



Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306
POST GRADUATE DIPLOMA IN MANAGEMENT (2025-27)
MID TERM EXAMINATION (TERM -II)

Subject Name: Entrepreneurship- II

Time: **30 minutes**

Sub. Code: PG210

Max Marks: **20**

QUIZ

Note: All questions are compulsory. Each question carry 0.5 marks

Read the following case and answer the following questions:

10×2 = 20 Marks

Kindly write the all the course outcomes as per your TLEP in the box given below:

CO1 Understand the fundamentals of People management and team building, Customer acquisition and marketing strategy

CO2 Understand the Entrepreneurial Finance and Resource Mobilization

CO3 Understand about Scaling Up and Strategic Growth of their venture.

1. What is the primary role of a team leader in a startup? CO 1

- A) To micromanage tasks
- B) To motivate and guide team members
- C) To make all decisions alone
- D) To focus on individual goals

Answer: B) To motivate and guide team members

2. What is the best way to build trust with your team? CO 1

- A) Be authoritarian and strict
- B) Be transparent and communicative
- C) Focus only on results
- D) Avoid team interactions

Answer: B) Be transparent and communicative

3. What is a key characteristic of a high-performing team? CO 1

- A) Everyone has the same role
- B) Members work independently
- C) Collaboration and shared goals
- D) Focus on individual achievements

Answer: C) Collaboration and shared goals

4. How should a new entrepreneur handle conflicts within the team? CO1

- A) Ignore them and hope they resolve
- B) Address them promptly and fairly

- C) Let team members resolve on their own
- D) Take sides and make a quick decision

Answer: B) Address them promptly and fairly

5. What is the best way to motivate team members? CO 1

- A) Offer monetary rewards only
- B) Recognize and reward good work
- C) Increase workload and pressure
- D) Provide limited feedback

Answer: B) Recognize and reward good work

6. What is the primary benefit of delegating tasks effectively? CO 1

- A) Reduced workload for the leader
- B) Increased control over tasks
- C) Developed team skills and empowerment
- D) Faster decision-making

Answer: C) Developed team skills and empowerment

7. How often should a team leader check-in with team members? CO 1

- A) Daily
- B) Weekly
- C) Monthly
- D) Depends on the team's needs

Answer: D) Depends on the team's needs

8. What is a key aspect of effective communication in team management? CO 1

- A) One-way communication
- B) Active listening and clarity
- C) Limited feedback
- D) Avoiding difficult conversations

Answer: B) Active listening and clarity

9. How should a new entrepreneur prioritize tasks for the team? CO 1

- A) Focus on urgent tasks only
- B) Prioritize based on importance and impact
- C) Let team members decide
- D) Focus on easy tasks first

Answer: B) Prioritize based on importance and impact

10. What is the primary goal of team building activities? CO 1

- A) To improve individual performance
- B) To enhance team cohesion and collaboration
- C) To reduce conflicts
- D) To increase work hours

Answer: B) To enhance team cohesion and collaboration

11. What is the primary goal of people management? CO 1

- a) To manage conflicts
- b) To improve productivity
- c) To enhance employee satisfaction
- d) To achieve organizational objectives

Answer: d) To achieve organizational objectives

12. Which of the following is a key aspect of effective communication? CO 1

- a) Active listening
- b) Clear messaging
- c) Non-verbal cues
- d) All of the above

Answer: d) All of the above

13. What is the best approach to managing conflicts? CO 2

- a) Avoidance
- b) Accommodation
- c) Competition
- d) Collaboration

Answer: d) Collaboration

14. How often should performance feedback be given? CO 2

- a) Annually
- b) Quarterly
- c) Monthly
- d) Regularly and ongoing

Answer: d) Regularly and ongoing

15. What is the purpose of employee development? CO 2

- a) To improve job satisfaction
- b) To enhance skills and knowledge
- c) To increase productivity
- d) All of the above

Answer: d) All of the above

16. Which leadership style is most effective in a crisis situation? CO 2

- a) Autocratic
- b) Democratic
- c) Laissez-faire
- d) Transformational

Answer: a) Autocratic

17. What is the key to building trust with employees? CO 1

- a) Transparency
- b) Consistency
- c) Empathy
- d) All of the above

Answer: d) All of the above

18. How should an entrepreneur handle a difficult employee? CO 2

- a) Ignore the issue
- b) Provide constructive feedback
- c) Terminate the employee
- d) Transfer the employee to a different department

Answer: b) Provide constructive feedback

19. What is the purpose of team building? CO 1

- a) To improve communication
- b) To enhance collaboration
- c) To increase morale
- d) All of the above

Answer: d) All of the above

20. Which of the following is a characteristic of a good leader? CO 1

- a) Micromanaging
- b) Empowering employees
- c) Dictatorial
- d) Autocratic

Answer: b) Empowering employees

21. How should an entrepreneur motivate employees? CO 2

- a) Monetary rewards
- b) Recognition and appreciation
- c) Opportunities for growth and development
- d) All of the above

Answer: d) All of the above

22. What is the key to effective delegation? CO 2

- a) Clearly defining tasks and expectations
- b) Providing necessary resources
- c) Monitoring progress
- d) All of the above

Answer: d) All of the above

23. How should an entrepreneur handle employee grievances? CO 2

- a) Ignore them
- b) Listen and address them promptly
- c) Pass them on to HR
- d) Discipline the employee

Answer: b) Listen and address them promptly

24. Which of the following is a benefit of diversity and inclusion? CO 2

- a) Increased productivity
- b) Improved morale

- c) Enhanced creativity and innovation
- d) All of the above

Answer: d) All of the above

25. What is the purpose of performance management? CO 1

- a) To evaluate employee performance
- b) To improve employee performance
- c) To align individual goals with organizational objectives
- d) All of the above

Answer: d) All of the above

26. What is the primary goal of a business? CO 1

- a) To maximize profits
- b) To create social impact
- c) To innovate and grow
- d) To provide employment

Answer: a) To maximize profits

27. Which of the following is a key aspect of financial management? CO 2

- a) Employee training
- b) Marketing strategy
- c) Cash flow management
- d) Product development

Answer: c) Cash flow management

28. What is the purpose of a SWOT analysis? CO 2

- a) To evaluate financial performance
- b) To identify market trends
- c) To assess strengths, weaknesses, opportunities, and threats
- d) To set business goals

Answer: c) To assess strengths, weaknesses, opportunities, and threats

29. Which of the following is a marketing strategy? CO 1

- a) Reducing costs
- b) Increasing production
- c) Identifying target audience
- d) Managing inventory

Answer: c) Identifying target audience

30. Which of the following is a key performance indicator (KPI)? CO 2

- a) Employee satisfaction
- b) Customer retention rate
- c) Social media likes
- d) Office rent

Answer: b) Customer retention rate

31. What is the purpose of market research? Co 2

- a) To understand customer needs
- b) To develop new products
- c) To reduce costs
- d) To increase prices

Answer: a) To understand customer needs

32. Which of the following is a type of business risk? CO 2

- a) Financial risk
- b) Operational risk
- c) Strategic risk
- d) All of the above

Answer: d) All of the above

33. What is the purpose of a budget? CO 2

- a) To track expenses
- b) To forecast revenue
- c) To allocate resources
- d) All of the above

34. Which of the following is the primary goal of customer acquisition? CO 1

- A. Retaining existing customers
- B. Converting prospects into paying customers
- C. Reducing operational costs
- D. Enhancing employee performance

Answer: B

35. Which strategy focuses on attracting customers through useful, relevant content? CO 1

- A. Paid advertising
- B. Influencer marketing
- C. Content marketing
- D. Cold calling

Answer: C

36. SEO is mainly used for what purpose in customer acquisition? CO 1

- A. To increase employee productivity
- B. To improve website visibility on search engines
- C. To enhance physical store sales
- D. To reduce customer support inquiries

Answer: B

37. Retargeting ads are primarily used to: CO 2

- A. Attract completely new audiences
- B. Re-engage visitors who previously interacted with the brand
- C. Improve internal staff communication
- D. Reduce production costs

Answer: B

38. What is the primary purpose of a Balance Sheet? CO 2

- A) To show the company's profit or loss over a period
- B) To report the company's cash flows
- C) To present the company's financial position at a specific point in time
- D) To calculate the company's tax liability

Answer:C) To present the company's financial position at a specific point in time

39. What is the main purpose of an Income and Expenditure Statement? CO2

- A) To show the company's assets and liabilities
- B) To calculate the company's profit or loss over a period
- C) To report the company's cash flows
- D) To present the company's budgeted expenses

Answer: B) To calculate the company's profit or loss over a period

40. What is the primary purpose of a Profit and Loss Account? CO 2

- A) To show the company's financial position at a specific point in time
- B) To report the company's cash flows
- C) To calculate the company's profit or loss over a period
- D) To present the company's budgeted income and expenses

Answer: C) To calculate the company's profit or loss over a period

Kindly fill the total marks allocated to each CO's in the table below:

COs	Marks Allocated
CO1	21 Marks
CO2	19 Marks

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering

L2= Understanding

L3= Apply

L4= Analyze

L5= Evaluate

L6= Create