# Unit 8: Entrepreneurship in the Digital Age

64 MCQs. Correct option in bold. 1 mark each.

**1.** Quantitative research deals with
A. pictures only
B. feelings only
**C. numbers and statistics**
D. words and meanings

**2.** Qualitative research deals with
**A. words and meanings**
B. tables only
C. numbers and statistics
D. graphs only

**3.** The primary goal of quantitative research is to
A. gather subjective insights
**B. test or confirm theories and assumptions**
C. understand concepts and experiences
D. explore cultural patterns

**4.** Qualitative research is used to
A. build graphs
B. calculate averages
C. test hypotheses
**D. understand concepts, thoughts or experiences**

**5.** Which is a qualitative data collection method?
A. Experiments
**B. Interviews**
C. Statistical analysis
D. Closed surveys

**6.** Which is a quantitative data collection method?
A. Focus groups
B. Literature review
**C. Experiments**
D. Ethnography

**7.** An experiment is a situation in which
A. people talk freely
B. words are counted
C. books are read
**D. variables are controlled and manipulated to establish cause-and-effect**

**8.** A focus group is
**A. a discussion among a group of people to gather opinions**
B. a type of experiment
C. a closed survey
D. a statistical test

**9.** Ethnography means
A. running an experiment
B. writing a survey
C. doing a calculation
**D. participating in a community for a long time to observe its culture and behaviour**

**10.** A mixed-methods approach
A. uses no data
**B. combines qualitative and quantitative research**
C. uses only words
D. uses only numbers

**11.** Quantitative data is sometimes called
A. mixed data
B. soft data
**C. hard data**
D. weak data

**12.** Quantitative data is analysed using tools such as
**A. Excel, SPSS or R**
B. Notepad
C. Calculator only
D. Paint

**13.** Which is NOT calculated in quantitative analysis?
A. Correlation between variables
B. Reliability and validity
C. Average scores (means)
**D. Themes and patterns in interviews**

**14.** Qualitative content analysis tracks
A. average scores
**B. the occurrence, position and meaning of words or phrases**
C. reliability
D. correlation

**15.** Thematic analysis examines data to identify
A. the average score
B. the mean
**C. main themes and patterns**
D. the correlation coefficient

**16.** Quantitative research is at risk of biases including information bias and
**A. sampling bias**
B. interview bias only
C. discourse bias
D. thematic bias

**17.** Sampling bias occurs when
A. the sample is perfect
B. the sample is too large
C. the sample is random
**D. the sample does not represent the population**

**18.** Primary data is data
A. from published books
**B. specifically collected for your purpose**
C. from old reports
D. already available from others

**19.** A questionnaire is
**A. a list of questions used to gather data from respondents**
B. a website
C. a type of software
D. a bar chart

**20.** A survey is
A. a database
B. a single question
**C. a research method collecting data from a group of people**
D. a chart

**21.** A common problem of self-administered questionnaires is
A. experimenter bias
B. high response rate
C. high cost
**D. nonresponse bias**

**22.** An advantage of researcher-administered questionnaires is
**A. high response rates and clarification of unclear questions**
B. complete anonymity
C. low cost
D. no bias

**23.** A disadvantage of researcher-administered questionnaires is that they are
A. anonymous
B. fast
**C. costly and time-consuming**
D. cheap

**24.** Closed-ended questions offer respondents
A. no choices
**B. a fixed set of choices**
C. unlimited answers
D. a blank page

**25.** Open-ended questions allow respondents to answer
A. with numbers only
B. yes or no only
C. from fixed options
**D. in their own words**

**26.** Which type of question is best for detailed feedback?
A. Closed-ended question
B. Binary question
**C. Open-ended question**
D. Likert scale question

**27.** A nominal variable has categories that
**A. cannot be ranked**
B. are ratios
C. are numbers
D. can be ranked

**28.** An ordinal variable has categories that
A. have no order
**B. can be ranked**
C. cannot be ranked
D. are all the same

**29.** Likert scale questions use rating scales with
**A. 5 or 7 points**
B. no points
C. 2 points
D. 100 points

**30.** Four or more Likert-type questions can be treated as
A. binary data
B. nominal data
**C. quantitative interval data**
D. qualitative data

**31.** A disadvantage of open-ended questions is that they
A. are too simple
B. are always valid
C. limit answers
**D. require more time and effort to answer and analyse**

**32.** Good questions should be reliable and
A. ambiguous
**B. valid**
C. complex
D. long

**33.** Double negatives in questions are
A. recommended
B. clearer
**C. harder to understand and should be avoided**
D. required

**34.** A leading question
A. has no answer
B. is short and balanced
C. is neutral
**D. guides respondents towards a specific answer**

**35.** Market validation is the process of
**A. determining if there is a need for your product in your target market**
B. designing a logo
C. hiring staff
D. printing a product

**36.** The number of steps to determine market validity in the text is
A. ten **B. five** C. three D. seven

**37.** The first step of market validation is to
A. assess market size
B. test the product
**C. write down goals, assumptions and hypotheses**
D. conduct interviews

**38.** Which step of market validation involves estimating market size and share?
**A. Assessing market size and share** B. Writing down goals
C. Conducting customer interviews D. Testing your product

**39.** Researching monthly search volume of related terms helps to
A. hire staff B. print posters
C. design a logo **D. gauge market validity of an idea**

**40.** Alpha testing is done by
A. investors **B. internal employees in a staged setting**
C. external public users D. customers only

**41.** Beta testing is done by
A. internal employees only B. the developers only
**C. a limited group of real external users** D. nobody

**42.** Customer profiling is
A. selling products
B. printing customer lists
C. designing apps
**D. analysing customer demographics, behaviour and needs to create customer profiles**

**43.** Psychographic data relates to
**A. attitudes, lifestyle, values and interests**
B. city and country
C. age and income
D. purchase history

**44.** Behavioral segmentation looks at
A. city and region
**B. purchase history, loyalty and product usage**
C. age and sex
D. values only

**45.** CAC stands for
**A. Customer Acquisition Cost** B. Company Account Cost
C. Customer Account Code D. Customer Action Chart

**46.** Customer acquisition cost is the money spent on
A. taxes
B. buying a building
**C. marketing and sales to attract a single customer**
D. paying employees

**47.** Customer churn refers to
A. gaining customers **B. losing customers**
C. buying products D. hiring staff

**48.** Strong customer profiles help reduce
A. marketing B. sales
C. profit **D. customer churn**

**49.** A business pitch is
**A. a presentation that conveys the value of an idea to investors**
B. a game
C. a type of software
D. a bill

**50.** The component of a business pitch that explains how the business will make money is the
A. Problem statement B. Market opportunity
**C. Business model** D. Solution

**51.** Market opportunity in a pitch describes
A. the competitors
B. unique features
C. the business model
**D. the potential market size and growth prospects**

**52.** An elevator pitch is
A. a legal contract
**B. a brief persuasive speech to spark interest in your idea**
C. a financial report
D. a long business plan

**53.** The components of an elevator pitch are hook, brief introduction, unique selling proposition and
**A. call to action** B. detailed finance
C. long history D. team list

**54.** The primary purpose of the "hook" in an elevator pitch is to
A. show detailed finances **B. grab attention and spark interest**
C. explain the competition D. introduce all team members

**55.** USP stands for
A. Universal Sales Plan B. Unique Service Price
**C. Unique Selling Proposition** D. Unified Sales Process

**56.** A call to action in an elevator pitch is
A. a list of competitors
B. a financial statement
C. a story
**D. a clear request or next step, such as asking for a meeting**

**57.** A business plan is
**A. a comprehensive document detailing strategy, market analysis and finances**
B. a single sentence
C. a 60-second speech
D. a short slide deck

**58.** A pitch document is
A. a long detailed document
**B. a concise presentation, often in slides, to quickly convey key aspects**
C. a tax return
D. a legal contract

**59.** Business plans are typically about
A. 5 slides B. 1–2 pages
**C. 20–40 pages** D. 1 slide

**60.** Pitch documents are usually about
A. 20–40 pages B. 100 pages
C. 500 pages **D. 10–15 slides or 2–3 pages**

**61.** The main difference between a business plan and a pitch document is that
**A. a business plan is detailed for internal planning while a pitch is a quick introduction**
B. a business plan has fewer details
C. a pitch is longer
D. they are identical

**62.** Which is NOT a key component of an elevator pitch?
A. Call to action B. Unique selling proposition
C. Brief introduction **D. Detailed financial projections**

**63.** Active listening in pitching helps to
A. hide the plan **B. adapt based on audience feedback**
C. skip questions D. make the pitch longer

**64.** Storytelling in a pitch makes it
A. unclear B. boring
**C. more relatable and memorable** D. longer