



Question Booklet Code – **D**

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**ENTREPRENEURSHIP DEVELOPMENT AND
BUSINESS ETHICS**

Paper : CC 4.1 Chg

Full Marks : 80

[English Version]

The figures in the margin indicate full marks.

All questions to be answered. Fill the appropriate circle in the OMR Sheet.

Group - A

1×20

1. Among the following which is not recognised as type of layout with respect to entrepreneurship?
(A) Programme layout (B) Product layout
(C) Process layout (D) Combination layout.
2. Among the following which one is the last step in Control?
(A) Taking corrective actions (B) Identifying causes of deviation
(C) Measurement of performance (D) Establishment of standards.
3. Knowledge, efficiency, experience of the employees are known as _____ resource.
(A) Human (B) Intellectual
(C) Venture (D) Physical.
4. The English term 'Ethics' originates from—
(A) Greek (B) Latin
(C) French (D) Hibru.
5. From the available information the oldest family business in the world is —
(A) Barone Ricasoli (B) TATA Iron & Steel Company
(C) East India Company (D) Kongo Gumi.
6. Among the following which reason of conflict is very much important?
(A) Roles & responsibilities of family members (B) Ownership
(C) Accountability (D) All of these.
7. Among the following which is not considered as government stimulation of entrepreneurship?
(A) Technological change & innovation (B) Reduction of Tax
(C) Opportunity to flourish full potential (D) Lowering the rate of interest.
8. Among the following alternatives select such person who is considered as Angel Investor.
(A) Rakesh Jhunjhunwala (B) Sharad Sharma
(C) Sunil Kalra (D) All of them.

Please Turn Over

9. Which of the following is considered as scope of business ethics?
- (A) Ethics in compliance (B) Ethics in Finance
(C) Ethics in marketing (D) All of these.
10. The business ethics is —
- (A) Ethics of responsibility (B) Ethics of behaviour
(C) Ethics of values (D) Ethics of beliefs.
11. The concept 'Tripple Bottom Line' relates to the evaluation of —
- (A) Social responsibility of Company (B) Company administration
(C) Ethics of Company (D) Ethical behaviour of Company.
12. Personal loyalties, economic responsibilities, legal responsibilities these are the _____ of business ethics.
- (A) Features (B) Types
(C) Principles (D) Scope.
13. The English word 'Entrepreneur' originates from —
- (A) Latin word (B) Greek word
(C) French word (D) German word.
14. Which one of the following is not considered as component of resource mobilization?
- (A) Resource Identification (B) Seeking out new resources
(C) Disposal of wasted resources (D) Identification of resource provider.
15. By which capital, a new entrepreneur can collect 'Seed Capital'?
- (A) Equity Capital (B) Venture Capital
(C) Angel Investment (D) Working Capital.
16. As per MSMED Act, 2006, investment in plant and machinery of more than ₹ 25 lakh but does not exceed ₹ 5 crore, is known as —
- (A) Medium Enterprise (B) Micro Enterprise
(C) Small Enterprise (D) Service Enterprise.
17. _____ is a cooperative attitude of a number of people who are related to each other on some basis.
- (A) Attitude (B) Morale
(C) Integrity (D) Honour.

18. In ethical dilemma the toughest choices are right versus _____.
- (A) Right (B) Wrong
(C) Unethical issues (D) Irrelevant issue.
19. Among the following which is accepted as workplace ethics?
- (A) Trustworthiness (B) Integrity
(C) Fairness (D) All of these.
20. _____ is a process by which the people of the world are incorporated into a single world society.
- (A) Globalisation (B) Democracy
(C) Bureaucracy (D) Ethics.

Group - B

2×30

1. Which alternative you consider proper in respect of features of Angel Investors?
- (A) They invest their own fund
(B) They procure finance from the public to invest in venture
(C) They give loan to any venture in easy term
(D) All of the above.
2. Which content is mentioned at the first stage of project proposal?
- (A) Information relating to entrepreneur (B) General information
(C) Description of goods (D) None of these.
3. Among the following which is the most important influencing factor of the advantages of entrepreneurship?
- (A) It increases cost
(B) Helps in development of entrepreneurship
(C) Ensures health and security of the employees of entrepreneurship
(D) Helps in marketing.
4. Among the following which one is not considered as fundamental problem of a start-up business?
- (A) Failure of business model (B) Problem in getting good employee
(C) Problem in getting Angel Investor (D) To combat the competitors.

Please Turn Over

5. Fraudulent asset valuation, insider trading, securities fraud leading to manipulation of the financial market and disproportionate executive compensation etc. are examples of lapses in :

- (A) Product quality (B) Legal compliance
(C) Corporate governance (D) Human Resource Management.

6. (a) Justice vs. Mercy
(b) Truth vs. Loyalty
(c) Individual vs. Community.

Among all the above issues which alternative of the following helps in the context of decision making?

- (A) Right vs. Right (B) Right vs. Wrong
(C) Wrong vs. Wrong (D) Right vs. Mistake.

7. (a) The organisation shows inflated amount of salary in comparison with actual amount of salary an employee gets.

- (b) Granting extra amount for conveyance to the preferred employees.

All the above unethical practices are connected with the department —

- (A) Finance department (B) Costing department
(C) Accounting department (D) Marketing department.

8. If it is not possible to select qualified employee due to internal politics, it is known as —

- (A) Unethical work (B) Absence of values
(C) Uncultural work (D) Absence of human discipline.

9. Under which type of values education and intellectual pursuits belong?

- (A) Instrumental values (B) Terminal values
(C) Essential values (D) Eternal values.

10. Ethical Value + _____ = Ethics.

- (A) Knowledge (B) Concept
(C) Behaviour (D) Desire

11. What will be the amount of minimum and maximum amount of investment in machinery in case of a medium size of service enterprise are —

- (A) ₹ 10 lakh and ₹ 2 crore (B) ₹ 2 crore and ₹ 5 crore
(C) ₹ 10 lakh and ₹ 1 crore (D) ₹ 2 crore and ₹ 6 crore.

12. Which of the following is not a factor for selecting location of a business enterprise?
(A) Availability of raw material (B) Proximity to market
(C) Profitability (D) Easy availability of efficient labour force.
13. Among the following which is not considered as internal source of finance in entrepreneurship?
(A) Own fund (B) Family fund
(C) Angel Investor (D) Undistributed profit.
14. How many persons are required to constitute village based self-help group?
(A) 10 women (B) 20 women
(C) 10 to 20 women (D) 10 to 15 women.
15. Among the following which institution or organisation does not come under the purview of Incubator?
(A) University (B) Municipality
(C) Government Department (D) Organisation involved in economic development.
16. Who was conferred Role Model in India of 20th Century by the Federation of Indian Chamber of Commerce and Industry (FICCI)?
(A) Ratan Tata (B) Dhirubhai Ambani
(C) Sanjib Goenka (D) Prince Dwarakanath Tagore.
17. Among the following alternatives which one does not qualify as importance of entrepreneurship?
(A) Capital Formation
(B) Creation of employment
(C) Maintaining balance of regional development
(D) Creation of monopolistic market.
18. The business which is formed by two or more persons and _____ control lies in those people, is known as family business.
(A) Marketing (B) Financial
(C) Tax related (D) Production.
19. Which of the following is not a characteristic of a marketing plan?
(A) It should be flexible
(B) It should be long and detailed
(C) It should be based on facts and valid assumption
(D) It should provide strategy.

20. Idea generation, preparation stage, incubation stage, illumination stage and verification are connected with –
- (A) Control Process (B) Management Process
(C) Process of behaviour (D) Creative Process.
21. The business environment that originates from the interaction of different countries or human being of different areas, is known as
- (A) Unethical culture (B) Cross culture
(C) Integrated culture (D) Globalised culture.
22. In which year Sarbanes-Oxley Act was introduced?
- (A) 1902 (B) 1982
(C) 1992 (D) 2002.
23. Corporate code of ethics is a _____.
- (A) Formal document (B) Unwritten document
(C) Cultural document (D) Social document.
24. Among the following which one does not create any impact on business ethics on account of cross culture?
- (A) Human resource management (B) Marketing management
(C) Accounting (D) Auditing.
25. (a) Narayan Murli Committee
(b) Naresh Chandra Committee
(c) J. J. Irani Committee
- All the above committees are related to what kind of activities of a Company?
- (A) Corporate Governance (B) Code of conduct of Company
(C) Legal mandate of Company (D) None of these.
26. The concept of 'Corporate Social Responsibility' to the society comes under the purview of the following:
- (A) Programme of company (B) Ethics of company
(C) Activities of company (D) Philosophy of company.
27. Among the following which one does not come under the purview of importance of business ethics?
- (A) It is a discipline (B) To gain customer's confidence
(C) Safeguarding consumer's right (D) Create good images of business.

28. Among the following which issue of business relates to business ethics?
- (A) In the context of decision making of any business
 - (B) In the context of changes in the name of business
 - (C) In the context of increase in production of business
 - (D) In the context of motivation.
29. The process where a person informs on another or makes public disclosure of corruption or wrongdoing is called :
- (A) Endeavour
 - (B) Whistle blowing
 - (C) Dilemma
 - (D) Veteran.
30. Among the following which condition helps to create ethical dilemma?
- (A) At the time of decision making between right and right.
 - (B) At the time of decision making between right and wrong.
 - (C) At the time of decision making between right and nearly wrong issue.
 - (D) At the time of taking decision among all wrong issues.
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