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ENT102  
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1. Which of the following is used in exploiting a business opportunity?

Feasibility study

--->> Business plan

Risk profile

Financial capability

2. Which of the following have a short to medium time orientation?

Entrepreneur

--->> Owner manager

Manager

Intrapreneur

3. Which of the following is not true of entrepreneurs?

Goal commitment

--->> Intangible goals

High goals

Realistic goals

4. The study of value and resource allocation applied to a new venture is known as

--->> Entrepreneurial finance

Entrepreneurial traits

Entrepreneurial assumptions

Entrepreneurial initiative

5. In a business plan, which section focuses on whether the entrepreneur will rely on patents or licenses

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--->> Proprietary position

Product and services

Executive summary

6. Which of the following sections of the business plan focuses on positioning strategy?

Proprietary position

--->> Marketing and sales plan

Products and service

Strategic planning

7. Which of the following is true of entrepreneurship?

It is a science

It is an art

It is a transformation process

--->> It focuses on what can be

8. The central role of management in organizations is ?

Working together

--->> Goal attainment

Unity of purpose

Benefit achievement

9. The Market questions focus on the following except

Users of a product

Consumer

Buying habit

--->> Competitors

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