Assignment 12

The due date for submitting this assignment has passed. As per our records you have not submitted this assignment.

1) "The quote "Fear of divide, entrepreneurship has models, processes and case studies" is attributed to:
   - Peter Drucker
   - Kauffman, D. F.
   - Michael Porter
   - C.K. Prahalad
   - accepted answer: D. F. Kauffman
   - the answer is incorrect
   - Score: 0

2) The takeaway from Harvard Business Review is:
   - Technical and entrepreneurship models provide evidence for new businesses
   - The role of entrepreneurship can expand business models
   - Harvard offers competitive advantage to science and technology start-ups
   - All of the above
   - accepted answer: A. C
   - the answer is incorrect
   - Score: 0

3) Natural laborators make a natural product for their business. It is:
   - Aromatherapy
   - Stevia
   - Sucrose
   - Glucose
   - accepted answer: Stevia
   - the answer is incorrect
   - Score: 0

4) Resource Bridge operates in recruitment space which has:
   - High entry barrier
   - High exit barrier
   - Low entry barrier
   - None of the above
   - accepted answer: A. C
   - the answer is incorrect
   - Score: 0

5) Concorde is the prototype of the tech based start-up movement based in India that:
   - Demonstrates indigenous technology innovation
   - Sets global aspirations for Indian entrepreneurs
   - Combines style with substance
   - All of the above
   - accepted answer: B
   - the answer is incorrect
   - Score: 0

6) Emudhalon Technologies supplies its product primarily to:
   - Automobile industry
   - Chemical industry
   - Marine pharmaceutical industry
   - Housing industry
   - accepted answer: B
   - the answer is incorrect
   - Score: 0

7) Chemical Business School is an example of:
   - Corporate entrepreneurship
   - Social entrepreneurship
   - Employee entrepreneurship
   - None of the above
   - accepted answer: C
   - the answer is incorrect
   - Score: 0

8) Notion Press offers the following key takeaway:
   - Unit cost customer needs offer great opportunities for start-ups
   - There is potential in India for the printing presses
   - Publishing can be automated
   - Every printing press can find a publishing house
   - Notion Press offers the following key takeaway:
   - accepted answer: B
   - the answer is incorrect
   - Score: 0

9) Which of the following is not directly related to marketing?
   - Product development
   - Sales development
   - Brand development
   - Facility development
   - accepted answer: A
   - the answer is incorrect
   - Score: 0

10) Marketing mix is commonly referred to as:
    - ABC of marketing
    - 4 M's of marketing
    - 4 Ps of marketing
    - None of the above
    - accepted answer: D
    - the answer is incorrect
    - Score: 0

Due on 2020-04-22, 23:59 IST.