34. Assume that XYZ business enterprise tried to balance and address the divergent interest of the company, customer, and society for the sake of ensuring sustainable production and consumption in due considering not only the present generation but also for the future generation. Most likely this enterprise was guided by; A. Societal marketing concept B. Marketing concept C. Product Concept D. Production concept S. If a given entrepreneur started to deliver training on entrepreneurship by uploading a series of her/his wideo lecture to its customers, her/his mode of delivering the service can be regarded as it overcomes characteristics of the service A. Inseparability and intangibility B. Intangibility and perishability E. None of the above S. If a given and its product A. Advertising C. Sales promotion G. Sales promotion D. Public relation 30. Which of the following one provides exclusive rights to creative individuals for the protection of literary or artistic productions? A. Copyrights B. Patent S. Patent D. All of the above A. Product C. Service B. Idea J. Products created out of one's own mental processes. A. Product C. Service D. Demand J. Blegal definition of ideas, inventions, artistic works and other commercially A. Marketing property C. Legal property C. Legal property C. Legal property D. Intellectual property D. Intellectual property D. Intellectual property L. Legal property D. Intellectual property L. Legal property D. Idea screening B. Business analysis C. Concept testing D. Idea generation 41. According to the proclamation to be granted a patent, an invention must fulm Legal property L. It must be new B. It should be capable of industrial application		
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uploading a series of her/his video lecture to its customers, her/his mode of delivering the service can be regarded as it overcomes	B. Marketing concept	D D
delivering the service can be regarded as it overcomes	35. If a given entrepreneur started to deliver	r training and
the service A. Inseparability and intangibility B. Intangibility and inseparability C. Inseparability and perishability D. Inseparability D. Inseparability E. None of the above 36	The second of th	ro to ite error 1 0
A. Inseparability and intangibility B. Intangibility and perishability C. Inseparability and perishability D. Inseparability E. None of the above 36	delivering the service can be regarded as	it overcomes characteristics of
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C. Inseparability D. Inseparability E. None of the above 36	B. Intangibility and incongrability	
D. Inseparability E. None of the above 36	C. Inseparability and perishability	
E. None of the above 36	D. Inseparability	Standing on the second to the second second
36is the form of communication that seeks to change the perception of customers, shareholders, suppliers, employment, and other publics about the company and its product A. Advertising	E. None of the above	the first of the second
company and its product A. Advertising B. Personal selling C. Sales promotion D. Public relation 37. Which of the following one provides exclusive rights to creative individuals for the protection of literary or artistic productions? A. Copyrights B. Patent C. Trade mark D. All of the above A. Product B. Idea C. Service D. Demand 39. A legal definition of ideas, inventions, artistic works and other commercially A. Marketing property A. Marketing property C. Legal property D. Intellectual property D. Intellectual property 40. A test to evaluate a new product idea with target consumers before any A Idea screening B. Business analysis C. Concept testing D. Idea generation 11. According to the proclamation to be granted a patent, an invention must be following condition except:		on that seeks to change the nonception
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B. Personal selling 37. Which of the following one provides exclusive rights to creative individuals for the protection of literary or artistic productions? A. Copyrights B. Patent C. Trade mark D. All of the above A. Product B. Idea G. Service D. Demand 39. A legal definition of ideas, inventions, artistic works and other commercially A. Marketing property B. Physical property C. Legal property C. Legal property D. Intellectual property 40. A test to evaluate a new product idea with target consumers before any A. Idea screening B. Business analysis C. Concept testing D. Idea generation 41. According to the proclamation to be granted a patent, an invention mass the		Januare publics about the
D. Public relation 37. Which of the following one provides exclusive rights to creative individuals for the protection of literary or artistic productions? A. Copyrights B. Patent C. Trade mark D. All of the above A. Product B. Idea C. Service D. Demand viable products created out of one's own mental processes. B. Physical property C. Legal property D. Intellectual property 40. A test to evaluate a new product idea with target consumers before any prototype has been created is: A. Idea screening B. Business analysis C. Concept testing D. Idea generation 41. According to the proclamation to be granted a patent, an invention made in the following condition except: A. It must to evaluate a nexperiment of the following condition except:	B. Personal selling	C. Sales promotion
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A. Product B. Idea C. Service D. Demand viable products created out of one's own mental processes. A. Marketing property B. Physical property C. Legal property D. Intellectual property U. Intellectual property B. Physical property D. Intellectual property B. Physical property D. Intellectual property D. Intellectual property D. Intellectual property A. A test to evaluate a new product idea with target consumers before any A. Idea screening B. Business analysis C. Concept testing D. Idea generation A. According to the proclamation to be granted a patent, an invention must be less than		
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D. Idea generation 41. According to the proclamation to be granted a patent, an invention power 5. Let	B. Business analysis	
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4). According to the proclamation to be granted a patent, an invention much s. I.	D. Idea	
A. It must be new B. It should be seen to	the follows:	
B. It should be seen at	A. It must be new	d a patent, an invention must fulful
The Carting of the Assessment	B. It should be capable of induces	

V	a service IC
27 A short term loan in which collateral is	s neither requested nor given is
a short term loan in which collater at 1	, news-
21/A Short to	D. Secured loans.
called	D. Secured loans.
A. Unsecured loan	E. Refundable loan
B. Urgent loan	
C. unrefundable loan	ich the issuer agrees to make principal and
is a long-term contract in wil	ich the issuer agrees to make principal and
interest payments on specific dates	D. Shareholding
A. Secured loan	E. None of the above
B. Venture capital	E. None of the above
c pand	
29) Which of the following is not a sour	ce of equity financing?
A A, Lenders	
B. Friends and family	
C. Venture Capital Companies	
D. Partners	
E. Employee stock ownership pla	n
n n 11 Charle Colo ("going nubli	c")
30. According to the proclamation to	be granted a patent, an invention must fulfil
the following condition except:	
A. It must be new	
B. It should be capable of industr	rial application
(C) It must be obvious	
D. None of the above	s i li manaments on
	invention or functional improvements on
existing inventions.	C. Litelly stead not out
A Design patent	C. Intellectual patent
(B.) Utility patent	D. Main patent
	l business with your friends. Of the following
one, is it not the concern of the pa	
A. Financial Contribution B. Number of shareholders	C. Risk sharing
33. Select the wrong statement	D.Managerial role
A. The easiest form business is s	
R Start up capital is high in a	Die proprietorship
B. Start-up capital is high in corp	orations
C) Life of corporations is limited	
D. General partners have unlimit 34. Which criterion is odd?	ed liability —
A Number of employees	
C	1C. Firm's asset
B. Geographic area of operation	D colony 1
relationships jobs have with each A. Organizational culture	mmunication, means of resource allocation, other, etc.
" Organizational culture	
B. Organizational strategy	C. Organizational design
(Organizational structure
	- uic

- AS, Which of the following can be considered as a limitation of lease financing for th
 - A. The growth potentiality of leasing is much higher as compared to other forms of business.
 - B. The lessor cannot recover the total investment through lease rentals
 - C. Every year, the lessor receives a set amount of lease rental that cannot be increased, even if the assets cost increases.
 - D. The lessor does not completely pass to the lessee all the risks and benefits associated with ownership.
- 16. Which of the following marketing mix can be regarded by the entrepreneurial manager as the most flexible than the other and also serve as the means to represent the value that s/he intends to deliver to the potential customers?
 - A. Promotion

C. Placing

B. Product

D. Pricing

- 17. The systematic process of gathering, analyzing, supplying and applying information about the external environment is referred to as-----
 - A. Marketing intelligence

, C. Marketing research

B. Marketing information system

D. Consumer study

- (18.)f the owner and the manger of XYZ Company sets the low price by considering on one hand the purchasing power of the consumers and their being highly price sensitive and on the other hand the objectives of its company, that is, increasing the market share, the pricing method which is used by the manager can be regarded as
 - A. Competitive pricing

C. Mark-up pricing

.B. Penetration pricing

D. Cost-plus pricing

- 19 Identify the difference between customer value and customer satisfaction A. The former is the mental calculation of the consumers about the perceived benefits and the perceived costs whereas the latter indicates the gap between the perceived expectation and the perceived experience
 - B. The latter is being determined before having the actual experience whereas the former can be formulated after having the actual experience
 - C. Both of them are the exact reflection of the cost of buying the item of
 - D. The former is determined objectively whereas the latter on is always determined subjectively
 - E. None of the above
- 20. All of the following are not the advantages of debt finance, except:
 - A. Interest on the debt can be deducted on the company's tax return, lowering the actual cost of the loan to the company.
 - B. Companies that are too highly leveraged often find it difficult to grow because of the high cost of servicing the debt.
 - C. Most loans are not repayable in varying amounts over time based on the business cycles of the company.
- D. A business is limited as to the amount of debt it can carry.

E. The company is usually required to pledge assets of the company to the 21. The type of funding required for a particular venture is a function of all of the following, except: A. type or nature of the venture itself B. the industry in which it competes C. the product or service produced D. the stage of the venture's development E. None of the above 22. Money borrowed from an outside entity to fund your business is called_ A. Monetary fund B. Debt finance C. Fund D. Equity E. Bad debt 23. A short term loan in which collateral is neither requested nor given is A. Unsecured loan B. Secured loans. C. Refundable loan D. Urgent loan E. Unrefundable loan is a long-term contract in which the issuer agrees to make principal and interest payments on specific dates A. Secured loan ~ B. Venture capital C. Bond D. Shareholding E. None of the above 25. During which stage of new-product development will management most likely estimate the minimum and maximum sales to assess the range of risk in launching a new product? A. Product development B. Marketing strategy development C. Concept testing D. Test marketing 26. ____ means that services cannot be separated from their providers, whether the providers are people or machines. A. Service intangibility B. Service perishability C. Service inseparability-D. Service heterogeneity E. Service variability

Choose the Best Answer from the Given Alternatives and Put Your Answer in the Separate answer Sheet Provided

1.	A property right granted by	y the government to an inventor is:
	A. Patent right	y the government to an inventor is:

C. Trade mark

B. Copy right

- D. All of the above
- 2. Which of the following is not source of new product idea?
 - A. Observing market conditions
 - B. Mass Media
 - C. Successful story of friends and relatives
 - D. Internet
 - E. None of the above
- A detailed version of the product idea stated in a meaningful consumer terms is:
 - B. Market strategy

D. Product concept

E. None of the above

- C. Market concept
- 4.) Which of the following is not a source of equity financing?
 - B. Friends and family
 - C. Venture Capital Companies
 - D. Partners
 - ,E. Employee stock ownership plan
 - F. Public Stock Sale ("going public")
- 5. Which one of the following products requires a lot of advertising, personal selling and other marketing efforts because consumer either does not know about it or knows about it but does not normally think about buying?
 - C. Shopping products

B. Specialty products

- 6. Which of the following is/are not rue about the levels of product?

 - A. Basic/tangible Product is the most basic level that the buyer really buying
 - B. Core product is the most basic level that the buyer really buying B. Core product is the most passe.

 C. Augmented product is the additional services and benefits over and above D. A and C
- E. B and C
 7. Which stage in product development process where preliminary demand, cost,

 - D. Commercialization
 - E. None of the above

,					
	tem has invented new poul	ir	g equipment. He wante	d	
		try product processii	sietry of science and		
8. Mr. Zelal	em has invented the properties inventi	on and applied to mi	Hatty -		
to get pr	lem has invented new poul coperty right for his inventi ogy. Which patent type he	is entitled to ob-	an natent		
technolo	ogy. Willen P	C. Desi	. is ontitled		
A. Util	ity patent nt patent	D. No.	ent consumption in orde	ľ	
B. Plai	Occur when someone ch	ooses to give up curre	ent consumption in order in the future.		
9	e the amount of assets are	lable for consumption	al		
B. Re	egular deposits If the following is not true a	D. Equity of	tween venture capitalist	S	
(10.) One o	f the following is not true a	bout the difference			
and a	ngle investors. Cs invest capital controlled	by a venture capital fi	and or firm, while angel		
A. V	Cs invest capital controlled	onev	1. 1		
	nvestors invest their own m n some cases, VCs will inves		ps as opposed to the		1
B. 1	n some cases, VCs will invest extremely late-stage startup	s that angel investors	prefer.		1
6	extremely late-stage startup Venture capitalists have hig	h expectations of equi	ty position than ange-		MAN
	investors.	ce .1.1	accietance and guidance,		
D.	investors. While angel investors might have capitalists might have the capitalist might have the c	t offer more unomeral	in decision-making of the		
	wanture capitalists inight in	** * ** ** ** * * * * * * * * * * * *			A.B.
	businesses they invest in.	colonment process elit	ninates poor ideas that al	e	
11. Wh	ich stage in the product de- onsistent with the organiza	tion's new product str	ategy?		
inc	Concept test	C. I	Business analysis		
10	Idea screening	Cal. a	dea Generation	ır de la	A May
12 A M	Idea screening or son design or son that identifies the sour	ne combination of the	ertain goods and services		
sou	nd that identifies the sour	ce or sponsorship of C.	Patents		
A	Trada secrets	-	Converight		
(B)	Trade mark	sane artistic work	s and other commercial	y	
13. A le	Trade mark gal definition of ideas, inv ole products created out o	f one's own mental p	ocesses.		
wial	ole products created out				
(A.)	Intellectual property				
В. 1	Physical property				
	Legal property				
D. 1	All of the above ch of the following is true	about operating lea	ise	to the	
14. Whi	ch of the following is true The lessor transmits any	risks or rewards rel	ated to asset ownershi) to the	
А. Т	The lessor transmits any				
le	essee. ⋈	to volv on leasing at	asset to a separate le	ssee in	
В. Т	essee. ☆ The lessor does not have	to rely on reasons			
0	rder to regain their inve	stment.	th little or no notice, a	nd there is	
C. T	he lease can be terminal	ted by the lessee wi			
	o penalty for doing so. he lease term is higher t	han the economic	ife of the asset.		