

Question 1

Topic 1, Slides 5-6

What does the entrepreneur do?

- Promotes capital formation.
- Creates small-scale employment opportunities.
- Promotes balanced regional development.
- Creates and distributes wealth.
- Decreases Gross Domestic Product.

Question 2

Topic 1, Slides 8-9

Intrapreneurs:

- Innovate within a business.
- Build their own business.
- May find it difficult to get resources.
- Know the business on a micro scale.
- Risk everything, if they fail.

Question 3

Topic 1, Slide 12

Which are the factors of the external environment of the enterprise?

- Suppliers.
- Customers.
- Competitors.
- Legal framework.
- People.

Question 4

Topic 1, Slide 13

Which are the internal factors of the organisation?

- Personnel, technology, structure, goals, tasks.
- Personnel, innovations, marketing, finances.
- Personnel, materials, machines, products, plant.
- Capital, goals, marketing, production, people.
- Organisational structure, mission, vision, plan.

Question 5

Topic 1, Slide 4

The traditional definition of entrepreneurship is:

- Getting rich.
- Creating a new business.
- Getting improvement of your existing business.

- Introducing an innovation to the market.
- Risking your money for nothing.

Question 6

Topic 1, Slide 14

True or false

- An innovation is a new or improved product or process (or combination thereof) that differs significantly from the unit's previous products or processes and that has been made available to potential users.

Question 7

Topic 1, Slide 16

Invention is:

- Widely used device or method.
- An improved product or process.
- An implementation in the market of an idea for a product or process for the very first time.
- A combination of various solutions and processes.
- A creation of a new thing. A technical solution.

Question 8

Topic 2, Slide 8

Which are the three basic learning styles of the entrepreneur?

- Visual.
- Kinesthetic.
- Auditory.
- Social.
- Logical.

Question 9

Topic 2, Slide 9

What general competencies the profile of the entrepreneur should include?

- Technical competencies.
- Business competencies.
- Entrepreneurial competencies.
- Physical competencies.
- Digital competencies.

Question 10

Topic 2, Slide 10

Which are the entrepreneurial skills?

- Design skill.
- Communication skill.
- Organizational skill.
- Teamwork skill.
- Problem-solving skill.

Question 11

Topic 3, Slides 4-5

What are the stages of the entrepreneurial process?

- Idea generation.
- Opportunity evaluation.
- Payment.
- Company launch.
- Finding funding.

Question 12

Topic 3, Slide 23

What are the four elements of the SWOT analysis? Write them down.

- Strengths, weaknesses, opportunities, threats

Question 13

Topic 3, Slide 6

What are the elements of the Timmons' entrepreneurial model?

- Founder, team, opportunity, resources.
- Founder, motivation, money, idea.
- Team, money, product, resources.
- Capital, materials, people, idea.
- Idea, capital, market, vision.

Question 14

Topic 3, Slide 7

Which of the following elements is a stage of the design thinking process?

- Empathize.
- Prototype.
- Test.
- Sale.
- Research.

Question 15

Topic 3, Slide 11

Which of the following is not a method for generating ideas?

- Trial and error method.
- Synectic method.
- Morphological analysis.
- Method of association and analogies.
- Synergetic method.

Question 16

Topic 3, Slide 15

Business idea generation technics are:

- Storyboarding.
- Mind mapping.
- Sketching as a group.
- Thinking hats technique.
- Brainstorming.

Question 17

Topic 3, Slide 21

Which is not a part of the business model canvas?

- Customer segmentation.
- Revenue streams.
- Value proposition.
- Key resources.
- Business plan.

Question 18

Topic 4, Slides 4-5

What is the difference between goals and objectives?

- Goals are not SMART.
- Goals are more general.
- Objectives are more general.
- Objectives are not very precise.
- Goals and objectives are not following the organisation's mission.

Question 19

Topic 4, Slides 6

What does the acronym SMART stand for?

- Specific.
- Measurable.
- Authentic.

- Relevant.
- Time bound.

Question 20

Topic 4, Slide 11

The strategy for finding new opportunities and creating innovations is called?

- Blue Ocean strategy.
- Red Ocean strategy.
- Green Ocean strategy.
- Atlantic Ocean strategy.
- Entrepreneurial Ocean strategy.

Question 21

Topic 4, Slide 17

What informational sources for market research can you use?

- Trade associations.
- Local Chamber of Commerce.
- Internet.
- Customers interviews.
- Antitrust laws.

Question 22

Topic 4, Slide 19

Which are the psychological elements of the customer profiling segmentation?

- Values.
- Style.
- Interests.
- Shopping behaviour.
- Health.

Question 23

Topic 4, Slide 19

Which of the following questions define the customer's profile information?

- What social networks do they prefer?
- Where do they consume their news?
- What are the problems of their suppliers?
- How do they decide to spend their money?
- What are the best ways to reach them?

Question 24

Topic 4, Slide 23

What are the Porter's forces of competitive analysis?

- Threats of new entrants.
- Bargaining power of buyers.
- Bargaining power of suppliers.
- Threats of substitute products.
- Competitors' dumping.

Question 25

Topic 4, Slide 21

The fashion industry is a _____ dollar industry.

- Quadrillion
- Trillion
- Billion
- Million
- Hundred thousand

Question 26

Topic 4, Slide 21

True or false

- A niche market is a small subset of the market for a specific demographic, product type, a particular price point, and a certain quality.

Question 27

Topic 4.1, Slide 6

The research that involves the collection of original data is called:

- Primary research.
- Secondary research.
- Market research.
- Innovation research.
- Business research.

Question 28

Topic 4.1, Slide 10

Methods for qualitative research are:

- The researchers' interpretation of the results.
- Venn diagram.
- SWOT analysis.
- Average values.
- Statistical techniques.

Question 29

Topic 4.1, Slide 10

The methods of data analysis are:

- Qualitative.
- Quantitative.
- Forecast.
- Unreliable.
- Presumptive.

Question 30

Topic 5, Slide 8

The four elements of the marketing mix are:

- Price.
- Place.
- Promotion.
- Product.
- People.

Question 31

Topic 5, Slide 8

Which is not part of the Price element?

- Tariff.
- Sale.
- Discount.
- Credit terms.
- Point of sale.

Question 32

Topic 5, Slide 12

What are the stages of the product life cycle?

- Introduction.
- Growth.
- Maturity.
- Decline.
- Research.

Question 33

Topic 5, Slide 13

How is called the first group of customers of the Product Diffusion Curve model?

- Innovators.
- Early adopters

- Early majority.
- Late majority.
- Laggards.

Question 34

Topic 5, Slide 20

Which is not type of pricing strategy?

- Premium pricing.
- Promotional pricing.
- Penetration pricing.
- Psychology pricing.
- Predominant pricing.

Question 35

Topic 5, Slide 23

The AIDA communication model means:

- Attention.
- Attitude.
- Desire.
- Interest.
- Action.

Question 36

Topic 5, Slide 24

The elements of a promotional mix are:

- Advertising.
- Visual merchandising.
- Public relations.
- Privacy.
- Sales promotion.

Question 37

Topic 5.1, Slide 6

What factors influence the price?

- Inventory.
- Desired profit.
- Financing costs.
- Salaries.
- Customer desires.

Question 38

Topic 5.1, Slide 12

A premium pricing strategy is when:

- A product or service is priced at the high end of a possible price range to create a sense of perceived quality.
- The product is new to the market and there is little competition.
- The business tries to maximize the quantity sold and increase the market share.
- A business first determines the cost of developing a product and adds a markup for each unit based on factors such as expected profit.
- Demand is fixed and the customers are not too price-sensitive.

Question 39

Topic 5.1, Slide 15

Which of the following are discount types:

- Quantity discount.
- Cash discount.
- Trade discount.
- Seasonal discount.
- Cost-based discount.

Question 40

Topic 6, Slide 29

Quantitative innovation metrics are:

- Number of ideas developed.
- Number of ideas introduced.
- Number of people outside the organization who are participating in the ideation process.
- Number of collected ideas that were implemented.
- Number of customers ideas for the competitors.

Question 41

Topic 6, Slide 5

The model which implements inner and external factors for generating and producing innovations is called:

- Open innovation paradigm.
- Closed innovation paradigm.
- Complex innovation paradigm.
- Collaborative innovation paradigm.
- Business innovation canvas.

Question 42

Topic 6, Slide 4

True or false

- Incremental innovation is a fundamental breakthrough in science and/or technology, followed by a reduction to practice, followed by a practical and economical means to produce the innovations in products or services, followed by a widespread acceptance in the marketplace of the products or services.

Question 43

Topic 6, Slide 4

True or false

- The three basic innovation types are radical, incremental, and marketing innovations.

Question 44

Topic 6, Slide 4

True or false

- There are four generations of fibres innovations.

Question 45

Topic 7, Slide 4

True or false

- Value chain includes all the activities and organisations, associated with the flow and transformation of goods from the raw materials stage through to the end user.

Question 46

Topic 6, Slides 24-25

Which are the steps of innovative idea assessment?

- Financial performance.
- Market performance.
- Technical performance.
- Operational performance.
- Management performance.

Question 47

Topic 6, Slide 30

The elements of the intellectual property are:

- Trade mark.
- Privacy.
- Design.

- Copyright.
- Reputation.

Question 48

Topic 7, Slide 7

The subcontractor enterprise is contracted for:

- Production design.
- Selling.
- Manufacturing.
- Maintenance work.
- Trading.

Question 49

Topic 7, Slide 9

Which suppliers' needs are covered by the subcontractor?

- Lack of capacity.
- Poor production planning.
- Corporate social responsibility.
- Not enough money.
- Workers health care.

Question 50

Topic 7, Slides 13-18

What types of subcontracting exist?

- Production.
- Specialized.
- Suppliers.
- Manufacturers.
- Retailors.

Question 51

Topic 7, Slide 23

Which country is a leader in the implementation of subcontracting in textiles?

- China

Question 52

Topic 8, Slide 7

Which are the types of business structures?

- Solo proprietorship.
- General partnership.
- Limited liability company.

- Limited partnership.
- Stock exchange company.

Question 53

Topic 8, Slide 16

Which is not mandatory for the registration of an enterprise?

- Register the name of your company.
- Open a company's bank account.
- Register the company in the court.
- Register for permits and licenses with the local authorities.
- Register a domain of the company.

Question 54

Topic 8, Slide 25

True or false

- Erasmus for Young Entrepreneurs is a cross-border exchange programme which gives young people under 35 year the chance to learn from experienced entrepreneurs running small businesses in other Participating Countries.

Question 55

Topic 9, Slide 6

True or false

- Working capital is the difference between a company's current assets and its current liabilities.

Question 56

Topic 9, Slide 7

Sources of capital and finances are:

- Self-funding.
- Friends and relatives.
- Commercial banks.
- Investment companies.
- Competitors.

Question 57

Topic 9, Slides 9-10

The 5 Cs of credit are:

- Character.
- Capacity.
- Collateral.
- Conditions.

- Cooperative.

Question 58

Topic 9, Slide 11

How is called a self-funding company?

- **Bootsrapping company.**
- Venture company.
- Crowdfunded company.
- Commercial company.
- Leasing company.

Question 59

Topic 9, Slides 16-17

Sources of commercial loans are:

- **Commercial banks.**
- **Leasing companies.**
- **Commercial finance companies.**
- Venture capital investors.
- Friends and family.

Question 60

Topic 9, Slide 21

True or false

- Typical business angels are often former entrepreneurs or executives who cashed out and retired early from ventures that they started and grew into successful businesses.

Question 61

Topic 10, Slide 4

The business plan is:

- A mandatory document.
- Legally required document.
- A universal document.
- **A recommended document.**
- A copy-paste document.

Question 62

Topic 10, Slide 10

The business plan structure includes:

- **Executive summary.**
- **Environmental and industry analysis.**
- Description of the plant.

- Target achieved.
- Financial and technical evaluation of the business.

Question 63

Topic 10, Slide 20

Marketing strategy activities are:

- Advertising.
- Customer support.
- Distribution.
- Budget planning.
- Public relations.

Question 64

Topic 10, Slides 28-31

Methods of production process include:

- Line production.
- Batch production.
- Continuous flow production.
- Just in time production.
- Six sigma production.

Question 65

Topic 10, Slide 44

True or false

- Cash flows refer to the movements of money into a business, typically categorized as cash flows from operations, investing, and financing.

Question 66

Topic 10, Slide 42

True or false

- Break-even analysis shows how many innovations must be created to cover the fixed and variable costs of production.

Question 67

Topic 10.1, Slide 7

Retention strategies are:

- Small perks.
- Open communication.
- Monetary rewards.
- Social incentives.
- Employee relationships.

Question 68

Topic 10.1, Slide 11

Professional development and career paths:

- Provide tuition reimbursement.
- Get managers involved with coaching and mentoring employees.
- Use succession planning and career growth as incentive.
- Promote from within.
- Reward for achieved targets.

Question 69

Topic 10.1, Slide 8

Benefits package can include:

- Health plans.
- Flexible and dependent care spending accounts.
- Retirement plans.
- Paid vacation.
- Fixed work environment.

Question 70

Topic 10.1, Slide 9

Monetary awards come in the form of:

- Bonuses.
- Stock options.
- Anniversary awards.
- Salary increases.
- Discount vouchers.

Question 71

Topic 11, Slide 2

Which of the steps belong to the process of starting your own business?

- Select a product category.
- Research market.
- Estimate production requirements.
- Estimate raw materials requirements.
- Reach customers. Distribution.

Question 72

Topic 12, Slides 6-7

What are the entrepreneurial mapping stages?

- Idea generation.
- Planning.
- Company launch.

- Growth.
- Selling the business.

Question 73

Topic 12, Slides 13-14

The entrepreneurial clustering partners are:

- Research institutes.
- Universities.
- Professional associations.
- Commercial banks.
- Venture funds.

Question 74

Topic 6.1, Slide 6

What are the stages of the technology transfer process?

- Ideation, transfer, facilitation.
- Ideation, prototype, test.
- Research, development, implementation.
- Generation, launch, growth.
- Research, development, transfer.

Question 75

Topic 6.1, Slide 10

What are the steps to technology transfer in the apparel industry?

- Technology needs assessment.
- Technology transfer pilot projects.
- Dissemination of experience.
- Long-term implementation.
- Technology abandonment.

Question 76

Topic 6.1, Slides 13-14

What are the characteristics of high technology products?

- Provide new functions.
- Inherent risk.
- High expenses.
- Short life cycle.
- Provide non existing technical solution.