

CUET UG - 2022  
(CANDIDATE RESPONSE SHEET)

Paper/Subject      ENTREPRENEURSHIP  
Exam Date          24 Aug 2022  
Exam Slot          1

**Question ID:**521521

**Section Name:**ENTREPRENEURSHIP

**Question:**

Arrange the following steps in correct sequence for Idea and opportunity assessment?

- A. Level of operation
- B. Product Identification
- C. Competition
- D. Application and use
- E. Cost estimation

Choose the correct answer from the options given below:

- A D, A, B, C, E
- B B, D, A, E, C
- C A, B, C, D, E
- D B, A, D, E, C

Answer Given By Candidate:**D**

**Question ID:**521522

**Section Name:**ENTREPRENEURSHIP

**Question:**

Nisha, a baker has recently experimented with millets flour like ragi to prepare cookies along with regular maida ones. This way she would increase sales by adding health conscious customers to her list of clients.

The idea field used by her is:-

- A Natural Resource
- B Existing Product
- C Market driven
- D Service Related

Answer Given By Candidate:**Not Attempted**

**Question ID:**521523

**Section Name:**ENTREPRENEURSHIP

**Question:**

Arrange the creativity process in proper sequence

- A. Preparation
- B. Incubation
- C. Verification
- D. Idea Germination
- E. Illumination

Choose the correct answer from the options given below:

- A A, B, C, D, E
- B D, A, B, E, C
- C B, C, A, D, E
- D C, D, B, E, A

Answer Given By Candidate:**B**

**Question ID:**521524

**Section Name:**ENTREPRENEURSHIP

**Question:**

Maahi is inclined in starting a fast food joint that will cater to healthy eating habits. She started paying attention to various reviews of customers on Zomato and Swiggy. Which led to her clearly understanding the needs of the prospective customers.

Identify the way Maahi spotted the trend?

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

Answer Given By Candidate:**C**

**Question ID:**521525

**Section Name:**ENTREPRENEURSHIP

**Question:**

An opportunity may be derived from the needs and problems of the society,  
Identify  
the correct sequence of sensing entrepreneurial opportunity.

- A. Creativity and Ideas
- B. Innovation and Product
- C. Opportunity spotting
- D. Project Business
- E. Problems and Needs

Choose the correct answer from the options given below:

- A (A), (B), (C), (D), (E)
- B (A), (C), (D), (B), (E)
- C (E), (C), (A), (B), (D)
- D (C), (B), (A), (D), (E)

Answer Given By Candidate: C

**Question ID:**521526

**Section Name:**ENTREPRENEURSHIP

**Question:**

Procurement of 'right person, at right job, at right time' is the objective of:

- A Human Resource Plan
- B Marketing Plan
- C Production Plan
- D Personal Plan

Answer Given By Candidate: C

**Question ID:**521527

**Section Name:**ENTREPRENEURSHIP

**Question:****Match List I with List II**

Basic idea Sources	Meaning
A. Inventions	I. Creating new things of value as well as new and creative processes that add value to the existing products and services.
B. Problem	II. New product or services leads to new business opportunities
C. Innovations	III. An idea leads to a solution to resolve that problem, It emerges as business opportunity
D. Change	IV. In PESTEL it leads to new opportunities to start a business

Choose the correct answer from the options given below:

- A A-I, B-II, C-III, D-IV
- B A-II, B-III, C-I, D-IV
- C A-III, B-II, C-I, D-IV
- D A-I, B-IV, C-III, D-II

Answer Given By Candidate: **B**

**Question ID:**521528

**Section Name:**ENTREPRENEURSHIP

**Question:**

Re-arrange the following points in correct sequence as per the “PESTEL MODEL”

- A. Legal
- B. Technological
- C. Social
- D. Economic
- E. Ecological

Choose the correct answer from the options given below:

- A E, C, B, D, A
- B E, C, B, E, A
- C D, C, B, E, A
- D B, A, C, D, E

Answer Given By Candidate: **C**

**Question ID:521529****Section Name:ENTREPRENEURSHIP****Question:**

Kamya started her own business of selling fashion accessories for both girls and boys. After sometimes she realized that she was facing some problem due to insufficient funds and also lack of managerial ability. Saumya, a friend of Kamya, pooled in her resources and joined Kamya in her Fashion Business. They agreed to share the profits equally. Identify the form of organization which Kamya was into initially.

- A Partnership
- B Joint Stock Company
- C Sole Proprietorship
- D Cooperatives

Answer Given By Candidate:A

**Question ID:5215210****Section Name:ENTREPRENEURSHIP****Question:**

Which of the following is not a component of financial plan

- A Break even analysis
- B Scheduling
- C Performa Cash Flow
- D Performa income statement

Answer Given By Candidate:B

**Question ID:5215211****Section Name:ENTREPRENEURSHIP****Question:**

Identify Non Economic Activity

- A A teacher teaching at a coaching center
- B A shopkeeper selling grocery in a locality
- C A doctor treating patients at his clinic for fee
- D A teacher teaching her own kids at home

Answer Given By Candidate:D

**Question ID:5215212****Section Name:ENTREPRENEURSHIP**



**Question:****Match List I with List II.**

Economic activities	Description
A. Profession	I. Regular work with remuneration in return
B. Employment	II. Specialized degree of knowledge
C. Bussiness	III. Consumed at the point of sale
D. Service	IV. Activities related to production and distribution of good and services

A A-II, B-I, C-IV, D-III

B A-I, B-II, C-III, D-IV

C A-IV, B-III, C-I, D-II

D A-II, B-III, C-I, D-IV

Answer Given By Candidate: **A****Question ID:5215213****Section Name:**ENTREPRENEURSHIP**Question:**

Selling canned fruits when not in season is an example of:

A Time Utility

B Place Utility

C Form Utility

D Price Utility

Answer Given By Candidate: **Not Attempted****Question ID:5215214****Section Name:**ENTREPRENEURSHIP**Question:**

Departmental undertaking, Public Corporations and Government companies are the forms of:

A Private Sector Enterprises

B Public Sector Enterprises

C Joint Sector Enterprises

D Corporate Sector Enterprises

Answer Given By Candidate: **B**

**Question ID:5215215**

**Section Name:ENTREPRENEURSHIP**

**Question:**

A \_\_\_\_\_ company has a minimum of two and a maximum of two hundred members excluding its past and present employees

- A Private
- B Public
- C Limited Co
- D Voluntary

Answer Given By Candidate:A

**Question ID:5215216**

**Section Name:ENTREPRENEURSHIP**

**Question:**

Arrange the following steps in correct order of preparing Marketing Plan

- A. Identify Target Market
- B. Define Marketing Strategy
- C. Business Situation analysis
- D. Conduct SWOT analysis
- E. Establish goals

Choose the correct answer from the options given below:

- A D, A, B, E, C
- B A, B, C, D, E
- C E, D, B, C, A
- D C, A, D, E, B

Answer Given By Candidate:B

**Question ID:5215217**

**Section Name:ENTREPRENEURSHIP**

**Question:**

Identify the form of business organisation that emerged in order to comply with the growing needs of capital, managerial talent and skills and limited liability

- A Sole Proprietorship
- B Partnership
- C Joint Stock Company
- D Cooperative Society

Answer Given By Candidate:Not Attempted

**Question ID:5215218****Section Name:**ENTREPRENEURSHIP**Question:**

Vijay was trying to sell his old refrigerator on OLX.in and quoted a price of ₹ 30,000. He received a counter offer from Rashmi for ₹ 25,000. Finally they settled at ₹ 28,000. The selling technique was:-

- A Penetration pricing technique
- B Skimming Pricing technique
- C Negotiation Technique
- D Cost-Plus pricing Technique

Answer Given By Candidate:**Not Attempted**

**Question ID:5215219****Section Name:**ENTREPRENEURSHIP**Question:**

ABC chips came to know that their chips were considered too spicy and hence were not preferred by children. The best source of information is:-

- A Wholesaler
- B Retailer
- C Agent
- D Competitor

Answer Given By Candidate:**B**

**Question ID:5215220****Section Name:**ENTREPRENEURSHIP**Question:**

Shirin has come up with an innovative stain removing patch, which when put on stains while washing, can remove them immediately. She will call it "No-Stain" patch. To protect her intellectual property, she should use which of the following?

- A. Patent
- B. Copyright
- C. Trade mark
- D. Industrial Design

Choose the correct answer from the options given below:

- A A, B only
- B A, B, C only
- C B, D only



**D** A, C only

Answer Given By Candidate:**B**

**Question ID:5215221**

**Section Name:ENTREPRENEURSHIP**

**Question:**

**Match List I with List II**

Commonly used media	Examples
A. Direct mail	I. Placing branded coasters at local clubs
B. Outdoor	II. Catalogues and Newsletters
C. Ambient	III. In store digital advertising
D. Point of sale	IV. Mobile advertising

Choose the correct answer from the options given below

**A** A-II, B-IV, C-I, D-III

**B** A-I, B-II, C-III, D-IV

**C** A-IV, B-I, C-II, D-III

**D** A-III, B-II, C-I, D-IV

Answer Given By Candidate:**D**

**Question ID:5215222**

**Section Name:ENTREPRENEURSHIP**

**Question:**

When a firm with accumulated loss combines with a profit able business, the combined firm can set off losses against profits. The financial synergy occurs due to:-

**A** Higher efficiency in operations

**B** Tax shield

**C** Lower cost of finance

**D** Going public

Answer Given By Candidate:**Not Attempted**

**Question ID:5215223**

**Section Name:ENTREPRENEURSHIP**

**Question:**

“XYZ Private Limited Company acquires ABC limited.” Identify the type of acquisition discusses above:

- A Friendly acquisition
- B Reverse acquisition
- C Back flip acquisition
- D Hostile acquisition

Answer Given By Candidate: **B**

**Question ID:5215224**

**Section Name:ENTREPRENEURSHIP**

**Question:**

From the following, identify the one that is an advantage of franchising to the franchisee

- A Continuing cost implication
- B Management Expertise
- C Risk of franchisor getting bought
- D Inability to provide services

Answer Given By Candidate: **B**

**Question ID:5215225**

**Section Name:ENTREPRENEURSHIP**

**Question:**

According to franchise agreement of “First Rank’ coaching, a franchisee should hire teachers with minimum of 4 years of experience in teaching. If any franchise does not follow this guidelines, he/she is violating \_\_\_\_\_ component of franchise agreement.

- A Contract explantion
- B Operations Manual
- C Proprietary Statement
- D Ongoing site Maintenance

Answer Given By Candidate: **A**

**Question ID:5215226**

**Section Name:ENTREPRENEURSHIP**

**Question:**

Rajan is planning to acquire a business. As part of due diligence process, he intends to evaluate the business for acquisition. Which of the following will be used to assess the efficiency of operations.

- A Earning before interest, Tax, depreciation and amortization (EBITDA)
- B Earning after interest and tax

- C Earning after depreciation and amortization but before tax
- D Earning after depreciation and amortization and before interest and tax

Answer Given By Candidate: **A**

**Question ID:5215227**

**Section Name:ENTREPRENEURSHIP**

**Question:**

The measure used to evaluate how the money invested in business is used is called \_\_\_\_\_.

- A Return of Investment
- B Return of Equity
- C Net Profit
- D Break even point

Answer Given By Candidate: **A**

**Question ID:5215228**

**Section Name:ENTREPRENEURSHIP**

**Question:**

Which of the following items in the inventory control system signify a unique code?

- A Motley crowd
- B Lead time
- C Stock keeping unit
- D Value

Answer Given By Candidate: **C**

**Question ID:5215229**

**Section Name:ENTREPRENEURSHIP**

**Question:**

Estimate the number of orders in a year if annual demand is 6,000 units and size of economic order quantity is 200 units

- A 30
- B 5800
- C 6200
- D 1,20,000

Answer Given By Candidate: **Not Attempted**

**Question ID:5215230**

**Section Name:ENTREPRENEURSHIP**

**Question:**

From the following, identify the item that does not make up inventory

- A Space
- B Uniformity of demand
- C Value
- D Shelf life

Answer Given By Candidate: **D**

**Question ID:5215231**

Section Name:ENTREPRENEURSHIP

**Question:**

Calculate the sum of fixed expenses from data given below:-

Gross profit = ₹85,000

Cost of goods sold = ₹ 1,10,000

Net Profit = ₹ 20,000

- A ₹ 25,000
- B ₹ 45,000
- C ₹ 65,000
- D ₹ 90,000

Answer Given By Candidate: **Not Attempted**

**Question ID:5215232**

Section Name:ENTREPRENEURSHIP

**Question:**

Estimate the reorder point for a business whose daily usage is 90 units, lead time is 15 days and desired level of safety stock is 20 units

- A 110 units
- B 1350 units
- C 1370 units
- D 1800 units

Answer Given By Candidate: **Not Attempted**

**Question ID:5215233**

Section Name:ENTREPRENEURSHIP



**Question:**

Select the option that enlists all items to be included in Gross working capital from the following:-

- A. Trade Creditor
- B. Short term investment
- C. Trade debtors
- D. Stock
- E. Cash

Choose the correct answer from the options given below:

- A A, B, D, E only
- B B, C, D, E only
- C A, B, C, E only
- D C, D, E only

Answer Given By Candidate: **Not Attempted**

**Question ID:5215234**

Section Name:ENTREPRENEURSHIP

**Question:**

$$EOQ = \frac{\sqrt{2PD}}{C}$$

In the above formula what does P and C stand for respectively

- A Purchase Price, Annual Demand
- B Ordering Cost, Annual Demand
- C Purchase Price, Holding Cost
- D Ordering Cost, Holding Cost

Answer Given By Candidate: **D**

**Question ID:5215235**

Section Name:ENTREPRENEURSHIP

**Question:**

Raising funds by selling the issues mainly to the Institutional investors like Unit Trust of India and Life Insurance corporation of India are examples of:

- A. Public Issue
- B. Rights Issue
- C. Private Placements
- D. Offer to employees

Choose the correct answer from the options given below:

- A A and C only

- B A and B only
- C C only
- D B and D only

Answer Given By Candidate: C

Question ID: 5215236

Section Name: ENTREPRENEURSHIP

Question:

Which of the following statements is not applicable to Venture Capitalist

- A They may invest in one in hundred opportunities presented to it
- B Looks for extremely rare, yet sought after qualities
- C They are interested only in traditional businesses
- D Looks for an 'exit' in the time frame of typically 3-7 years.

Answer Given By Candidate: Not Attempted

Question ID: 5215237

Section Name: ENTREPRENEURSHIP

Question:

Which of the following statement signify the drawbacks of a public Issue

- A. Increasing costs in complying with higher level of reporting requirements
- B. Increased liquidity for management, minority shareholders and Investors
- C. Becoming more vulnerable to an unwelcome takeover
- D. Public stock of a company can be used for business to grow through acquisitions
- E. Need to maintain dividend and profit growth trends.

Choose the correct answer from the options given below:

- A (A), (C), (E) only
- B (B), (D), (C) only
- C (C), (D), (E) only
- D (A), (D), (C) only

Answer Given By Candidate: Not Attempted

Question ID: 5215238

Section Name: ENTREPRENEURSHIP

**Question:**

Which of the following do NOT define finance.

- A. Finance is the elixir that assist in the formation of new business.
- B. Finance is like a lubricant to the process of production
- C. Finance is related to money to run the household
- D. Finance refers to funds needed by individuals, business houses and the Govt.
- E. Finance is the money kept aside for Children's higher education.

Choose the correct answer from the options given below:

- A A, B, C only
- B C, D, E only
- C B, C, E only
- D C, E only

Answer Given By Candidate: **D**

**Question ID:5215239**

**Section Name:ENTREPRENEURSHIP**

**Question:**

**Match List I with List II**

Methods to raise capital	Features
A. Public issue	I. Direct sale of shares to selected investors
B. Right issue	II. Raise capital by issuing prospectus
C. Private Placement	III. New shares issued to existing shareholder
D. Stock option	IV. Offer shares to employees

Choose the correct answer from the options given below:

- A A-I, B-II, C-III, D-IV
- B A-IV, B-III, C-II, D-I
- C A-II, B-III, C-I, D-IV
- D A-III, B-II, C-IV, D-I

Answer Given By Candidate: **C**

**Question ID:5215240**

**Section Name:ENTREPRENEURSHIP**



**Question:**

Building a car company takes massive amounts of capital and “TESTA”, a Silicon Valley’s electronic car company is expected to hit the public market. It has nearly raised \$800 million so far, some in the form of bank loans and some as investment from a retired billionaire business executive. Identify the source of finance obtained by “TESTA” from the Billionaire

- A Angel Funding
- B Venture Capital
- C Capital Market
- D Personal Savings

Answer Given By Candidate: **Not Attempted**

**Passage:**

Sunil started a business of producing and selling dishwashers by the name Quick Wash.

He incurred a lot of expenses in acquiring a part of the brand that can be vocalized and also providing a legal protection against its use. The price of the dishwasher was kept very high so as to achieve its break even very fast. Sunil sold the dishwasher through the channel where he was relieved from the burden of selling the goods himself and at the same time gave him control over the process of distribution. Further, Sunil promoted the product through conventional media like print, online, television and cinema advertising.

After few years, the company grew to leaps and bounds and decided to combine with a larger company, a worldwide established brand named as electrolux.

Which was into manufacturing of dryers Finally, Both the combining companies were dissolved and a new entity continued to operate by the name of Electro WD.

Read the passage given above and answer the following questions:

**Question ID:5215241**

**Section Name:ENTREPRENEURSHIP**

**Question:**

Identify the component of brand which has been discussed in the above passage  
Brand

- A Brand mark
- B Logo
- C Brand name
- D Tagline

Answer Given By Candidate: **C**



**Question ID:5215242**

**Section Name:**ENTREPRENEURSHIP

**Question:**

Brand 'Quick-wash' and 'Electro luxe' combined together to form a new brand "Electro WD". Which Brand category is highlighted in this function

- A Individual name
- B Family Brand name
- C Corporate name
- D Alpha Numeric name

Answer Given By Candidate:C

**Question ID:5215243**

**Section Name:**ENTREPRENEURSHIP

**Question:**

Identify the method of pricing adopted by Sunil in the above passage

- A Cost Plus Pricing
- B Penetration Pricing
- C Variable Pricing
- D Skimming Pricing

Answer Given By Candidate:Not Attempted

**Question ID:5215244**

**Section Name:**ENTREPRENEURSHIP

**Question:**

Identify the channel of distribution adopted by Sunil

- A Direct – Zero level
- B Indirect – One level
- C Indirect – Two level
- D Indirect – three levels

Answer Given By Candidate:B

**Question ID:5215245**

**Section Name:**ENTREPRENEURSHIP

**Question:**

Select the promotion strategy followed by Sunil as per the case

- A Above the line
- B Below the line

C About the line

D Across the line

Answer Given By Candidate: **A**

Question ID: **5215246**

Section Name: ENTREPRENEURSHIP

Question:

Identify the form of merger which Sunil entered into in the end.

A Horizontal Merger

B Product Extension Merger

C Amalgamation

D Absorption

Answer Given By Candidate: **Not Attempted**

Question ID: **5215247**

Section Name: ENTREPRENEURSHIP

Question:

As per the concepts given in case

Interpretation	Concept
A. $A+B = C$	I. Consolidation
B. $A+B = A$	II. Absorption
C. $VA + VB < V(A+B)$	III. Synergy
D. $A+B = C$ (Same size companies)	IV. Amalgamation

Choose the correct answer from the option given below:

A A-IV, B-II, C-III, D-I

B A-IV, B-III, C-II, D-I

C A-IV, B-I, C-II, D-III

D A-IV, B-III, C-I, D-II

Answer Given By Candidate: **A**

Question ID: **5215248**

Section Name: ENTREPRENEURSHIP

Question:

Identify the type of merger between two companies that do not compete with each other but exist in the same supply chain.

- A Horizontal Merger
- B Conglomerate
- C Absorption
- D Vertical Merger

Answer Given By Candidate: **Not Attempted**

Question ID: **5215249**

Section Name: ENTREPRENEURSHIP

Question:

The media used by Sunil to promote the products are \_\_\_\_\_

- A Social Media
- B Digital Media
- C Offline Media
- D Traditional Media

Answer Given By Candidate: **B**

Question ID: **5215250**

Section Name: ENTREPRENEURSHIP

Question:

The term 'Break even' referred in the case means \_\_\_\_\_

- A High Profit
- B Moderate Profit
- C No profit No loss
- D Minimum Profit

Answer Given By Candidate: **C**