



Designate the best answer then shade the correct circle in answer sheet.

First: MCQ's

1. Entrepreneurial education:
  - A) has become extremely popular. B) universities are not able to meet the demand. C) more courses are being offered in entrepreneurship. D) All of the above
2. Entrepreneurs seem to be characterized by:
  - A) a desire for money .B) an inability to organize but strong conceptual skills. C) a desire to work with group . D) a high energy level.
3. A small business's "aggregation of factors that sets it apart from its competitors" is its:
  - A) strategic plan. B) competitive advantage. C) vision. D) competitive strategy.
4. \_\_\_\_\_ focuses everyone's attention and efforts on the same target market. It is an expression of what the owner believes in. A) The mission statement B) The company vision C) The strategic plan D) The operational plan
5. A small company following a \_\_\_\_\_ strategy seeks to build customer loyalty by positioning its goods and services in a unique fashion.
  - A) differentiation B) cost leadership C) focus D) niche
6. Rather than attempting to serve the total market, the small firm pursuing a \_\_\_\_\_ strategy specializes in serving a specific target segment.
  - A) cost leadership B) differentiation C) focus D) head-to-head
7. Small businesses are those that employ:
  - A) more than 100 employees. B) fewer than 20 employees. C) fewer than 100 employees. D) Number doesn't matter
8. Drawbacks of owning a small business include all but:
  - A) unbalanced family life. B) no guarantee that the business would make profits. C) too many financial statements. D) Both A and B
9. Forces driving the entrepreneurial trend in our economy include which of the following?
  - A) Technological advancement B) Shift to a service economy C) World Wide Web D) All of the above
10. The average small business owner works \_\_\_\_\_ hours per week.
  - A) 39.5 B) 54 C) 40 D) 80
11. A strategic plan should not:
  - A) be relatively small. B) begin with extensive objective setting. C) encourage participation by employees. D) be informal and not structured.
12. To be effective, these competencies should be \_\_\_\_\_ for competitors to duplicate, and they must provide customers with a valuable perceived benefit.
  - A) easy B) moderate C) slow D) None of the above
13. Strategic management is a process that involves:
  - A) developing a vendor list. B) developing a vision and mission statement. C) developing goals and objectives. D) Both B and C
14. Which strategy recognizes that not all markets are homogenous?
  - A) Price sensitive B) Differentiation C) Cost Leadership D) None of the above
15. \_\_\_\_\_ are positive internal factors that contribute towards accomplishing the company's objectives.
  - A) Strengths B) Weaknesses C) Opportunities D) Threats

16. When the small business owner assesses her company's strengths and weaknesses, she is dealing with the \_\_\_\_\_ business environment.
  - A) macro B) external C) competitive D) internal
17. The small firm's "master plan" is its:
  - A) objectives. B) goals. C) competitive edge. D) strategy
18. Small firms pursuing a cost leadership strategy have an advantage in reaching customers whose primary purchase criterion is:
  - A) quality. B) constant innovation. C) price. D) customer service
19. To be effective, these competencies should be \_\_\_\_\_ for competitors to duplicate, and they must provide customers with a valuable perceived benefit.
  - A) easy B) moderate C) difficult D) None of the above
20. A \_\_\_\_\_ strategy tends to be ideally suited to the small business.
  - A) differentiation B) focus C) cost leadership D) product quality
21. Small bookstores have a giant killer of a competitive advantage in their:
  - A) lower costs. B) better locations. C) customer service. D) large selection.

Second: TRUE (A) & FALSE(B)

22. A competitive profile matrix compares the firm's and its competitors' key success factors.
23. The focal point of a firm's strategy is the customer.
24. What business am I in?" This is a question the entrepreneur needs to answer when creating the vision statement.
25. Goals indicate how the small firm's resources will be allocated to specific ventures or activities.
26. Starting a part-time business is a popular gateway to entrepreneurship.
27. Entrepreneurs are people who grow existing businesses by careful management of existing resources.
28. Entrepreneurs are noted for their ability to bounce back after a business failure.
29. The idea behind strategic controlling is to give the business owner a way to match his/her company's strengths and weaknesses to the opportunities and threats in the business environment.
30. The strategic planning process for small companies should begin with setting goals and objectives.
31. Key success factors are simply relationships between uncontrollable factors and critical elements that permit a firm to compete in its industry.
32. Because of advances in technology, entrepreneurs can outsource many of the operations of their companies.
33. The operation plan focuses everyone's attention and efforts on the same target market. It is an expression of what the owner business.
34. Sub-goals are the broad, long-range attributes the small business seeks to accomplish.
35. One key to success with a business start is enough workforce .
36. The most important change due to Expansion occurs in personnel assignments.
37. One hallmark of true entrepreneurs is their ability to adapt to the changing demands of their customers and businesses.
38. In today's economy, entrepreneurs are seen as heroes.
39. Research shows that for "Copreneurship" to work, responsibilities must be divided by gender.
40. Early involvement of the total workforce in the strategic management process is a luxury that larger businesses cannot achieve.

.....With my best wishes ☺.....

DR:Maha Misbah