

Entrepreneurship in Digital Age

Chapter No. 12

Class: 9th (New Course)

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MCQs and Short Questions

1. What is entrepreneurship?

- a) The process of starting a new business or organization
- b) The process of buying and selling stocks
- c) The process of working for a large company
- d) The process of creating a marketing campaign

2. What is a key characteristic of entrepreneurs?

- a) Avoiding risks
- b) Seeking job security
- c) Innovation
- d) Following established methods

3. What is an example of a digital technology used by modern entrepreneurs?

- a) Newspaper advertisements
- b) Television commercials
- c) Mobile apps
- d) Door-to-door sales

4. Which of the following is an example of a digital tool for creating and editing documents online?

- a) SurveyMonkey
- b) Google Docs
- c) SEMrush
- d) Zendesk

5. Which tool is commonly used for optimizing website content for search engines?

- a) Hootsuite
- b) Yoast SEO
- c) Shopify
- d) PayPal

6. Which of the following is NOT a technique for identifying market needs?

- a) Surveys and Questionnaires
- b) Market Research
- c) Observation
- d) Brainstorming

7. What is the first step in the design thinking process?

- a) Prototyping
- b) Testing
- c) Empathizing
- d) Defining

8. What is the primary purpose of creating a business plan?

- a) To attract investors
- b) To outline strategies for growth
- c) To study market trends
- d) To implement digital marketing strategies

9. What does market analysis involve?

- a) Calculating revenue forecasts
- b) Researching competitors and understanding customer needs
- c) Developing pricing strategies
- d) Implementing digital marketing campaigns

10. Which Sustainable Development Goal (SDG) focuses on affordable and clean energy?

- a) SDG5
- b) SDG7
- c) SDG12
- d) SDG17

11. Local businesses such as bakeries and boutiques are examples of what?

- a) Large companies
- b) Government enterprises
- c) Entrepreneurship
- d) Multinational corporations

12. The word "entrepreneur" comes from a French word that means:

- a) To innovate
- b) To undertake
- c) To manage
- d) To sell

13. Innovation in entrepreneurship means:

- a) Copying existing businesses
- b) Creating something new or improving something that exists
- c) Avoiding risks
- d) Working in a team

14. Why must entrepreneurs be willing to take risks?

- a) Because they never fail
- b) Because businesses are always safe
- c) Because it is required by law
- d) Because risks can lead to great rewards

15. Which famous entrepreneur started his company in his uncle's garage?

- a) Bill Gates
- b) Walt Disney
- c) Steve Jobs
- d) Jeff Bezos

16. Why is entrepreneurship important?

- a) It reduces competition in the market
- b) It only benefits large companies
- c) It drives economic growth, creates jobs, and fosters innovation
- d) It prevents new ideas from coming forward

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17. How do entrepreneurs contribute to economic growth?

- a) By avoiding competition
- b) By creating new jobs and providing new products and services**
- c) By limiting the number of businesses in a country
- d) By discouraging innovation

18. Which of the following is an example of innovation and progress in entrepreneurship?

- a) The invention of the Smartphone**
- b) The decline of small businesses
- c) Restricting access to information
- d) Increasing unemployment

19. Which of the following is a tool of digital technologies for entrepreneurs?

- a) Social media
- b) Mobile apps
- c) Cloud computing
- d) All of the above**

20. The invention of the Smartphone is an example of:

- a) Traditional marketing
- b) Agricultural innovation
- c) Entrepreneurial innovation that transformed lives**
- d) Reducing access to information

21. Which of the following is not a social media platform for entrepreneurs?

- a) Facebook
- b) Instagram
- c) LinkedIn**
- d) Twitter

22. What is the primary purpose of social media platforms for entrepreneurs?

- a) To store data
- b) To engage with customers and market products**
- c) To run applications over the internet
- d) To analyze market trends

23. Cloud computing allows businesses to:

- a) Analyze market trends based on data
- b) Develop new mobile applications
- c) Store data and run applications over the internet**
- d) Directly sell goods online

24. E-commerce is defined as:

- a) Promoting products and services using digital channels
- b) Storing data and running applications remotely
- c) Referring to buying and selling goods online**
- d) Analyzing customer behavior through data insights

25. Which of the following is listed as a challenge in digital entrepreneurship?

- a) Cost-effective marketing
- b) Enhanced customer engagement
- c) Cyber security threats**
- d) Access to a global market

26. What is a key feature of Google Docs?

- a) Most expensive editing software
- b) Primarily used for data analysis
- c) Allow multiple users to collaborate in real time**
- d) It cannot be accessed online

27. What is the core service provided by Bykea in Pakistan?

- a) Online retail and product sales
- b) On-demand transportation and delivery services**
- c) Secure digital payment solutions
- d) Social media marketing

28. The main purpose of E-commerce platforms is to provide _____ way for business to sell products.

- a) Complicated
- b) Expensive
- c) Limited
- d) Convenient**

29. Which of the following tools is used to track website traffic and user behaviour?

- a) Survey Monkey
- b) SEMrush
- c) Google Analytics**
- d) Google Docs

30. SurveyMonkey is mainly used for

- a) Tracking website visitors
- b) Conducting online surveys**
- c) Analyzing competitors
- d) Writing documents

31. SEMrush helps business by:

- a) Designing advertisements
- b) Analyzing competitors**
- c) Managing customer emails
- d) Creating online documents

32. Which of the following is not a market research tool?

- a) Google Analytics
- b) SEMrush
- c) Microsoft Word**
- d) Survey Monkey

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33. Which tool is used to manage social media accounts and schedule posts?

- a) Canva
- b) Hootsuite**
- c) Shopify
- d) PayPal

34. Yoast SEO is mainly used for:

- a) Creating online stores
- b) Optimizing website content for search engines**
- c) Designing graphics
- d) Managing customer support

35. Canva helps businesses by:

- a) Creating secure payment gateways
- b) Scheduling online posts
- c) Managing customer complaints
- d) Designing visually appealing graphics and marketing materials**

36. Which of the following is an E-commerce platform?

- a) Canva
- c) Shopify**
- b) Hootsuite
- d) Yoast SEO

37. PayPal is mainly used for:

- a) Creating websites
- b) Processing secure online payments**
- c) Designing advertisements
- d) Managing social media posts

38. Zendesk is helpful for:

- a) Website optimization
- b) Customer service solutions and support**
- c) Online shopping cart management
- d) Social media scheduling

39. According to PTA, Pakistan's e-commerce market size in 2021 was estimated at:

- a) \$1 billion
- c) \$4 billion**
- b) \$2 billion
- d) \$10 billion

40. _____ is the process of generating ideas called?

- a) Problem identification
- b) Ideation**
- c) Market research
- d) Observation

41. Which technique involves collecting feedback directly from potential customers?

- a) Market research
- b) Surveys and questionnaires**
- c) Observation
- d) Ideation

42. Which principle of ethical business is described as "acting consistently with moral values"?

- a) Honesty
- b) Fairness**
- c) Integrity
- d) Respect

43. The Sustainable Development Goals (SDGs) were established by which organization?

- a) The World Bank
- c) The United Nations**
- b) The World Health Organization
- d) The World Trade Organization

44. Which of the following is an example of promoting social sustainability?

- a) Reducing carbon emissions
- b) Using solar power**
- c) Ensuring fair labor practices
- d) Fostering innovation for profit

45. The process of making improvements to a product based on feedback is called:

- a) Marketing
- b) Sustainability**
- c) Iteration
- d) Analysis

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MCQs and Short Questions

Q1. Define Entrepreneurship.

Entrepreneurship is a process of designing, launching and running new business or organization.

Q2. What is the meaning of the word entrepreneur and its origin?

Entrepreneur is a person who sets up a new business taking on financial risks in the hope of profit.

Q3. What are the key characteristics of Entrepreneurship?

Key characteristics of entrepreneurship are risk-taking, invocations and problem solving.

Q4. Why entrepreneurship is important?

Entrepreneurship is important because it drive economic growth, create jobs and foster innovation.

Q5. How do digital technologies help entrepreneurs reach a global audience?

Digital technologies provide tools and platforms that can enhance their business operations to reach a global audience efficiently.

Q6. What is an e-commerce platform, and why is it important for businesses?

E-commerce platforms enable businesses to sell their products and services online. E-commerce platforms provide tools for setting up online stores managing payments and offering customer support. e.g shopify, paypal and zendesk.

Q7. Why is it important to identify market needs when generating a business idea?

For generating a new business idea it is important to understand what people need or want and what your product or service can fulfill those needs.

Q8. What is the main purpose of using design thinking in creative problem-solving?

The purpose of design thinking or innovating thinking to develop a solution for identified problem. This can be achieved by using various methods of design thinking and brainstorming. These methods are empathizing, defining, ideating, prototyping and testing.

Q9. Explain the importance of market analysis in a business plan. Give an example relevant to a local business in Pakistan.

Market analysis is important in business plan because it can help in business to identify market trend, analyzing competitors and target audience. E.g Pakistan uber, careem started as rid-hailing service and expanded to offer delivery and payment solution.

Q10. What are revenue models, and why are they essential components of a business plan?

A revenue model outlines how your business will generate income. This includes pricing strategies, sale forecasts, and potential revenue streams.

Q11. How can businesses contribute to environmental sustainability according to the Sustainable Development Goals?

Business can contribute crucial role by aligning business goals with sustainable development goals. These goals are social, environmental and economic sustainability.

Q12. What is the used of online marketing tools in business?

Online marketing tools are mainly used for promoting products and services through digital channels

Q13. Write the name of social media online marketing tools?

Social media online marketing tools are Hootsuite, Yoast SEO, and Canva.

Q14. What is the role of market research tools in business?

Market research tools help businesses understand their target audience, competitors and market trends. These tools are Google Analytics, SurveyMonkey and SEMrush.

Q15. What are the three goals of sustainability that business can align with the SDGs?

Social sustainability, environment sustainability and economic sustainability are goals of sustainability for business.

Q16. Write the name of digital marketing strategies?

Search engine optimization, social media marketing, content marketing, email marketing.

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Q17. What is meant by search engine optimization?

To optimizing website content to higher rank in search engine for increase the visibility and traffic.

Q18. What is meant by social media marketing?

Social media marketing is used to promote product, engage the customer and build brand awareness.

Q19. What is meant by content marketing?

Contents marketing are to attract and retain customer by using blogs, videos and info graphics.

Q20. What is meant by email marketing?

Sending targeted emails to potential and existing customers to promote products and build relationships.