

used in the early \_\_\_\_\_ by an Irish man by name Recharad Cantillon who was then living in France.  
18th century

[MKT205] Opportunities for increasing new products success exist on \_\_\_\_\_  
Multiple levels

[MKT205] \_\_\_\_\_ gave a complete picture in an indept study of a large sample of products which failed after commercial introduction.  
Cooper( 1976)

[MKT205] \_\_\_\_\_ blamed cause of new product failures on  
Davidson(1979)

[MKT205] \_\_\_\_\_ defined an entrepreneur as a person who makes money by starting or running businesses, especially when this involves taking financial risks.  
Hornby(2006)

[MKT205] Stages of new product development are these except \_\_\_\_\_  
Expertises

[MKT205] The most obvious form of entrepreneurship is that of starting new businesses (referred to as \_\_\_\_\_  
Start up company

[MKT205] An Entrepreneur has following charcteristics they are \_\_\_\_\_  
All of the above

[MKT205] The word entrepreneur originated from the French word, \_\_\_\_\_  
Entreprende

[MKT205] \_\_\_\_\_ was of the opinion that  
White (1976)

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