- 34 Match the following: [U] [1]
Set A- Activity Set B- Reward
(i) Business (a) Fees

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- (ii) Profession (b) Wages
(iii) Employment (c) Profit
- a) (i)-a, (ii)-b & (iii)-c b) (i)-c, (ii)-a & (iii)-b
c) (i)-b, (ii)-c & (iii)-a d) (i)-c, (ii)-b & (iii)-a
- 35 Arrange the following stages of an entrepreneurial journey from the beginning stage to the final stage. [U] [2, 3]
(i) Idea generation (ii) Developing & testing of the product (iii) Launching the business and commercialisation (iv) Market Research (v) Business planning and financing
a) (i) (ii) (iii) (iv) and (v) b) (i) (iv) (v) (ii) and (iii)
c) (i) (ii) (iv) (iii) and (v) d) (i) (iii) (iv) (ii) and (v)
- 36 In idea screening, an entrepreneur typically looks for ideas that offer [U] [2, 3]
a) High risk and low return b) Low risk and low return
c) High risk and high return d) Low risk and high return
- 37 Which of the following statements is/are correct? [A] [2]
(i) Risk-taking is a fundamental characteristic of entrepreneurship.
(ii) Successful entrepreneurs often exhibit strong leadership skills.
a) (i) Only b) (ii) Only
c) Both (i) and (ii) d) Neither (i) nor (ii)
- 38 Sustainability of entrepreneur development depends on factors like [U] [2]
a) Technical skills b) Organizational sustainability
c) Hard work d) All of these
- 39 Consider the following Assertion and Reason and interpret. [A] [2, 3]
Assertion (A): Angel funds provide capital to startups at the early stages of development.
Reasoning (R): Angel investors are primarily motivated by quick returns on their investments.
a) Both A and R are true, and R is the correct explanation of A. b) Both A and R are true, but R is not the correct explanation of A.
c) A is true, but R is false. d) A is false, but R is true.
- 40 Which of the following is a government agency in India that supports small-scale industries and entrepreneurship? [U] [2, 3]
a) SIDBI b) IMF
c) World Bank d) SEBI

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- 41 Which government scheme focuses on promoting entrepreneurship and self-employment through vocational training? [K] [3, 4]
- a) Pradhan Mantri Kaushal Vikas Yojana (PMKVY) b) Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)
- c) Foreign Direct Investment Policy (FDI) d) Atal Pension Yojana (APY)
- 42 Consider the following Assertion and Reason and interpret. [U] [2, 3]
Assertion (A): Startups rely heavily on external funding from venture capitalists or angel investors.
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- c) A is true, but R is false. d) A is false, but R is true.
- 43 Consider the following Assertion and Reason and interpret. Assertion (A): Public sector enterprises play a key role in national development. [U] [1]
Reason (R): They focus exclusively on profit generation.
- a) Both A and R are true, and R is the correct explanation for A. b) Both A and R are true, but R is not the correct explanation for A.
- c) A is true, but R is false d) A is false, but R is true
- 44 Arrange the following business forms based on the complexity of their legal requirements, starting from the least complex: [U] [1]
(i) Joint Stock Company
(ii) Partnership
(iii) Sole Proprietorship
(iv) Limited Liability Partnership (LLP)
- a) (i), (ii), (iii), (iv) b) (iii), (ii), (iv), (i)
- c) (iv), (iii), (ii), (i) d) (ii), (iii), (iv), (i)

(10 × 2 = 20)

END OF THE QUESTION PAPER

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- a) More finance/Capital b) All of these
- c) Government support d) Creativity

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- c) (i) (ii) (iv) (iii) and (v) d) (i) (ii) (iii) (iv) and (v)
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(iii) Sole Proprietorship
(iv) Limited Liability Partnership (LLP)
- a) (iii), (ii), (iv), (i) b) (i), (ii), (iii), (iv)
- c) (ii), (iii), (iv), (i) d) (iv), (iii), (ii), (i)
- 44 Which of the following is a government agency in India that supports small-scale industries and entrepreneurship? [U] [2, 3]
- a) IMF b) World Bank
- c) SEBI d) SIDBI

(10 × 2 = 20)

END OF THE QUESTION PAPER

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