

**INDIAN SCHOOL AL WADI AL KABIR**  
**ENTREPRENEURSHIP**  
**MULTIPLE CHOICE QUESTIONS**  
**CHAPTER 1 ENTREPRENEURIAL OPPORTUNITIES**  
**REVISION QUESTIONS**

1. Rehan and Nishant got jobs in IT sector and were based in Bangalore. Rehan was from Delhi and Nishant was from Gujarat. Both were missing home food. The canteen food was highly unappetizing. They checked out several tiffin services but did not find them satisfactory.

The foods were not apt for their taste buds. So, they decided to quit their jobs and start a professionally managed tiffin service by the name of "Sanjha Chulha". They not only offered chapatis and North Indian curries, but also started with Gujarati thali, Bengali thali as regional meals.

What was the source of perceiving the basic idea?

- A. Problem
- B. Invention
- C. Innovation
- D. Change

2. A young man, Vipul wants to start a business. He is not sure of the type of business he should start. His friends suggested him to seek the help of professionals. He contacted a professional who asked Vipul to pay a big amount for consultancy. Therefore, he decided to search for the reports and industry updates himself. He started looking for the required information on different websites regularly.

Identify the way Vipul spotted the trend.

- A. Watch trend
- B. Think Trend
- C. Talk trend
- D. Read Trend

3. Yagnesh is into the business of manufacturing low cost diesel cars in Germany. He is earning good profits and ambitiously considering overseas expansion. He scans the environment for finding out the opportunities and threats that may influence his current and future plans. He zeroes down on India as a potential place for his business expansion as Indian Government has announced favourable trade regulations.

Identify the macro environment factor that played a major role for such decision by Yagnesh.

- A. Political
- B. Legal
- C. Economical
- D. Technological

4. Ravi created a portable incinerator to be installed in the houses. The dry waste generated at homes can be converted by it into ash that can be used as manure for plants. He has installed five prototypes of this incinerator in his society to test its working and to prove its value. Ravi is in the \_\_\_\_\_ stage of creative process for his product.

Choose the correct option:

- A. Illumination.
- B. Incubation

C. Verification

D. Preparation

5. It is the process of entrepreneurship which involves the translation of a useful idea into an application which has commercial value'. Identify the process.

A. Creativity

B. Innovation

C. Problem Solving

D. Competition

6. Pritam belongs to a farmer's family. One day a team of officials from the local block development office visited his village for discussing additional opportunities related to agriculture. The team discussed with the villagers how to develop fishery. The team explained about the technique of construction of ponds and the modern technology of growing fishes. The team also informed that the 'State agriculture department' will provide loan at an interest rate of 5% per annum to the farmers who will engage themselves in the occupation and will also help the farmers in the marketing of fishes. Pritam, decided to engage himself in the fishery occupation.

Identify the 'idea field' that helped Pritam to engage himself in fishery occupation.

A. Market Driven Ideas

B. Trade Related Ideas

C. Natural resources

D. Creative Efforts

7. Rohit, an entrepreneur, decided to open a chain of retail stores to sell fast-food items like pizza, burgers, etc. He decided to open the retail stores in the urban areas.

Identify the environmental factor behind such decision.

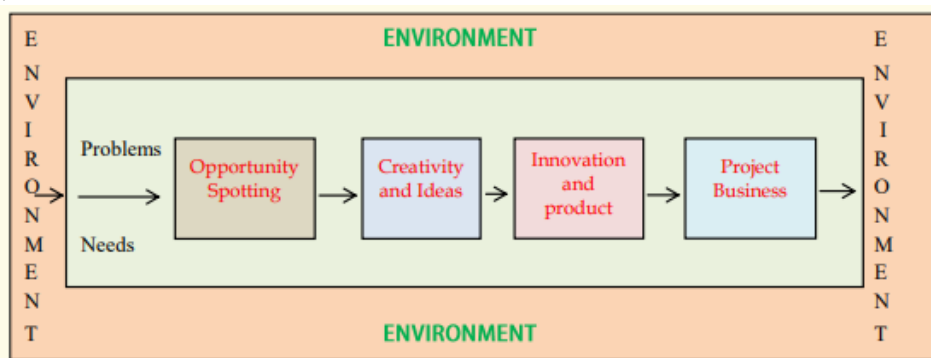
A. Political factor

B. Technological factor

C. Social factor

D. Ecological Factor

8.



Identify the concept depicted in the image

A. Enterprise proposal Diagram

B. Enterprise Process Diagram

C. Enterprise Project Diagram

D. None of these.

9. Arijit is working as a salesman in a company engaged in the marketing of readymade garments. He gets a monthly salary of Rs. 50,000 besides many other benefits. He is doing

this work to earn his living and satisfy the materialistic and social requirements. He is not doing this work out of love, care and affection. Ramesh has undertaken \_\_\_\_\_ activity.

Fill in the blank selecting appropriate word.

- A.Social
- B.Economic
- C.Cultural
- D.Non-economic

10. ASSERTION:CPL Airlines wants to expand its operations. One of the important political factors it should consider is the landing rights of airlines in foreign countries.  
REASON: Idea Germination is the seeding stage in the creative process, at this stage the entrepreneur recognizes that opportunity exists.

Choose the correct option

- A.Both Assertion and Reason is true and reason is correct explanation of Assertion
- B.Both statements are false
- C.Assertion 1 is true, Reason is false
- D. Both Assertion and Reason is true but reason is correct explanation of Assertion

11. Asmit Started a pottery unit employing differently abled people to make and sale sculpture made of clay. He also made sure that the material he used is easily decomposable. During the month if September and October he increased the scale of production as the festival of Diwali was around the corner.

Identify the component of business environment at a macro level that is reflected in the above situation to anticipate the demand.

- A. Economic
- B. Political
- C. Social
- D. Ecological

12. Shreya started her small-scale business of making Pickles along with few of her neighbors using their free time at home. They named their venture 'Home Sweet Home'. They were able to supply the entire district. One of the members suggested that they should expand and start selling to other states. When she discussed the same to her husband, he suggested that they have to properly look into the environment analysing the competition. The concept suggested to Shreya by her husband is:

- A. Formulate policies
- B. Tap useful resources
- C. Environment scanning
- D. Image building

13. In the academic year 2020/21 due to COVID 19 all the schools started online classes. Many parents were worried about monitoring their children as they have to go to their workplace.

Being a talented and an intelligent student Ritesh decided to develop an app that may help the parents to keep a watch on the children and their activity during the online class.

From the following identify the "idea field" used by Ritesh to develop the app.

- A. Creative efforts
- B. Trading related ideas
- C. Market driven idea
- D. Natural resources

14. Nelson started an AC repair shop in his area after doing a diploma course. What idea field is it?

- A. Market driven
- B. Trading related
- C. Service related
- D. Creative efforts

15. During the Pandemic, the worst hit were the families who were infected by the virus and had no source for home cooked nutritious food. 'Chilly Chillz' is a multi-cuisine chain of restaurants operating throughout Delhi by a well-established network of outlets. The owner of the chain understood the concern and started serving 3 course meal to such families on payment basis. The interested customers had to login the website, select their location and set their menu for the day. This service proved to be a great support for suffering families. What was the source of generation of basic idea?

- A. Innovation
- B. Invention
- C. Problem
- D. Competition

16. Exploring opportunities in the environment is a process involving various steps. Arrange the steps in correct order.

- i) Evaluating the ideas received from different sources to find a creative solution
- ii) Identifying a product or service through innovation
- iii) Opportunity spotting by analysing the needs and problems that exist in the environment
- iv) Setting up a project and nurturing it to success

- A. i-ii-iii-iv
- B. iii-i-ii-iv
- C. ii-iii-iv-i
- D. i-iv-iii-ii

17. Priya joined a Publication Company that publishes a monthly magazine "Lifestlye". It covers articles related to fitness, clothing, gadgets, cooking etc., Priya had joined the clothing division of the magazine. Her divisional head explained her nature of work of the division. She also informed Priya that in addition to visits to local mall she would have to attend 'Power lunches' on the first Monday of every month. Out of the following identify the way of spotting trend, the divisional head is talking about?

- A. Talk trends
- B. Read trends
- C. Watch trends
- D. Think trends