



Question Booklet Code – **D**

Roll No. ....

Registration No. ....

OMR Serial No. ....

**2025**

**ENTREPRENEURSHIP DEVELOPMENT AND  
BUSINESS ETHICS**

**Paper : CC-4.1 Chg**

**Full Marks : 80**

**[ English Version ]**

*The figures in the margin indicate full marks.*

**Group - A****Module - 1 & 2**Answer *all* questions.

1×20

1. \_\_\_\_\_ refers to the integration of economies and societies through the cross-cultural flows and networks of information, interaction, ideas, technologies, goods, services, capital, finance, power and human resources.  
(A) Nationalization (B) Modernization  
(C) Globalization (D) Socialization.
2. \_\_\_\_\_ is a voluntary association of people, usually from the same socio-economic background who come together for solving their common problems.  
(A) Industry association (B) Self-Help Group  
(C) Business incubator (D) Mutual fund.
3. \_\_\_\_\_ refers to the act of reporting alleged organizational misconduct by an employee of an organization to the public or top executives as the situation demands.  
(A) Performance appraisal (B) Whistle blowing  
(C) Customer complain (D) Job complain.
4. A one page business plan is referred to as \_\_\_\_\_.  
(A) Lean plan (B) Loan plan  
(C) Comprehensive plan (D) Venture plan.
5. \_\_\_\_\_ approach of resolving ethical dilemma emphasizes on 'greater benefit for all'.  
(A) Universalism (B) Utilitarianism  
(C) Care (D) Virtue ethics.
6. Which of the following is not a personal level determinant of entrepreneurship?  
(A) Achievement need (B) Type A personality  
(C) Family background (D) Locus of control.

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7. The method through which a project/venture is funded by rising small amounts of money from a large number of people, typically via Internet is referred to as \_\_\_\_\_.
- (A) Crowd funding (B) Bootstrapping  
(C) Venture capital funding (D) Angel investing.
8. The primary aim of a \_\_\_\_\_ is to mitigate conflict before it erupts, by agreeing on business policies in advance.
- (A) Family council (B) Generational meeting  
(C) Family retreat (D) Familial constitution.
9. Ethical egoism and utilitarianism are two types of \_\_\_\_\_ approach of business ethics.
- (A) Teleological (B) Justice  
(C) Deontological (D) Virtuous.
10. Carroll organized different corporate social responsibilities as a/an \_\_\_\_\_ layered pyramid model.
- (A) Four (B) Five  
(C) Six (D) Eight.
11. Corporate Governance is a \_\_\_\_\_ approach.
- (A) Top down (B) Bottom up  
(C) Hybrid (D) Scientific.
12. \_\_\_\_\_ is the systematic set of universally accepted rules and regulations created by an appropriate authority.
- (A) Ethics (B) Morality  
(C) Integrity (D) Law.
13. Corporate Governance is a \_\_\_\_\_.
- (A) Process (B) Discipline  
(C) Practice (D) All of these.
14. The logical arrangement of physical facilities viz. plant, machineries, equipments, workstations etc. within the premises of an organization is referred to as \_\_\_\_\_.
- (A) Location (B) Arranging  
(C) Lay-out (D) Organising.

15. The \_\_\_\_\_ came into existence after major corporate scandals in the US, involving Enron, WorldCom and Tyco.
- (A) OECD principles of corporate governance (B) Smith Report  
(C) Sarbanes-Oxley Act (D) Dodd-Frank Act.
16. Which of the following is finance related problem faced by the start-ups?
- (A) Branding issues (B) Liquidity problem  
(C) Unorganized market (D) Failure to deal with competition.
17. When creativity leads to a new approach of solving problems or enriching the society, it is referred to as \_\_\_\_\_.
- (A) Entrepreneurship (B) Innovation  
(C) Invention (D) Adaptation.
18. Which of the following is a serious issue related to ethics in marketing?
- (A) Deceptive Advertising and Price gouging  
(B) Fraudulent asset valuation  
(C) Issues affecting the privacy of the employer  
(D) Occupational safety and health.
19. Entrepreneurs of this type are risk averse, very cautious and skeptical while practicing any change :
- (A) Innovative entrepreneurs (B) Imitative entrepreneurs  
(C) Fabian entrepreneurs (D) Drone entrepreneurs.
20. \_\_\_\_\_ refers to the process of acquiring or procuring required resources from different resource providers in a timely and cost-effective manner.
- (A) Resource transition (B) Resource movement  
(C) Fund raising (D) Resource mobilization.

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**Group - B**

**Module - 1 & 2**

Answer *all* questions.

2×30

1. \_\_\_\_\_ is a technique used by companies and its financial managers to manipulate financial statements and reports to show more favourable results for a period.  
(A) Insider trading (B) Whistle blowing  
(C) Window dressing (D) Internal audit.
2. Members of the distribution channels are excellent sources for new ideas because \_\_\_\_\_.  
(A) they earn a handsome profit from new business  
(B) they are familiar with the needs of the market  
(C) they do not bother if entrepreneur bears a loss  
(D) they have well developed sales force.
3. Corporate governance is concerned with the formulation of \_\_\_\_\_ -term objectives.  
(A) very short (B) short  
(C) medium (D) long.
4. Basic problems of start-up include  
(A) Failure of business model (B) Problem of raising capital  
(C) Problem of finding good employee (D) All of these.
5. The guidelines of business defining the ethical standards for its top management and employees are termed as  
(A) Corporate Code of Ethics (B) Corporate Framework  
(C) Industry Rules (D) Corporate behaviour.
6. Ethics is a branch of \_\_\_\_\_ and \_\_\_\_\_.  
(A) philosophy, natural science (B) spirituality, social science  
(C) philosophy, social science (D) spirituality, natural science.
7. A corporate governance report is a \_\_\_\_\_ document.  
(A) written (B) verbal  
(C) contractual (D) registered.

8. Which of the following statement is TRUE with respect to location of a business premises?
- (A) A manufacturing organization requires only factory and office for its operation.
  - (B) Non-commercial entities do not require any premises for carrying out their respective operations.
  - (C) Office is the only premises required by a service rendering organization.
  - (D) A non-manufacturing organization requires only factory for its operation.
9. Which of the following is an international level application of business ethics?
- (A) Concern for climate change
  - (B) Providing goods and services at fair and reasonable price
  - (C) Fair and transparent practices relating to recruitment, compensation, lay off, promotion etc.
  - (D) Concern for poor and downtrodden in the society.
10. Which of the following is NOT a stimulating factor?
- (A) Arranging business plan competition at college and universities
  - (B) Incorporating entrepreneurship development as a subject in various academic programmes
  - (C) Granting tax relief and other form of subsidy
  - (D) Broadcasting motivational stories of successful entrepreneurs in public media.
11. Which of the following happen to be classification of entrepreneurs based on entrepreneurial activity?
- (A) Aggressive entrepreneur, adoptive entrepreneur, fabian entrepreneur
  - (B) Agricultural entrepreneur, trading entrepreneur, industrial entrepreneur
  - (C) Pure entrepreneur, induced entrepreneur, spontaneous entrepreneur
  - (D) Novice entrepreneur, serial entrepreneur, portfolio entrepreneur.
12. Identify the proper logical sequence in the process of starting a business venture from the given steps :
- (I) Beginning a business venture
  - (II) Conducting the feasibility study
  - (III) Generating a business idea
  - (IV) Developing a business plan
- (A) (III) → (II) → (I) → (IV)                      (B) (III) → (IV) → (II) → (I)
- (C) (II) → (III) → (I) → (IV)                      (D) (III) → (II) → (IV) → (I).
13. Which of the following is not unethical behaviour in human resource management?
- (A) Creating split in union leaders by inducing regionalism, casteism
  - (B) Producing fake caste certificate to obtain a job
  - (C) Maintaining occupational safety, health and fairness of job contract
  - (D) Biased attitude in selection, promotion, transfer, training and development of employees.

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14. Angel Investor is \_\_\_\_\_.
- (A) a person who provides loan at higher interest
  - (B) one who becomes partner in an enterprise in exchange of money
  - (C) an wealthy individual who invests directly in new small firm owned by others
  - (D) a person who takes risk of business owned by others.
15. An activity is probably ethical if
- (A) it is approved by most individuals in the organization and is customary in the industry.
  - (B) it is approved by most individuals in the industry.
  - (C) it is customary in the industry.
  - (D) it is legal.
16. As per MSMED Act, 2006, the 'medium enterprises' in the manufacture or production, processing or preservation of goods has been defined as enterprise whose
- (A) investment in plant and machinery is more than ₹ 25 lakhs but less than ₹ 5 crore.
  - (B) investment in plant and machinery is more than ₹ 10 lakhs but less than ₹ 2 crore.
  - (C) investment in plant and machinery is more than ₹ 2 crore but less than ₹ 5 crore.
  - (D) investment in plant and machinery is more than ₹ 5 crore but less than ₹ 10 crore.
17. The first and last stages of creative process of entrepreneurship are
- (A) idea generation, verification
  - (B) incubation stage, verification
  - (C) preparation stage, illumination
  - (D) idea generation, illumination.
18. The 'Universal Application' feature of corporate governance means that
- (A) corporate governance is based on core ethico-moral principles and values.
  - (B) corporate governance is legally recognised across several countries and all organizations.
  - (C) the top management should not maintain any secrecy and must disclose all relevant information.
  - (D) corporate governance is socially accepted by all people living in the society.
19. Identify the correct sequence in the process of resolution of ethical dilemma.
- (A) Analyze action → Analyze principle → Make decision
  - (B) Analyze action → Analyze decision → Decide on consequences
  - (C) Analyze action → Analyze consequences → Make decision
  - (D) Analyze consequences → Analyze action → Make decision.

20. The primary objective of a business incubator is to
- (A) enable and empower each of its members to reap the economic benefits through mutual assistance, solidarity and shared responsibility.
  - (B) providing shared offices or premises to start-ups.
  - (C) increasing profitability of start-ups to succeed by shortening and reducing time and cost of establishing its business.
  - (D) creating connections of start-ups with strategic partners.
21. An Angel Investor provides capital to new entrepreneur by\_\_\_\_\_.
- (A) Equity shares
  - (B) Convertible debentures
  - (C) Both (A) and (B)
  - (D) Preference shares.
22. Every company having net worth of rupees \_\_\_\_\_ crore or more and having turnover of rupees \_\_\_\_\_ crore or more during any financial year shall constitute a Corporate Social Responsibility Committee.
- (A) 500, 1000
  - (B) 200, 3000
  - (C) 300, 500
  - (D) 1000, 2000
23. The dictionary meaning of the term 'value' is \_\_\_\_\_.
- (A) principles or standards of propriety
  - (B) principles or standards of excellence
  - (C) principles or standards of behaviour
  - (D) principles or standards of good faith.
24. Ethics is a simply the study of \_\_\_\_\_.
- (A) Behaviour
  - (B) Spirituality
  - (C) Morals
  - (D) Business values.
25. Why should an entrepreneur do a 'feasibility study' for starting a new venture?
- (A) To identify possible source of fund
  - (B) To see if there are possible barriers to success
  - (C) To estimate expected sales
  - (D) To explore potential customers.
26. Internal Control and Internal Audit can resolve the ethical issues in \_\_\_\_\_.
- (A) Accounting and Finance
  - (B) Human Resource Management
  - (C) Marketing Management
  - (D) Audit Committee.

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- 27.** If an entrepreneur has an internal locus of control, this means that he/she
- (A) has a high need for achievement.
  - (B) feels comfortable in an unstructured situation.
  - (C) believes that success or failure depends on his/her own actions.
  - (D) believes that fate is a powerful force.
- 28.** Types of Resources to be mobilized for start-ups :
- (A) Financial Resources
  - (B) Physical Resources
  - (C) Intellectual Resources
  - (D) All of these.
- 29.** Ethics and Law sometimes overlap. This is called \_\_\_\_\_.
- (A) Yellow area
  - (B) White area
  - (C) Black area
  - (D) Grey area.
- 30.** Contract between buyer and seller is desirably made
- (A) Orally
  - (B) Written
  - (C) Registered
  - (D) All of these.
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