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| Paper: | ENTREPRENEURSHIP |
| Set Name: | ENT75 |
| Exam Date: | 30 Aug 2022 |
| Exam Shift: | 1 |
| Language: | English |

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|----------------|---|
| Section: | ENTREPRENEURSHIP |
| Item No: | 1 |
| Question ID: | 9230101 |
| Question Type: | MCQ |
| Question: | <p>Jiya is planning to start her pre-school. Which of the following pre-requisites of business opportunity should she primarily consider ?</p> <p>(a) Potential of future growth (b) There is a good market for the service she is going to provide (c) The rate of return on the investment is attractive (d) Huge competition</p> <p>Choose the most appropriate answer from the options given below :</p> <p>(1) (a), (b) and (c) only (2) (a) and (d) only (3) (a) and (c) only (4) (b) and (d) only</p> |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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|----------------|--|
| Section: | ENTREPRENEURSHIP |
| Item No: | 2 |
| Question ID: | 9230102 |
| Question Type: | MCQ |
| Question: | <p>Bingo airline is planning to expand over the next five years. Some of the board of directors are resistant to airport expansion citing impact of carbon emission from jet engines. Identify from the following the MACRO environmental factor highlighted in the above case.</p> <p>(1) Legal factor (2) Economic factor (3) Ecological factor (4) Social factor</p> |
| A: | 1 |
| B: | 2 |
| C: | 3 |

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| D: | 4 |
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|----------------|---|
| Section: | ENTREPRENEURSHIP |
| Item No: | 3 |
| Question ID: | 9230103 |
| Question Type: | MCQ |
| Question: | <p>One of the first task of an entrepreneur is to manifest creative ability through the conceiving of new product - market opportunities and unique value propositions. Which of the following option is correct in reference to steps of creativity process ?</p> <p>(a) Preparation (b) Verification (c) Incubation (d) Illumination (e) Idea germination</p> <p>Choose the most appropriate answer from the options given below :</p> <p>(1) (a), (b), (c), (d), (e) (2) (a), (c), (b), (d), (e) (3) (e), (b), (a), (c), (d) (4) (e), (a), (c), (d), (b)</p> |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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|----------------|--|
| Section: | ENTREPRENEURSHIP |
| Item No: | 4 |
| Question ID: | 9230104 |
| Question Type: | MCQ |
| Question: | <p>Which of the following is the first stage in the process of innovation ?</p> <p>(1) Idea germination (2) Analytical planning (3) Creativity (4) Commercial application</p> |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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| Section: | ENTREPRENEURSHIP |
| Item No: | 5 |

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|----------------|---|
| Question ID: | 9230105 |
| Question Type: | MCQ |
| Question: | <p>Trend spotting will help the entrepreneur to understand the market and produce goods or provide services in sync with the market trends. So every budding entrepreneur makes it a point to regularly observe where their target customers hang out. Identify from the following options, the way to spot trend highlighted in above statement.</p> <p>(1) Read Trends (2) Talk Trends (3) Watch Trends (4) Think Trends</p> |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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|----------------|---|
| Section: | ENTREPRENEURSHIP |
| Item No.: | 6 |
| Question ID: | 9230106 |
| Question Type: | MCQ |
| Question: | <p>Identify the statements that are true.</p> <p>(a) The risk element keeps a business person vigilant and going. (b) All businesses guarantee for return of principal amount invested or profit. (c) One time transaction is not business. (d) A business can involve goods servicer purchased for self consumption (e) dividend is the reward for undertaking a business activity</p> <p>Choose the most appropriate answer from the options given below :</p> <p>(1) (a), (c) only (2) (a), (e) only (3) (b), (c) only (4) (c), (d) only</p> |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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|----------------|---|
| Section: | ENTREPRENEURSHIP |
| Item No.: | 7 |
| Question ID: | 9230107 |
| Question Type: | MCQ |
| | Identify the characteristics of sole proprietorship where the business and the owner exists |

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| Question: | together : |
| | (1) Sole Beneficiary |
| | (2) Unlimited liability |
| | (3) No separate legal entity |
| | (4) Mutual Agency |

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| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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| Section: | ENTREPRENEURSHIP |
| Item No: | 8 |
| Question ID: | 9230108 |
| Question Type: | MCQ |
| Question: | <p>Identify which one is not the characteristics of sole proprietorship ?</p> <p>(1) Complete control (2) Unlimited liability (3) Easy formation and closure (4) Profit sharing</p> |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

| Section: | ENTREPRENEURSHIP | | | | | | | | | | |
|-------------------------------|--|-------------------------------|------------------------|-----------------------|------------------------|-----------------|-----------------------------|---------------------------|----------------------|-------------------------------|--|
| Item No: | 9 | | | | | | | | | | |
| Question ID: | 9230109 | | | | | | | | | | |
| Question Type: | MCQ | | | | | | | | | | |
| Question: | <p>Match List - I with List - II.</p> <table> <thead> <tr> <th style="text-align: center;">List - I (Characteristics)</th> <th style="text-align: center;">List - II (Concept)</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">(a) Artificial person</td> <td style="text-align: center;">(i) Independent status</td> </tr> <tr> <td style="text-align: center;">(b) Common seal</td> <td style="text-align: center;">(ii) Binding on the company</td> </tr> <tr> <td style="text-align: center;">(c) Separate legal entity</td> <td style="text-align: center;">(iii) Created by law</td> </tr> <tr> <td style="text-align: center;">(d) Transferability of shares</td> <td style="text-align: center;">(iv) Restrictions in private companies</td> </tr> </tbody> </table> <p>Choose the correct answer from the options given below :</p> <p>(1) (a) - (iii), (b) - (ii), (c) - (i), (d) - (iv) (2) (a) - (i), (b) - (iii), (c) - (ii), (d) - (iv) (3) (a) - (ii), (b) - (i), (c) - (iv), (d) - (iii) (4) (a) - (iv), (b) - (ii), (c) - (iii), (d) - (i)</p> | List - I (Characteristics) | List - II (Concept) | (a) Artificial person | (i) Independent status | (b) Common seal | (ii) Binding on the company | (c) Separate legal entity | (iii) Created by law | (d) Transferability of shares | (iv) Restrictions in private companies |
| List - I (Characteristics) | List - II (Concept) | | | | | | | | | | |
| (a) Artificial person | (i) Independent status | | | | | | | | | | |
| (b) Common seal | (ii) Binding on the company | | | | | | | | | | |
| (c) Separate legal entity | (iii) Created by law | | | | | | | | | | |
| (d) Transferability of shares | (iv) Restrictions in private companies | | | | | | | | | | |
| A: | 1 | | | | | | | | | | |
| B: | 2 | | | | | | | | | | |

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|----|---|
| C: | 3 |
| D: | 4 |

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| Section: | ENTREPRENEURSHIP |
| Item No: | 10 |
| Question ID: | 9230110 |
| Question Type: | MCQ |
| Question: | <p>Arun, who is an avid football player, thought of setting up his own Football Academy. For this he requires to create interest in the minds of potential investors and so he drafts few key graphs showing financial trends and key decision making benchmark. He also prepared a slide show and oral narrative meant to trigger discussion.</p> <p>Identify the format of Business plan discussed above :</p> <ul style="list-style-type: none"> (1) Elevator pitch (2) Pitch Deck with oral narrative (3) Written Presentation for external Stakeholders (4) Internal Operational Plan |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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| Section: | ENTREPRENEURSHIP |
| Item No: | 11 |
| Question ID: | 9230111 |
| Question Type: | MCQ |
| Question: | <p>“Review of past performance and achievements of the enterprise are a part of this step in preparing the marketing plan. “Identify the correct step.</p> <ul style="list-style-type: none"> (1) Business situation analysis (2) Identify the target market (3) Establish goals (4) Implementation and monitoring of the plan |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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| Section: | ENTREPRENEURSHIP |
| Item No: | 12 |
| Question ID: | 9230112 |
| Question Type: | MCQ |

Cost of controlling the Environmental Damage is :

- (1) Fixed cost
- (2) Abatement cost
- (3) Variable cost
- (4) Development cost

Question:

A:

1

B:

2

C:

3

D:

4

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|----------------|---|
| Section: | ENTREPRENEURSHIP |
| Item No: | 13 |
| Question ID: | 9230113 |
| Question Type: | MCQ |
| Question: | <p>Transporting apples from orchards of Kashmir to markets of New Delhi results in :</p> <ul style="list-style-type: none">(1) Place utility(2) Time utility(3) Form utility(4) Object utility |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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|----------------|---|
| Section: | ENTREPRENEURSHIP |
| Item No: | 14 |
| Question ID: | 9230114 |
| Question Type: | MCQ |
| Question: | <p>Different channels of distribution are used by the producer. Identify the correct sequence of channels.</p> <ul style="list-style-type: none">(a) Producer - Retailer - Customer(b) Producer - Retailer - Wholesaler(c) Producer - Agent - Wholesaler - Retailer - Consumer(d) Producer - Wholesaler - Agent - Retailer - Consumer(e) Producer - Consumer - Wholesaler <p>Choose the most appropriate answer from the options given below :</p> <ul style="list-style-type: none">(1) (b), (e)(2) (a), (c)(3) (a), (b)(4) (d), (e) |

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| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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| Section: | ENTREPRENEURSHIP |
| Item No: | 15 |
| Question ID: | 9230115 |
| Question Type: | MCQ |
| Question: | <p>Identify the one which is not a component of Branding ?</p> <p>(1) Brand mark (2) Brand name (3) Copy right (4) Trade mark</p> |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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| Section: | ENTREPRENEURSHIP |
| Item No: | 16 |
| Question ID: | 9230116 |
| Question Type: | MCQ |
| Question: | <p>While selecting channels of distribution, entrepreneur takes care of certain factors. Which of the following are considerations related to market ?</p> <p>(a) Packaging (b) Goodwill (c) Buying quantity (d) Type of buyers (e) Cost</p> <p>Choose the most appropriate answer from the options given below :</p> <p>(1) (c), (d) only (2) (a), (b) only (3) (d), (e) only (4) (c), (a) only</p> |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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| Section: | ENTREPRENEURSHIP |
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| Item No: | 17 |
| Question ID: | 9230117 |
| Question Type: | MCQ |
| Question: | <p>_____ is an identifying symbol for a product or business.</p> <p>(1) Brand Name (2) Logo (3) Tagline (4) Brand Mark</p> |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

| Section: | ENTREPRENEURSHIP | | | | | | | | | | |
|---|--|---|---------------------------------------|-----------------------|--|-------------------------|--|--------------------|--|--------------------|-------------------------------------|
| Item No: | 18 | | | | | | | | | | |
| Question ID: | 9230118 | | | | | | | | | | |
| Question Type: | MCQ | | | | | | | | | | |
| Question: | <p>Match List - I with List - II.</p> <table> <thead> <tr> <th style="text-align: center;">List - I (Pricing Methods)</th> <th style="text-align: center;">List - II (Features)</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">(a) Cost Plus Pricing</td> <td style="text-align: center;">(i) Different price charged from different customers for same goods and services</td> </tr> <tr> <td style="text-align: center;">(b) Penetration Pricing</td> <td style="text-align: center;">(ii) Helps in recovering the research and development cost</td> </tr> <tr> <td style="text-align: center;">(c) Skimming Price</td> <td style="text-align: center;">(iii) Initial price of the product is kept low</td> </tr> <tr> <td style="text-align: center;">(d) Variable Price</td> <td style="text-align: center;">(iv) Cost of production plus profit</td> </tr> </tbody> </table> <p>Choose the correct answer from the options given below :</p> <p>(1) (a) - (ii), (b) - (iv), (c) - (i), (d) - (iii) (2) (a) - (iii), (b) - (i), (c) - (ii), (d) - (iv) (3) (a) - (i), (b) - (iv), (c) - (iii), (d) - (ii) (4) (a) - (iv), (b) - (iii), (c) - (ii), (d) - (i)</p> | List - I (Pricing Methods) | List - II (Features) | (a) Cost Plus Pricing | (i) Different price charged from different customers for same goods and services | (b) Penetration Pricing | (ii) Helps in recovering the research and development cost | (c) Skimming Price | (iii) Initial price of the product is kept low | (d) Variable Price | (iv) Cost of production plus profit |
| List - I (Pricing Methods) | List - II (Features) | | | | | | | | | | |
| (a) Cost Plus Pricing | (i) Different price charged from different customers for same goods and services | | | | | | | | | | |
| (b) Penetration Pricing | (ii) Helps in recovering the research and development cost | | | | | | | | | | |
| (c) Skimming Price | (iii) Initial price of the product is kept low | | | | | | | | | | |
| (d) Variable Price | (iv) Cost of production plus profit | | | | | | | | | | |
| A: | 1 | | | | | | | | | | |
| B: | 2 | | | | | | | | | | |
| C: | 3 | | | | | | | | | | |
| D: | 4 | | | | | | | | | | |

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| Section: | ENTREPRENEURSHIP |
| Item No: | 19 |
| Question ID: | 9230119 |
| Question Type: | MCQ |
| | <p>Sales strategy comprises of a plan to gain a competitive advantage. It consists of :</p> <p>(a) Sales knowledge and skills (art)</p> |

Question:

- (b) Size of market and buying quantity
- (c) Goodwill and financial strength
- (d) Market knowledge and customer know ledge
- (e) Unit value of product and perishability

Choose the **most appropriate** answer from the options given below :

- (1) (b), (c) only
- (2) (c), (d) only
- (3) (a), (d) only
- (4) (d), (e) only

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| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

| Section: | ENTREPRENEURSHIP | | | | | | | | | | |
|-------------------------------|--|-------------------------------|------------------------|-----------------------------|---------------------|------------------------------|--------------------------|-----------------------------|---------------------------|-----------------|-----------------------------|
| Item No: | 20 | | | | | | | | | | |
| Question ID: | 9230120 | | | | | | | | | | |
| Question Type: | MCQ | | | | | | | | | | |
| Question: | <p>Match List - I with List - II.</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center; width: 50%;">List - I (Sales Promotion)</th> <th style="text-align: center; width: 50%;">List - II (Targets)</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">(a) Loyalty reward programs</td> <td style="text-align: center;">(i) Trade Promotion</td> </tr> <tr> <td style="text-align: center;">(b) Conference presentations</td> <td style="text-align: center;">(ii) Business Promotions</td> </tr> <tr> <td style="text-align: center;">(c) Corporate entertainment</td> <td style="text-align: center;">(iii) Consumer Promotions</td> </tr> <tr> <td style="text-align: center;">(d) Commissions</td> <td style="text-align: center;">(iv) Sales force promotions</td> </tr> </tbody> </table> <p>Choose the correct answer from the options given below :</p> <ul style="list-style-type: none"> (1) (a) - (i), (b) - (iv), (c) - (iii), (d) - (ii) (2) (a) - (iii), (b) - (ii), (c) - (i), (d) - (iv) (3) (a) - (ii), (b) - (iv), (c) - (iii), (d) - (i) (4) (a) - (i), (b) - (iv), (c) - (ii), (d) - (iii) | List - I (Sales Promotion) | List - II (Targets) | (a) Loyalty reward programs | (i) Trade Promotion | (b) Conference presentations | (ii) Business Promotions | (c) Corporate entertainment | (iii) Consumer Promotions | (d) Commissions | (iv) Sales force promotions |
| List - I (Sales Promotion) | List - II (Targets) | | | | | | | | | | |
| (a) Loyalty reward programs | (i) Trade Promotion | | | | | | | | | | |
| (b) Conference presentations | (ii) Business Promotions | | | | | | | | | | |
| (c) Corporate entertainment | (iii) Consumer Promotions | | | | | | | | | | |
| (d) Commissions | (iv) Sales force promotions | | | | | | | | | | |
| A: | 1 | | | | | | | | | | |
| B: | 2 | | | | | | | | | | |
| C: | 3 | | | | | | | | | | |
| D: | 4 | | | | | | | | | | |

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| Section: | ENTREPRENEURSHIP |
| Item No: | 21 |
| Question ID: | 9230121 |
| Question Type: | MCQ |
| | <p>_____ is a powerful advertising medium because it creates impact through sight, sound and movement.</p> |

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| Question: | (1) Press advertising (2) Radio (3) Television (4) Window display |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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| Section: | ENTREPRENEURSHIP |
| Item No: | 22 |
| Question ID: | 9230122 |
| Question Type: | MCQ |
| Question: | <p>Examples of internal expansion are :</p> <p>(a) Increasing production capacity (b) Franchising (c) Issue of more share capital (d) Diversification (e) Mergers</p> <p>Choose the most appropriate answer from the options given below :</p> <p>(1) (a), (c), (d) only (2) (b), (d), (e) only (3) (a), (c), (e) only (4) (b), (c), (d) only</p> |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

| Section: | ENTREPRENEURSHIP | | | | | | | | | | |
|---|---|---------------------------------|------------------------------------|---|--------------------------|---|-----------------|-----------------------------------|-------------------|---------------------------------|-----------------|
| Item No: | 23 | | | | | | | | | | |
| Question ID: | 9230123 | | | | | | | | | | |
| Question Type: | MCQ | | | | | | | | | | |
| Question: | <p>Match List - I with List - II.</p> <table> <thead> <tr> <th style="text-align: center;">List - I (Definition)</th> <th style="text-align: center;">List - II (Concept/Term)</th> </tr> </thead> <tbody> <tr> <td>(a) An arrangement where the manufacturer gives exclusive rights to retailers for a payment</td> <td>(i) Franchisee agreement</td> </tr> <tr> <td>(b) Legal document that binds the franchisor and franchisee</td> <td>(ii) Franchisee</td> </tr> <tr> <td>(c) Person offering the franchise</td> <td>(iii) Franchising</td> </tr> <tr> <td>(d) Person taking the franchise</td> <td>(iv) Franchisor</td> </tr> </tbody> </table> <p>Choose the correct answer from the options given below :</p> | List - I (Definition) | List - II (Concept/Term) | (a) An arrangement where the manufacturer gives exclusive rights to retailers for a payment | (i) Franchisee agreement | (b) Legal document that binds the franchisor and franchisee | (ii) Franchisee | (c) Person offering the franchise | (iii) Franchising | (d) Person taking the franchise | (iv) Franchisor |
| List - I (Definition) | List - II (Concept/Term) | | | | | | | | | | |
| (a) An arrangement where the manufacturer gives exclusive rights to retailers for a payment | (i) Franchisee agreement | | | | | | | | | | |
| (b) Legal document that binds the franchisor and franchisee | (ii) Franchisee | | | | | | | | | | |
| (c) Person offering the franchise | (iii) Franchising | | | | | | | | | | |
| (d) Person taking the franchise | (iv) Franchisor | | | | | | | | | | |

Choose the **correct answer** from the options given below :

- (1) (a) - (i), (b) - (iv), (c) - (ii), (d) - (iii)
- (2) (a) - (ii), (b) - (i), (c) - (iii), (d) - (iv)
- (3) (a) - (iii), (b) - (i), (c) - (iv), (d) - (ii)
- (4) (a) - (iv), (b) - (iii), (c) - (ii), (d) - (i)

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| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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| Section: | ENTREPRENEURSHIP |
| Item No.: | 24 |
| Question ID: | 9230124 |
| Question Type: | MCQ |
| Question: | <p>The merger between Glaxco and Smithkhine Beecham, not only helped gain a market share but also helped in eliminating competition between both the companies. Identify the type of merger between the companies.</p> <ul style="list-style-type: none">(1) Horizontal merger(2) Conglomerate merger(3) Vertical merger(4) Market extension merger |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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|----------------|---|
| Section: | ENTREPRENEURSHIP |
| Item No.: | 25 |
| Question ID: | 9230125 |
| Question Type: | MCQ |
| Question: | <p>Tata was one of the low cost steel producers in the world and had self sufficiency in raw material. Corus was fighting to keep its production costs under control and was on the lookout of iron ore.</p> <p>Identify the most appropriate reason for such a combination between TATA and Corus.</p> <ul style="list-style-type: none">(1) Acquiring new technology(2) Entry into new markets(3) Operating synergy(4) Financial synergy |
| A: | 1 |
| B: | 2 |

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| C: | 3 |
| D: | 4 |

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| Section: | ENTREPRENEURSHIP |
| Item No: | 26 |
| Question ID: | 9230126 |
| Question Type: | MCQ |
| Question: | <p>Citi group was created after the merger of Citicorp and travelers Insurance group. Identify the form of Merger ?</p> <p>(1) Absorption (2) Amalgamation (3) Vertical merger (4) Conglomerate</p> |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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| Section: | ENTREPRENEURSHIP |
| Item No: | 27 |
| Question ID: | 9230127 |
| Question Type: | MCQ |
| Question: | <p>When a firm with accumulated losses or unabsorbed depreciation merges with a profitable firm and the combined firm can set off such losses against its profits is referred as _____.</p> <p>(1) Operating synergy (2) Economic synergy (3) Tax Shield (4) Tax Rebate</p> |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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|----------------|---|
| Section: | ENTREPRENEURSHIP |
| Item No: | 28 |
| Question ID: | 9230128 |
| Question Type: | MCQ |
| | <p>Formula for Calculating ROE is :</p> <p>Net Income</p> |

| | |
|-----------|--|
| Question: | (1) $\frac{\text{Income} - \text{Tax}}{\text{Income} - \text{Tax}} \times 100$ |
| | (2) $\frac{\text{Net Income}}{\text{Debt} + \text{Equity}} \times 100$ |
| | (3) $\frac{\text{Net Income}}{\text{Equity}} \times 100$ |
| | (4) $\frac{\text{Net Profit}}{\text{Total Capital Invested}} \times 100$ |
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| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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|----------------|--|
| Section: | ENTREPRENEURSHIP |
| Item No: | 29 |
| Question ID: | 9230129 |
| Question Type: | MCQ |
| Question: | Annual quantity of school bags sold by a shop is 50,000 per annum. Cost of placing an order and receiving the consignment is Rs. 1,000 per order. Inventory holding cost is Rs. 100 per annum. What is the EOQ for the shop keeper ? |
| | (1) 100 bags |
| | (2) 150 bags |
| | (3) 1000 bags |
| | (4) 1500 bags |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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|----------------|---|
| Section: | ENTREPRENEURSHIP |
| Item No: | 30 |
| Question ID: | 9230130 |
| Question Type: | MCQ |
| Question: | While calculating EOQ, P stands for ? |
| | (1) Annual demand for the item |
| | (2) Cost of placing and receiving one order |
| | (3) Safety stock level of the item |
| | (4) Price per unit for the item |
| A: | 1 |
| B: | 2 |

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| C: | 3 |
| D: | 4 |

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| Section: | ENTREPRENEURSHIP |
| Item No: | 31 |
| Question ID: | 9230131 |
| Question Type: | MCQ |
| Question: | <p>Calculate the Net Working Capital, from the following information of Mr. Sahib.</p> <p>(a) Short term loan - 1,00,000/- (b) Debtors - 65,000/- (c) Creditors - 35,000/- (d) Prepaid Expense - 15,000/- (e) Cash at Bank - 80,000/- (1) 20,000/- (2) 10,000/- (3) 25,000/- (4) 15,000/-</p> |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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| Section: | ENTREPRENEURSHIP |
| Item No: | 32 |
| Question ID: | 9230132 |
| Question Type: | MCQ |
| Question: | <p>Calculate the Reorder point for Mr. Sonu from the following information.</p> <p>If takes 7 days for Mr. Sonu to receive an order placed, and his Average daily usage rate is 200 units, he keeps 2 days of stock as safety stock.</p> <p>(1) 1,000/- (2) 1,400/- (3) 1,800/- (4) 1,200/-</p> |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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| Section: | ENTREPRENEURSHIP |
| Item No: | 33 |

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| Question ID: | 9230133 |
| Question Type: | MCQ |
| Question: | <p>Entrepreneurs both from Public Limited and Private Limited sector, bank heavily upon raising funds through the issue of varied financial instrument as they do not wish to disclose information to the open market. Identify the method of raising capital from the primary market.</p> <p>(1) Public Issue (2) Rights Issue (3) Private Placement (4) Offer to employees</p> |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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| Section: | ENTREPRENEURSHIP |
| Item No.: | 34 |
| Question ID: | 9230134 |
| Question Type: | MCQ |
| Question: | <p>Harish is working as the Chief Accountant in XYZ infrastructure Pvt. Ltd. He came to know that the company is planning for an IPO (Initial Public Offer). What reward would Harish get in case he invests in the IPO ?</p> <p>(1) Increment in salary (2) Higher efficiency (3) Dividends and capital appreciation (4) Wider funds availability</p> |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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| Section: | ENTREPRENEURSHIP |
| Item No.: | 35 |
| Question ID: | 9230135 |
| Question Type: | MCQ |
| | <p>Identify the correct sequence of events that happen while seeking funds from a venture capital in the start up finance stage.</p> <p>(a) A management team is formed to run the venture. (b) A prototype is being developed and fully tested. (c) If the answer is b, then the sequence of events from the UC will be a, c, b, d.</p> |

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| Question: | (c) If the company has a board of directors, a person from the VC will take seats at the BOD. |
| | (d) The management team establishes a feasible production line to produce the product. |
| | (e) A Business Plan is presented by the entrepreneur to the ventures capital firm. |
| | Choose the most appropriate answer from the options given below : |
| | (1) (e), (a), (c), (d), (b) |
| | (2) (a), (e), (c), (b), (d) |
| | (3) (e), (c), (b), (a), (d) |
| | (4) (e), (b), (a), (d), (c) |

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| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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| Section: | ENTREPRENEURSHIP |
| Item No.: | 36 |
| Question ID: | 9230136 |
| Question Type: | MCQ |
| Question: | <p>Capital markets are the most important source of raising finance for the entrepreneur as this market can :</p> <p>(a) Increasing accountability to public shareholders (b) Mobilise the financial resources on a nationwide scale (c) Increasing costs in complying with higher level of reporting requirements (d) Secure the required capital and know how to promote economic growth at a faster rate (e) Relinquishing some control of the company following the public offering</p> <p>Choose the most appropriate answer from the options given below :</p> <p>(1) (b), (d) only (2) (a), (c) only (3) (b), (e) only (4) (c), (d) only</p> |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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| Section: | ENTREPRENEURSHIP |
| Item No.: | 37 |
| Question ID: | 9230137 |
| Question Type: | MCQ |
| | <p>Right from the very beginning i.e. conceiving an idea; finance is not required for :</p> <p>(1) Promote or establish the business</p> |

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| Question: | <ul style="list-style-type: none"> (2) Develop product (3) Purchase of Personal House (4) Acquire fixed assets |
|-----------|---|

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| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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| Section: | ENTREPRENEURSHIP |
| Item No: | 38 |
| Question ID: | 9230138 |
| Question Type: | MCQ |
| Question: | <p>They fill the gap in start up or early stage financing between 'friends and family'.</p> <ul style="list-style-type: none"> (1) Banks (2) Financial Institutions (3) Angel Investors (4) Venture Capitalist |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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| Section: | ENTREPRENEURSHIP |
| Item No: | 39 |
| Question ID: | 9230139 |
| Question Type: | MCQ |
| Question: | <p>Which of the following is not a feature of venture capital ?</p> <ul style="list-style-type: none"> (1) It is basically equity finance in relatively new companies. (2) They not only provide capital but also business skills to investee firms. (3) They have continuous involvement in the business after making the investment (4) The venture capital is a permanent capital |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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| Section: | ENTREPRENEURSHIP |
| Item No: | 40 |
| Question ID: | 9230140 |

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| Question: Type: | Match List - I with List - II. | | | | |
| | List - I | List - II | | | |
| | (a) Public Issue | (i) Direct sale by a company of its securities to a limited number of investors | | | |
| | (b) Rights Issue | (ii) Raising of funds directly from public | | | |
| | (c) Private Placement | (iii) Raising additional finance from existing shareholders | | | |
| | | (d) Offers to employees | (iv) Employees become share holders and share the company's profit | | |
| Choose the correct answer from the options given below : | | | | | |
| (1) (a) - (i), (b) - (ii), (c) - (iii), (d) - (iv) | | | | | |
| (2) (a) - (ii), (b) - (iii), (c) - (i), (d) - (iv) | | | | | |
| (3) (a) - (ii), (b) - (iv), (c) - (iii), (d) - (i) | | | | | |
| (4) (a) - (i), (b) - (iii), (c) - (ii), (d) - (iv) | | | | | |
| A: | 1 | | | | |
| B: | 2 | | | | |
| C: | 3 | | | | |
| D: | 4 | | | | |

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| Section: | ENTREPRENEURSHIP |
| Item No.: | 41 |
| Question ID: | 9230141 |
| Question Type: | MCQ |

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| Question: Type: | Read the passage given below to answer the questions : |
| | A successful food entrepreneur today, Debashish Majumdar belonged to a lower middle class back ground, studied to become a banker. He got his first job as an office assistant. He rose from being an office assistant to the chief accountant and later on pursued a career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos. |
| | With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' in 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached inverters, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation become better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Gujarat, Uttar Pradesh and Madhya Pradesh. |
| | 'Momomia' provides employment to over 200 people across 50 + outlets. Mean while Momomia's customers can choose from 100 difference kinds of momos. |
| | As Mr. Debasish named his firm as "Momomia's", which legal protection should he |

have also taken ?

- (1) Brand Name
- (2) Brand Mark
- (3) Trade Mark
- (4) Patent

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| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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|----------------|-------------------------|
| Section: | ENTREPRENEURSHIP |
| Item No.: | 42 |
| Question ID: | 9230142 |
| Question Type: | MCQ |

Read the passage given below to answer the questions :

A successful food entrepreneur today, Debashish Majumdar belonged to a lower middle class back ground, studied to become a banker. He got his first job as an office assistant. He rose from being an office assistant to the chief accountant and later on pursued a career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos.

With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' in 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached inverters, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation become better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Gujarat, Uttar Pradesh and Madhya Pradesh.

'Momomia' provides employment to over 200 people across 50 + outlets. Mean while Momomia's customers can choose from 100 difference kinds of momos.

As per the case study, calculate total sales in the first year of operations and also calculate the interest paid by him over 5 years on the loans taken by him respectively.

- (a) 1,50,000
- (b) 18,00,000
- (c) 15,000
- (d) 75,000
- (e) 1,80,000

Choose the **most appropriate** answer from the options given below :

- (1) (a) and (b)
- (2) (b) and (d)
- (3) (d) and (e)
- (4) (a) and (c)

(4) (b) and (c)

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| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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|----------------|-------------------------|
| Section: | ENTREPRENEURSHIP |
| Item No: | 43 |
| Question ID: | 9230143 |
| Question Type: | MCQ |

Read the passage given below to answer the questions :

A successful food entrepreneur today, Debashish Majumdar belonged to a lower middle class background, studied to become a banker. He got his first job as an office assistant. He rose from being an office assistant to the chief accountant and later on pursued a career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos.

With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' in 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached inverters, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation became better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Gujrat, Uttar Pradesh and Madhya Pradesh.

'Momomia' provides employment to over 200 people across 50 + outlets. Meanwhile Momomia's customers can choose from 100 different kinds of momos.

As given in case study, the monthly sales are 1,50,000/-, if the profit Margin is 20% of the Annual sales; what will be the profit for Mr. Debasish at the year end ?

- (1) 35,000/-
- (2) 30,000/-
- (3) 3,60,000/-
- (4) 3,50,000/-

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|----|---|
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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|--------------|-------------------------|
| Section: | ENTREPRENEURSHIP |
| Item No: | 44 |
| Question ID: | 9230144 |

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| Question: Type: | <p>Read the passage given below to answer the questions :</p> <p>A successful food entrepreneur today, Debashish Majumdar belonged to a lower middle class back ground, studied to become a banker. He got his first job as an office assistant. He rose from being an office assistant to the chief accountant and later on pursued a career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos.</p> <p>With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' is 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached inverters, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation become better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Gujrat, Uttar Pradesh and Madhya Pradesh.</p> <p>'Momomia' provides employment to over 200 people across 50 + outlets. Mean while Momomia's customers can choose from 100 difference kinds of momos.</p> <p>As given the case study, Mr. Debashish has taken a loan of Rs. 3.5 lakh at on interest rate of 10 per cent.</p> <p>Identify the sources from where Mr. Debashish has generated capital/finance ?</p> <p>(1) Equity share (2) Preference share (3) Borrowed fund (4) Debenture</p> |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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|-------------------|------------------|
| Section: | ENTREPRENEURSHIP |
| Item No: | 45 |
| Question ID: | 9230145 |
| Question Type: | MCQ |

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| | <p>Read the passage given below to answer the questions :</p> <p>A successful food entrepreneur today, Debashish Majumdar belonged to a lower middle class back ground, studied to become a banker. He got his first job as an office assistant. He rose from being an office assistant to the chief accountant and later on pursued a career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos.</p> |
|--|--|

Question:

With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' is 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached inverters, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation become better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Gujrat, Uttar Pradesh and Madhya Pradesh.

'Momomia' provides employment to over 200 people across 50 + outlets. Mean while Momomia's customers can choose from 100 difference kinds of momos.

Debashish was arraying funds to give practical shape to his idea. Identify the stage of creativity mentioned here :

- (1) Idea Generation
- (2) Incubation
- (3) verification
- (4) Illumination

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| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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| Section: | ENTREPRENEURSHIP |
| Item No: | 46 |
| Question ID: | 9230146 |
| Question Type: | MCQ |

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| Question: | <p>Read the passage given below to answer the questions :</p> <p>A successful food entrepreneur today, Debasish Majumdar belonged to a lower middle class back ground, studied to become a banker. He got his first job as an office assistant. He rose from being an office assistant to the chief accountant and later on pursued a career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos.</p> <p>With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' is 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached inverters, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation become better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Gujrat, Uttar Pradesh and Madhya Pradesh.</p> <p>'Momomia' provides employment to over 200 people across 50 + outlets. Mean while Momomia's customers can choose from 100 difference kinds of momos.</p> |
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Debashish opened his momos outlet in a prime location to ensure good footfall. Which element of business opportunity is depicted here ?

- (1) Practicability of idea
- (2) Competence of entrepreneur
- (3) Assured market scope
- (4) Acceptable rate of return

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| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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| Section: | ENTREPRENEURSHIP |
| Item No: | 47 |
| Question ID: | 9230147 |
| Question Type: | MCQ |

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| Question: | <p>Read the passage given below to answer the questions :</p> <p>A successful food entrepreneur today, Debasish Majumdar belonged to a lower middle class background, studied to become a banker. He got his first job as an office assistant. He rose from being an office assistant to the chief accountant and later on pursued a career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos.</p> <p>With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' in 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached inverters, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation became better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Gujarat, Uttar Pradesh and Madhya Pradesh.</p> <p>'Momomia' provides employment to over 200 people across 50 + outlets. Meanwhile Momomia's customers can choose from 100 different kinds of momos.</p> <p>The idea field used to Debasish to launch the momo business was :</p> <ul style="list-style-type: none">(1) Natural resource(2) Trading related(3) Service related(4) Technology related |
| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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| Section: | ENTREPRENEURSHIP |
| Item No: | 48 |
| Question ID: | 9230148 |
| Question Type: | MCQ |
| Question: | <p>Read the passage given below to answer the questions :</p> <p>A successful food entrepreneur today, Debashish Majumdar belonged to a lower middle class back ground, studied to become a banker. He got his first job as an office assistant. He rose from being an office assistant to the chief accountant and later on pursued a career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos.</p> <p>With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' in 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached inverters, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation become better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Gujrat, Uttar Pradesh and Madhya Pradesh.</p> <p>'Momomia' provides employment to over 200 people across 50 + outlets. Mean while Momomia's customers can choose from 100 difference kinds of momos.</p> <p>Debashish approached investors when he had already entered the market and faced competition. He sought financing at _____ stage.</p> <p>(1) Pre-start up (2) Seed capital (3) Second round financing (4) Pre-public stage</p> <p>A: 1 B: 2 C: 3 D: 4</p> |

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| Section: | ENTREPRENEURSHIP |
| Item No: | 49 |
| Question ID: | 9230149 |
| Question Type: | MCQ |
| Question: | <p>Read the passage given below to answer the questions :</p> <p>A successful food entrepreneur today, Debashish Majumdar belonged to a lower middle class back ground, studied to become a banker. He got his first job as an office assistant. He rose from being an office assistant to the chief accountant and later on pursued a career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos.</p> <p>With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' in 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached inverters, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation become better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Gujrat, Uttar Pradesh and Madhya Pradesh.</p> <p>'Momomia' provides employment to over 200 people across 50 + outlets. Mean while Momomia's customers can choose from 100 difference kinds of momos.</p> <p>Debashish approached investors when he had already entered the market and faced competition. He sought financing at _____ stage.</p> <p>(1) Pre-start up (2) Seed capital (3) Second round financing (4) Pre-public stage</p> |

Question: career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos.

With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' in 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached inverters, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation became better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Gujarat, Uttar Pradesh and Madhya Pradesh.

'Momomia' provides employment to over 200 people across 50 + outlets. Meanwhile Momomia's customers can choose from 100 different kinds of momos.

Franchising type used by Debashish is most likely be :

- (1) Product franchise
- (2) Manufacturing franchise
- (3) Business franchise
- (4) Business format franchise

| | |
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| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |

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| Section: | ENTREPRENEURSHIP |
| Item No: | 50 |
| Question ID: | 9230150 |
| Question Type: | MCQ |

Question: Read the passage given below to answer the questions :

A successful food entrepreneur today, Debashish Majumdar belonged to a lower middle class background, studied to become a banker. He got his first job as an office assistant. He rose from being an office assistant to the chief accountant and later on pursued a career as a banker with a good salary. After some time he quit his job and the first business he started in 2017, which was an ice cream shop. That did not take off and he made a loss of almost 10 lakh rupees. Idea to start a momo joint came to him when he visited an outlet in Guwahati and felt he could have served better momos.

With a loan of about 23.5 lakh with an interest rate of 10 per cent, he launched 'Momomia' in 2018. He ensured that the location was prime to ensure good footfall. That also meant higher rent rate. He started operations with a team of three others. Eventually when he approached inverters, he was told his operations were too small to be considered. Monthly sales in the first years were touching about Rs. 1.5 lakh, political turmoil in the state started. The pressure of returning the loan amount was also growing. Gradually situation became better, soon business picked up and in Feb. 2021, first franchise store was opened in Haridwar. Franchise model worked so well for him that he has opened up 55 such franchise outlets in Assam, Arunachal Pradesh, Bihar, Gujarat, Uttar Pradesh and Madhya Pradesh.

Pradesh.

‘Momomia’ provides employment to over 200 people across 50 + outlets. Meanwhile Momomia’s customers can choose from 100 different kinds of momos.

According to the case main advantage of franchise model for “Momomia” was :

- (1) Cost advantage
- (2) Quick expansion
- (3) Management expansion
- (4) Product acceptance

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| A: | 1 |
| B: | 2 |
| C: | 3 |
| D: | 4 |