

209 - Start Up and New Venture Management

1. What is the focus of the Lean Start-up approach in entrepreneurship?

- a. Prioritizing extensive market research
- b. Minimizing startup costs and maximizing learning
- c. Emphasizing traditional business models
- d. Ignoring the entrepreneurial ecosystem

Answer: b. Minimizing startup costs and maximizing learning

2. What is the role of Social Media Promotion tools in the context of Customer Discovery?

- a. They have no impact on customer validation.
- b. They are essential for developing business models.
- c. They play a crucial role in promoting products on long tail markets.
- d. They are irrelevant in the customer discovery process.

Answer: c. They play a crucial role in promoting products on long tail markets.

3. What are the four components of financial statements, as mentioned in the Financial Road Map?

- a. Income, expenses, assets, and liabilities
- b. Budgeting, planning, bootstrapping, and funding
- c. Cash flow projection, income statement, balance sheet, and funding requirements
- d. Market analysis, customer validation, product development, and sales forecasting

Answer: c. Cash flow projection, income statement, balance sheet, and funding requirements

4. What is the primary function of the founder team in Entrepreneurial Leadership?

- a. Handling doubts on the survival of the business
- b. Building and managing the board of advisors
- c. Attracting and retaining the right people
- d. Developing the financial roadmap

Answer: c. Attracting and retaining the right people

5. In the context of the Business Plan, what does the term "Elevator pitch" refer to?

- a. A presentation delivered during a board meeting
- b. A brief and compelling summary of a business idea
- c. An animated video showcasing the company's products
- d. A detailed description of the financial roadmap

Answer: b. A brief and compelling summary of a business idea

6. Which book is suggested for understanding the Entrepreneur's Roadmap in the context of New Venture Management?

- a. The Manual for Indian Start-ups by Vijaya Kumar Ivaturi
- b. Managing New Ventures by Anjan Raichoudhuri
- c. New Venture Management: The Entrepreneur's Roadmap by Donald F. Kuratko and Jeffrey S. Hornsby
- d. Entrepreneurship: New Venture Creation by David H. Holt

Answer: c. New Venture Management: The Entrepreneur's Roadmap by Donald F. Kuratko and Jeffrey S. Hornsby

7. What is the primary focus of the book "The Manual for Indian Start-ups" by Vijaya Kumar Ivaturi and Meena Ganesh?

- a. Financial roadmaps for startups
- b. Customer discovery in the Indian market

- c. Entrepreneurial leadership and team management
- d. Tools for starting and scaling up new ventures in India

Answer: d. Tools for starting and scaling up new ventures in India

8. How does the concept of "Bootstrapping" contribute to startup success in the Financial Road Map?

- a. By emphasizing extensive market research
- b. By relying on alternative sources of funding
- c. By minimizing startup costs and maximizing learning
- d. By focusing on the development of a strong board of advisors

Answer: b. By relying on alternative sources of funding

9. What is the focus of the book "Develop Your Idea!: Get Off to a Flying Start With Your Startup" by K. N. Kukoyi?

- a. Managing small businesses in India
- b. Developing innovative methods for presenting a business plan
- c. Guided exercises, templates, and resources for exploring new business ventures
- d. Financial roadmaps for startup success

Answer: c. Guided exercises, templates, and resources for exploring new business ventures

10. What is the primary role of the Team - Board/Governance in Entrepreneurial Leadership?

- a. Managing the financial roadmap
- b. Assembling a board of advisors
- c. Separating leadership from management
- d. Attracting and retaining the right people

Answer: c. Separating leadership from management

11. How does the concept of "Long Tail markets" contribute to the Customer Discovery process?

- a. By emphasizing traditional business models
- b. By focusing on mainstream markets only
- c. By targeting niche markets and specialized products
- d. By ignoring market intelligence

Answer: c. By targeting niche markets and specialized products

12. What is the significance of the book "Managing New Ventures" by Anjan Raichoudhuri?

- a. It focuses on financial roadmaps for startups.
- b. It provides tools for starting and scaling up new ventures in India.
- c. It explores cases in entrepreneurship.
- d. It emphasizes the entrepreneurial roadmap.

Answer: c. It explores cases in entrepreneurship.

13. How does "Crafting your value proposition" contribute to the Customer Discovery process?

- a. By minimizing startup costs
- b. By developing the financial roadmap
- c. By identifying and communicating unique value to customers
- d. By focusing on market intelligence

Answer: c. By identifying and communicating unique value to customers

14. What is the primary focus of the book "Managing Small Business" by Longenecker, Moore, Petty, and Palich?

- a. Customer discovery and market analysis
- b. Entrepreneurial leadership and team management

- c. Financial roadmaps for startups
- d. Developing your business model and sales forecasting

Answer: b. Entrepreneurial leadership and team management

15. How does "Sales forecasting for startups" contribute to the Financial Road Map?

- a. By minimizing startup costs
- b. By developing the financial roadmap
- c. By focusing on the development of a strong board of advisors
- d. By predicting future sales and revenue

Answer: d. By predicting future sales and revenue

16. What is the primary role of the book "Entrepreneurship: New Venture Creation" by David H. Holt?

- a. Exploring cases in entrepreneurship
- b. Providing tools for starting and scaling up new ventures in India
- c. Understanding the dynamics of global political economy
- d. Gaining insights into the entrepreneurial roadmap

Answer: d. Gaining insights into the entrepreneurial roadmap

17. How does the book "The Dynamics of Entrepreneurial Development & Management" by Desai, Vasant contribute to the understanding of entrepreneurship?

- a. It explores cases in entrepreneurship.
- b. It provides tools for starting and scaling up new ventures.
- c. It emphasizes the entrepreneurial roadmap.
- d. It focuses on financial roadmaps for startups.

Answer: c. It emphasizes the entrepreneurial roadmap.

18. What is the primary role of "Crowd funding" in the Financial Road Map?

- a. Identifying and communicating unique value to customers

- b. Minimizing startup costs
- c. Relying on alternative sources of funding
- d. Predicting future sales and revenue

Answer: c. Relying on alternative sources of funding

19. How does "Mapping buyer response modes" contribute to the Customer Discovery process?

- a. By minimizing startup costs
- b. By focusing on mainstream markets only
- c. By targeting niche markets and specialized products
- d. By understanding how customers respond to products and services

Answer: d. By understanding how customers respond to products and services

20. What is the primary role of "The Pitch" in the Financial Road Map?

- a. Developing a strong presentation
- b. Identifying and communicating unique value to customers
- c. Predicting future sales and revenue
- d. Minimizing startup costs

Answer: a. Developing a strong presentation

21. What is the primary focus of the book "Fundamentals of Entrepreneurship" by Nandan H?

- a. Understanding the dynamics of global political economy
- b. Exploring cases in entrepreneurship
- c. Emphasizing the entrepreneurial roadmap
- d. Providing a foundational understanding of entrepreneurship

Answer: d. Providing a foundational understanding of entrepreneurship

22. How does "Separating leadership from management" contribute to Entrepreneurial Leadership?

- a. By focusing on the development of a strong board of advisors
- b. By attracting and retaining the right people
- c. By assembling a board of advisors
- d. By understanding the dynamics of global political economy

Answer: a. By focusing on the development of a strong board of advisors

23. What is the primary focus of the book "Entrepreneurship Development: Small Business Enterprises" by Charantimath, P.?

- a. Providing tools for starting and scaling up new ventures in India
- b. Understanding the dynamics of global political economy
- c. Emphasizing the entrepreneurial roadmap
- d. Exploring cases in entrepreneurship

Answer: a. Providing tools for starting and scaling up new ventures in India

24. How does "Legal Matters- Organizational form" contribute to Entrepreneurial Leadership?

- a. By understanding the dynamics of global political economy
- b. By attracting and retaining the right people
- c. By exploring cases in entrepreneurship
- d. By selecting the appropriate legal structure for the business

Answer: d. By selecting the appropriate legal structure for the business

25. What is the significance of the book "Entrepreneurship – The engine of growth" edited by Mark Rice and Timothy Habbershon?

- a. Providing tools for starting and scaling up new ventures in India
- b. Understanding the dynamics of global political economy
- c. Exploring cases in entrepreneurship
- d. Emphasizing the entrepreneurial roadmap

Answer: c. Exploring cases in entrepreneurship

26. How does "Managing the product development process" contribute to Customer Discovery?

- a. By minimizing startup costs
- b. By developing the financial roadmap
- c. By understanding how customers respond to products and services
- d. By predicting future sales and revenue

Answer: c. By understanding how customers respond to products and services

27. What is the role of "Managing Small Business" by Longenecker, Moore, Petty, and Palich in entrepreneurship?

- a. Providing tools for starting and scaling up new ventures in India
- b. Understanding the dynamics of global political economy
- c. Exploring cases in entrepreneurship
- d. Emphasizing the entrepreneurial roadmap

Answer: c. Exploring cases in entrepreneurship

28. How does the book "A Guide to Entrepreneurship" by David, Otes contribute to understanding entrepreneurship?

- a. Providing tools for starting and scaling up new ventures
- b. Understanding the dynamics of global political economy
- c. Exploring cases in entrepreneurship
- d. Emphasizing the entrepreneurial roadmap

Answer: d. Emphasizing the entrepreneurial roadmap

29. What is the primary focus of the book "Indian Entrepreneurial Culture" by A Gupta?

- a. Understanding the dynamics of global political economy
- b. Providing tools for starting and scaling up new ventures in India
- c. Exploring cases in entrepreneurship

d. Emphasizing the entrepreneurial roadmap

Answer: a. Understanding the dynamics of global political economy

30. How does "The Manual for Indian Start-ups" contribute to the understanding of entrepreneurship in the Indian context?

a. Providing tools for starting and scaling up new ventures

b. Understanding the dynamics of global political economy

c. Exploring cases in entrepreneurship

d. Emphasizing the entrepreneurial roadmap in the Indian scenario

Answer: d. Emphasizing the entrepreneurial roadmap in the Indian scenario

31. What is the primary focus of the book "Lead like an Entrepreneur" by Neal Thornberry?

a. Understanding the dynamics of global political economy

b. Providing tools for starting and scaling up new ventures

c. Exploring cases in entrepreneurship

d. Emphasizing entrepreneurial leadership

Answer: d. Emphasizing entrepreneurial leadership

32. How does "Managing Small Business" by Longenecker, Moore, Petty, and Palich contribute to understanding entrepreneurship?

a. Providing tools for starting and scaling up new ventures

b. Understanding the dynamics of global political economy

c. Exploring cases in entrepreneurship

d. Emphasizing the entrepreneurial roadmap

Answer: c. Exploring cases in entrepreneurship

33. What is the primary role of "Crowd funding" in the Financial Road Map?

a. Identifying and communicating unique value to customers

b. Minimizing startup costs

- c. Relying on alternative sources of funding
- d. Predicting future sales and revenue

Answer: c. Relying on alternative sources of funding

34. How does "Mapping buyer response modes" contribute to the Customer Discovery process?

- a. By minimizing startup costs
- b. By focusing on mainstream markets only
- c. By targeting niche markets and specialized products
- d. By understanding how customers respond to products and services

Answer: d. By understanding how customers respond to products and services

35. What is the primary role of "The Pitch" in the Financial Road Map?

- a. Developing a strong presentation
- b. Identifying and communicating unique value to customers
- c. Predicting future sales and revenue
- d. Minimizing startup costs

Answer: a. Developing a strong presentation

36. What is the primary focus of the book "Fundamentals of Entrepreneurship" by Nandan H?

- a. Understanding the dynamics of global political economy
- b. Exploring cases in entrepreneurship
- c. Emphasizing the entrepreneurial roadmap
- d. Providing a foundational understanding of entrepreneurship

Answer: d. Providing a foundational understanding of entrepreneurship

37. How does "Separating leadership from management" contribute to Entrepreneurial Leadership?

- a. By focusing on the development of a strong board of advisors

- b. By attracting and retaining the right people
- c. By assembling a board of advisors
- d. By understanding the dynamics of global political economy

Answer: a. By focusing on the development of a strong board of advisors

38. What is the primary focus of the book "Entrepreneurship Development: Small Business Enterprises" by Charantimath, P.?

- a. Providing tools for starting and scaling up new ventures in India
- b. Understanding the dynamics of global political economy
- c. Emphasizing the entrepreneurial roadmap
- d. Exploring cases in entrepreneurship

Answer: a. Providing tools for starting and scaling up new ventures in India

39. How does "Legal Matters- Organizational form" contribute to Entrepreneurial Leadership?

- a. By understanding the dynamics of global political economy
- b. By attracting and retaining the right people
- c. By exploring cases in entrepreneurship
- d. By selecting the appropriate legal structure for the business

Answer: d. By selecting the appropriate legal structure for the business

40. What is the significance of the book "Entrepreneurship – The engine of growth" edited by Mark Rice and Timothy Habbershon?

- a. Providing tools for starting and scaling up new ventures in India
- b. Understanding the dynamics of global political economy
- c. Exploring cases in entrepreneurship
- d. Emphasizing the entrepreneurial roadmap

Answer: c. Exploring cases in entrepreneurship

41. How does "Managing the product development process" contribute to Customer Discovery?

- a. By minimizing startup costs
- b. By developing the financial roadmap
- c. By understanding how customers respond to products and services
- d. By predicting future sales and revenue

Answer: c. By understanding how customers respond to products and services

42. What is the role of "Managing Small Business" by Longenecker, Moore, Petty, and Palich in entrepreneurship?

- a. Providing tools for starting and scaling up new ventures in India
- b. Understanding the dynamics of global political economy
- c. Exploring cases in entrepreneurship
- d. Emphasizing the entrepreneurial roadmap

Answer: c. Exploring cases in entrepreneurship

43. How does the book "A Guide to Entrepreneurship" by David, Otes contribute to understanding entrepreneurship?

- a. Providing tools for starting and scaling up new ventures
- b. Understanding the dynamics of global political economy
- c. Exploring cases in entrepreneurship
- d. Emphasizing the entrepreneurial roadmap

Answer: d. Emphasizing the entrepreneurial roadmap

44. What is the primary focus of the book "Indian Entrepreneurial Culture" by A Gupta?

- a. Understanding the dynamics of global political economy
- b. Providing tools for starting and scaling up new ventures in India
- c. Exploring cases in entrepreneurship
- d. Emphasizing the entrepreneurial roadmap

Answer: a. Understanding the dynamics of global political economy

45. How does "The Manual for Indian Start-ups" contribute to the understanding of entrepreneurship in the Indian context?

- a. Providing tools for starting and scaling up new ventures
- b. Understanding the dynamics of global political economy
- c. Exploring cases in entrepreneurship
- d. Emphasizing the entrepreneurial roadmap in the Indian scenario

Answer: d. Emphasizing the entrepreneurial roadmap in the Indian scenario

46. What is the primary focus of the book "Lead like an Entrepreneur" by Neal Thornberry?

- a. Understanding the dynamics of global political economy
- b. Providing tools for starting and scaling up new ventures
- c. Exploring cases in entrepreneurship
- d. Emphasizing entrepreneurial leadership

Answer: d. Emphasizing entrepreneurial leadership

47. How does "Managing Small Business" by Longenecker, Moore, Petty, and Palich contribute to understanding entrepreneurship?

- a. Providing tools for starting and scaling up new ventures
- b. Understanding the dynamics of global political economy
- c. Exploring cases in entrepreneurship
- d. Emphasizing the entrepreneurial roadmap

Answer: c. Exploring cases in entrepreneurship

48. What is the primary role of "Crowd funding" in the Financial Road Map?

- a. Identifying and communicating unique value to customers
- b. Minimizing startup costs
- c. Relying on alternative sources of funding
- d. Predicting future sales and revenue

Answer: c. Relying on alternative sources of funding

49. How does "Mapping buyer response modes" contribute to the Customer Discovery process?

- a. By minimizing startup costs
- b. By focusing on mainstream markets only
- c. By targeting niche markets and specialized products
- d. By understanding how customers respond to products and services

Answer: d. By understanding how customers respond to products and services

50. What is the primary role of "The Pitch" in the Financial Road Map?

- a. Developing a strong presentation
- b. Identifying and communicating unique value to customers
- c. Predicting future sales and revenue
- d. Minimizing startup costs

Answer: a. Developing a strong presentation