GRADE 11 · COMPUTER SCIENCE

Unit 9
Entrepreneurship in the Digital Age

Complete Revision Booklet — Short Questions, Solved Textbook Exercise, and a 105-question MCQ Bank with Answer Key.

📘 Short Q&A (53) | 📝 Textbook Exercise | ✅ MCQ Bank (105) | 🎯 Answer Keys Included

53	23	105	8
SHORT QUESTIONS	EXERCISE Q&A	MCQS	TOPICS

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01

PART ONE

Short Question & Answers

53 additional short questions with model answers, organised topic-by-topic across all eight themes of Unit 9.

Design Thinking and Business Solutions

1 What is Design Thinking?

Design Thinking is a creative problem-solving method that focuses on understanding user needs. It helps to develop effective solutions by thinking from the user's perspective. This approach is widely used in business, education, and innovation.

2 What are the five stages of Design Thinking?

The five stages are Empathize, Define, Ideate, Prototype, and Test. Each stage helps to better understand the problem and create user-centered solutions. These steps are repeated until the best solution is found.

3 What does the 'Empathize' stage mean?

In this stage, you try to understand the feelings, needs, and experiences of the users. You observe and interact with them to gather insights. This helps you design a solution that truly meets their needs.

4 What happens during the 'Define' stage?

The Define stage involves clearly identifying the problem based on the information gathered. It helps focus on the real issue that needs solving. A well-defined problem leads to better and more targeted ideas.

5 What is the purpose of the 'Ideate' stage?

The Ideate stage is for brainstorming possible solutions without judgment. It encourages creativity and out-of-the-box thinking. The goal is to generate many ideas before selecting the best one.

6 What is a prototype?

A prototype is an early version of a product or idea created for testing. It can be made with simple materials like paper or cardboard. It helps visualize the idea and get feedback before finalizing it.

7 What is done in the 'Test' stage?

In the Test stage, the prototype is shared with users to gather feedback. Their input helps improve the design and functionality. Testing ensures the final solution meets the user's needs effectively.

8 How does Design Thinking apply to business?

Design Thinking helps businesses create products and services that people actually want. It ensures solutions are user-friendly and solve real problems. This increases customer satisfaction and business success.

Creating a Business Plan

9 What is meant by business solutions?

Business solutions are strategies or tools designed to solve company challenges. They help improve efficiency and support growth. For example, using inventory software prevents stockouts in grocery stores.

10 How do business solutions help companies?

They solve operational issues and make processes smoother. They also allow companies to adapt to trends and meet changing customer demands. This leads to better performance and long-term success.

11 What is a business plan?

A business plan is a document that outlines your business idea and how you achieve your goals. It serves as a roadmap for starting and managing your business. It includes details about your market, team, and finances.

12 **What are the key parts of a business plan?**

Key components include Executive Summary, Business Description, Market Analysis, Organization & Management, Products/Services, Marketing Strategy, and Financial Plan.

13 **Why is a financial plan important?**

A financial plan shows your income, expenses, and expected profits. It helps manage money and secure funding. Without a clear financial plan, a business may struggle to grow or survive.

14 **What digital tools can be used to create a business plan?**

Tools like Google Drive, Dropbox Paper, PlanGuru, and Enloop help create professional business plans. They offer templates and step-by-step guidance. These tools also allow teams to collaborate easily.

Collecting Market Insights

15 **What is market research?**

Market research is the process of collecting data about customers and competitors. It helps understand market trends and customer preferences. This data guides decisions about products, pricing, and marketing.

16 **What are the two main types of market research?**

These are two types of most research: Qualitative research gathers opinions and motivations through interviews or focus groups. Quantitative research collects numerical data through surveys or analytics.

17 **What is qualitative research?**

Qualitative research collects non-numerical data through interviews, observations, or group discussions. It helps understand customer emotions and behaviors. It is useful for exploring new ideas or problems.

18 **What is quantitative research?**

Quantitative research uses numbers and statistics to analyze customer behavior. It involves surveys, questionnaires, or sales data. It helps measure trends and test hypotheses.

19 **What is a customer survey?**

A customer survey is a tool to collect feedback from a large number of people. It helps identify what customers like or dislike about a product or service. Surveys can be conducted online, over the phone, or in person.

20 **What is a focus group?**

A focus group is a small group discussion led by a moderator. It gathers detailed opinions and reactions from participants. Focus groups are often used to test new products or advertising campaigns.

21 **How does market data analysis help businesses?**

It helps find patterns, trends, and customer preferences from collected data. Businesses use this to make informed decisions. It improves marketing, sales, and product development strategies.

22 **What is competitor analysis?**

Competitor analysis studies other businesses offering similar products or services. It identifies their strengths and weaknesses. This helps businesses find opportunities and stay ahead in the market.

23 **What is predictive analysis?**

Predictive analysis uses past data to forecast future outcomes. It helps businesses anticipate customer needs and market changes. This allows for better planning and decision-making.

24 **What are the uses of a business pitch?**

A business pitch is a short presentation explaining your business idea. It highlights the problem, solution, and why it will work. It is used to attract investors, partners, or customers.

25 Why is a business pitch important?

A good pitch helps communicate your vision clearly. It builds confidence in your idea and gains support. Investors and customers need to believe in your business to back it.

26 What should a business pitch include?

It should explain the problem, present your solution, and show why it's unique. It should also mention your target audience and how your business will succeed. Keep it clear, concise, and persuasive.

Developing Effective Marketing and Sales Strategies

27 What is a marketing strategy?

A marketing strategy outlines how you will promote your product or service. It includes channels like social media, ads, and events. The goal is to reach and engage your target audience.

28 Why is understanding your market important?

Knowing your market helps you meet customer needs and stand out from competitors. It ensures your product or service solves a real problem. This increases the chances of success.

29 What is a sales strategy?

A sales strategy outlines how you will convince customers to buy your product. It includes tactics like discounts, promotions, and excellent customer service. A strong strategy boosts revenue and loyalty.

30 Give an example of a sales strategy.

Offering limited-time discounts during wedding season is a common sales strategy. It attracts more buyers and creates urgency. This works well for businesses like jewelry shops or clothing stores.

31 Why is customer satisfaction important?

Satisfied customers are more likely to return and recommend your business. Positive word-of-mouth increases trust and sales. Happy customers also leave good reviews online.

Financial Concepts for Business

32 What is revenue?

Revenue is the total amount of money earned from selling goods or services. It does not include costs or expenses. Revenue shows how much a business earns before calculating profit.

33 What is profit?

Profit is the money left after subtracting all expenses from revenue. It indicates how financially healthy a business is. A higher profit means better business performance.

34 What is a budget?

A budget estimates income and expenses over a certain period. It helps manage money and avoid overspending. Budgets are essential for planning and controlling business finances.

35 What is investment?

Investment is putting money into something with the hope of gaining more in the future. It could be buying equipment, stocks, or starting a new project. Smart investments lead to business growth.

36 What is a loan?

A loan is borrowed money that must be paid back with interest. It helps businesses get funds when they need them. Loans can come from banks, family, or friends.

Communication and Storytelling Skills

37 What is communication?

Communication is the exchange of information between people. It can be verbal, written, or non-verbal. Good communication is key to building relationships and teamwork.

38 What is storytelling?

Storytelling is sharing messages through engaging stories. It makes ideas relatable and memorable. In business, storytelling is used to connect with customers emotionally.

39 Why are communication skills important?

Strong communication skills help express ideas clearly and build trust. They are needed in presentations, meetings, and daily interactions. Good communicators are more successful in life and work.

40 What are soft skills?

Soft skills are personal qualities like communication, teamwork, and leadership. They are important for career and life success. Unlike technical skills, they are harder to measure but equally valuable.

41 How can storytelling improve presentations?

Stories capture attention and make complex ideas easier to understand. They help audiences remember the message longer. Storytelling adds emotion and personality to any presentation.

42 How can students develop communication skills?

Students can practice speaking in front of others and joining debates. Reading and writing regularly also improve language skills. Getting feedback helps identify areas for improvement.

Collaboration and Iteration

43 What is collaboration?

Collaboration is working together with others to achieve a common goal. It combines different skills and perspectives. Teamwork leads to better and more creative results.

44 Why is collaboration important?

Collaborating brings fresh ideas and diverse viewpoints. It helps solve problems faster and more effectively. Working together also builds trust and improves relationships.

45 What is iteration?

Iteration is repeating a process to improve the outcome. It involves testing, getting feedback, and making changes. Each round makes the product or idea better.

46 Why is iteration important in design?

Iteration allows for continuous improvement based on real-world testing. It ensures the final product meets user expectations. Feedback is used to refine and perfect the solution.

Innovations and Creativity

47 What is innovation?

Innovation is creating something new or improving existing ideas. It drives progress and helps businesses stay competitive. Innovation can be a new product, service, or method.

48 What is creativity?

Creativity is the ability to think differently and come up with original ideas. It is important in solving problems and expressing yourself. Everyone can learn to be more creative with practice.

49 What is the role of creativity in problem-solving?

Creativity helps look at problems from new angles. It leads to innovative and unexpected solutions. Creative thinking is essential for adapting to change and staying competitive.

50 How can innovation be encouraged?

Encourage curiosity, take risks, and welcome new ideas. Support learning from failure and value diverse perspectives. Collaboration also sparks innovation.

51 Give an example of innovation in Pakistan.

Mobile banking is a major innovation in Pakistan. It allows people to send and receive money easily from their phones. This has helped millions who live far from banks.

52 What is market segmentation?

Market segmentation divides a large market into smaller, specific groups. It can be based on age, income, location, or interests. This helps businesses target their marketing more effectively.

53 How does segmentation help businesses?

It allows businesses to tailor their products and marketing to specific customer groups. This increases relevance and customer satisfaction. Segmentation also improves marketing ROI (Return On Investment).

02

PART TWO

Solved Textbook Exercise

The complete end-of-chapter exercise: 10 MCQs with an answer key, 8 short questions, and 5 long questions — fully solved.

SOLVED EXERCISE

Multiple Choice Questions

10 Qs

1 **The primary goal of entrepreneurship is:**

a) To create new technologies
b) To solve problems and create value
c) To manage finances
d) To compete with large corporations

2 **A principle of Design Thinking is:**

a) Focusing on profits
b) Human-centered approach
c) Minimizing risks
d) Emphasizing short-term gains

3 **The first step in creating a business plan involves:**

a) Financial forecasting
b) Market analysis
c) Defining the business idea
d) Setting sales targets

4 **A technique commonly used in Design Thinking is:**

a) SWOT Analysis
b) Brainstorming
c) Lean manufacturing
d) Data mining

5 **The purpose of collecting market insights is:**

a) To set product prices
b) To understand customer needs and market trends
c) To calculate taxes
d) To manage inventory

6 **A successful business pitch should be:**

a) Long and detailed
b) Clear and persuasive
c) Directed only at investors
d) Focused on personal achievements

7 **A key component of effective marketing is:**

a) High pricing
b) Strong brand identity
c) Reducing production costs
d) Random advertising

8 **Financial concepts for business help entrepreneurs to:**

a) Avoid paying taxes
b) Manage resources and plan for growth
c) Increase spending
d) Compete with larger companies

9 **A crucial skill for storytelling in business is:**

a) Technical expertise
b) Emotional connection
c) Physical strength
d) High financial investment

10 **Innovation in business focus:**

a) Inventing new technologies
b) Improving existing products and processes
c) Reducing operational costs
d) Increasing production speed

Answer Key

1	2	3	4	5
6	7	8	9	10
b	b	c	b	b
b	b	b	b	b

SOLVED EXERCISE

Short Questions

8 Qs

1 **Define entrepreneurship in your own words.**

Entrepreneurship is the process of starting and managing a business to provide a product or service that solves a problem or fulfills a need. It involves taking risks, making decisions, and working hard to turn an idea into a profitable business. Entrepreneurs also look for new opportunities to innovate and grow their business.

2 **What is the main focus of Design Thinking?**

The main focus of Design Thinking is to develop creative solutions by understanding the problems and needs of the people who will use the product or service. It puts the user at the center of the design process, encouraging empathy, problem-solving, and innovative thinking. The goal is to create solutions that truly meet user needs.

3 **List the key steps involved in creating a business plan.**

Key steps in creating a business plan include Executive summary, Business description, Market Analysis, Products or Services, Marketing and Sales Strategy, Financial Plan and Using Digital tools to create a business plan.

4 **Why is market research important for a new business?**

Market research helps a new business understand the needs, preferences, and behavior of its target audience. It also identifies trends in the market and reveals gaps that the business can fill. By conducting market research, businesses can make informed decisions, reduce risks, and better align their products or services with customer expectations.

5 **Explain the importance of a business pitch.**

A business pitch is important because it's the first impression you make on potential investors, partners, or customers. A well-delivered pitch explains your business idea, its value, and why it's worth supporting or investing in. It should be clear, concise, and persuasive to generate interest and build confidence in your business.

6 **How can storytelling benefit a business?**

Storytelling helps businesses engage customers by creating emotional connections. It turns a product or service into a narrative that customers can relate to, making the brand more memorable. Good stories also build trust and loyalty, helping businesses stand out in a competitive market by connecting on a deeper level with their audience.

7. **Describe one financial concept that is important for business.**

> Cash flow management is crucial for a business because it ensures there is enough money available to cover operating expenses, pay employees, and invest in growth.

8. **Why is collaboration important in the entrepreneurial process?**

> Collaboration is important because it brings together different perspectives, skills, and ideas that can lead to more innovative solutions. By working with others, entrepreneurs can share resources, reduce workloads, and solve problems more effectively. Collaboration also helps build networks and partnerships that are valuable for the business's growth and success.

SOLVED EXERCISE

Long Questions

5 Qs

1 Discuss the importance of Design Thinking in developing business solutions. Provide examples of how it can be applied.

Design Thinking is important in developing business solutions because it places the customer at the heart of the problem-solving process. This approach encourages businesses to understand and empathize with the customer's needs and pain points. By using empathy, creativity, and innovation, design thinking helps businesses create more effective and user-friendly solutions.

Example: Consider a mobile app company that is designing a new fitness tracking app. Instead of just adding features based on assumptions, the company would use Design Thinking to interview users, observe their challenges, and prototype features that directly address these needs. This iterative process leads to a product that's not only functional but also delightful to use, ensuring higher customer satisfaction and loyalty.

2 Explain the process of creating a business plan, and why each step is critical to the success of a new business.

A business plan is a roadmap for any new business, providing a detailed outline of how the business will operate, grow, and become profitable. The process starts with defining the business idea, which helps clarify the purpose and mission of the company. The next step is market analysis, where the entrepreneur researches the target audience, competitors, and market trends to understand where the business fits in; after that, setting goals is crucial to ensure the business has clear, measurable objectives. The financial plan helps determine how much money is needed, how it will be used, and how the business will be funded. Finally, the marketing and operations plan explains how the business will attract customers and manage day-to-day activities. Each of these steps is critical because they ensure the business is well-prepared, focused, and has a clear path to follow to be successful. Without a business plan, businesses might fail due to lack of direction or poor resource management.

3 How does market insight influence business decisions? Give examples of how businesses can use this information.

Market insights are critical because they help businesses make informed decisions that directly impact their success. By understanding customer preferences, market trends, and competitor behavior, businesses can align their strategies to meet the demands of the market.

Example: If a clothing brand notices through market research that there is an increasing demand for sustainable fashion, they may decide to launch an eco-friendly product line. Similarly, businesses use market insights to adjust their pricing strategies, improve customer service, and identify new growth opportunities. Without market insights, businesses may miss out on trends or make costly mistakes, leading to a loss of customers or market share.

4 **What are the essential components of a marketing and sales strategy? Discuss how these strategies can be tailored for different markets.**

The essential components of a marketing and sales strategy include:
Target Audience: Understanding who your customers are, their needs, and preferences is crucial for tailoring marketing messages.
Value Proposition: This explains why customers should choose your product over others and how it solves their problem.
Marketing Channels: These are the platforms or methods used to reach your audience, such as social media, advertising, or public relations.
Sales Tactics: The approach you use to close sales, such as offering discounts, providing exceptional customer service, or using persuasive communication. Strategies can be tailored to different markets by considering factors such as local culture, preferences, and economic conditions. For example, a luxury brand targeting high-income customers might focus on exclusive advertising and personal sales tactics, while a budget brand might use price-based promotions and mass advertising.

5 **Discuss the role of communication and storytelling in building a brand and connecting with customers.**

Communication and storytelling are essential for building a strong brand and forming a connection with customers. Communication allows businesses to clearly explain their value proposition, features, and benefits, while storytelling makes the brand more human and relatable.

Example: Many successful brands, like Nike or Coca-Cola, use storytelling to share their values, goals, and vision with customers. Telling a compelling story about the brand's origins, challenges, or customer success stories creates an emotional bond with the audience. This emotional connection builds trust, loyalty, and a stronger customer base. In today's market, where customers are bombarded with advertisements, effective communication and storytelling help brands stand out and resonate with their target audience.

03

PART THREE

MCQ Bank

105 multiple-choice questions covering every topic in Unit 9, followed by a complete, colour-coded answer key.

Design Thinking and Business Solutions

1 **How does entrepreneurship contribute to problem-solving?**
a) Avoiding risks b) Providing innovative solutions
c) Following practices d) Focusing on profits

2 **Why is the Empathize stage crucial in Design Thinking?**
a) Defines the problem b) Generates ideas
c) Understands user needs d) Tests prototypes

3 **What is the goal of the Define stage?**
a) Brainstorm solutions b) Create a prototype
c) Articulate the problem d) Gather feedback

4 **How does the Ideate stage enhance creativity?**
a) Limits ideas b) Encourages brainstorming
c) Focuses on feedback d) Creates plans

5 **What role does prototyping play?**
a) Finalizes the product b) Visualizes ideas quickly
c) Replaces testing d) Focuses on marketing

6 **Why is testing prototypes important?**
a) Confirms readiness b) Provides improvement insights
c) Eliminates development d) Focuses on finances

7 **How can business solutions impact efficiency?**
a) Increase costs b) Solve problems
c) Limit inventory d) Reduce staff

8 **How does Design Thinking enhance solutions?**
a) Focuses on profits b) Aligns with user needs
c) Minimizes feedback d) Streamlines processes

9 **What is a key benefit of Design Thinking?**
a) Guarantees success b) Fosters user-centered innovation
c) Eliminates research d) Focuses on feasibility

10 **How can a grocery store improve inventory?**
a) Reduce product variety b) Use inventory tracking software
c) Increase prices d) Limit suppliers

11 **A bakery owner wants to redesign packaging. Which stage involves observing customer reactions to current designs?**
a) Empathize b) Prototype
c) Ideate d) Define

12 **After defining a problem as “students struggle to carry heavy bags,” what step would follow?**
a) Test solutions b) Finalize design
c) Brainstorm ideas d) Ignore feedback

13 **A prototype for a school app fails user testing. What should be done next?**
a) Revise prototype b) Discard idea
c) Launch anyway d) Copy competitors

14 **Which stage ensures the solution aligns with user needs?**
a) Ideate b) Test
c) Define d) Prototype

15 **A team skips the “Empathize” stage. What risk do they face?**
a) Faster results b) Lower costs
c) Misaligned solution d) Clear feedback

Creating a Business Plan

16 **What is a business plan?**
a) Financial report b) Business roadmap
c) Marketing strategy d) Legal document

17 **What does the Executive Summary include?**
a) Financials b) Business overview
c) Market analysis d) Product features

18 **What should the Business Description cover?**
a) Financial goals b) Products/services
c) Marketing strategies d) Competitors

19 **What is the purpose of Market Analysis?**
a) Outline goals b) Research customers
c) Describe products d) Summarize business

20 **What does the Marketing Strategy explain?**

a) Financials
b) Marketing methods
c) Business description
d) Market analysis

21 **How do digital tools assist in creating a business plan?**

a) Replace the plan
b) Provide templates
c) Limit collaboration
d) Focus on finances

22 **Which of the following is an example of business plan software?**

a) Word
b) PlanGuru
c) Drive
d) Excel

23 **What are collaborative tools used for?**

a) Individual work
b) Teamwork
c) Financial analysis
d) Marketing

24 **How can Google Drive assist in teamwork?**

a) Limit access
b) Simultaneous editing
c) Financial projections
d) Marketing plans

Collecting Market Insights

25 **What does collecting market insights involve?**

a) Learning about finances
b) Understanding customers and competitors
c) Analyzing sales data
d) Developing marketing strategies

26 **What are the two main types of market research techniques?**

a) Qualitative and descriptive
b) Qualitative and quantitative
c) Primary and secondary
d) Exploratory and conclusive

27 **What does qualitative research focus on?**

a) Numerical data
b) Customer motivations and opinions
c) Market trends
d) Competitor pricing

28 **What is an example of quantitative research?**

a) Interviews
b) Focus groups
c) Surveys
d) Observations

29 **How do customer surveys gather information?**

a) Through in-depth interviews
b) By collecting demographic data
c) By asking a series of questions
d) Through market analysis

30 **What is the purpose of focus groups?**

a) To collect numerical data
b) To engage in detailed discussions
c) To analyze market trends
d) To conduct surveys

31 **How does analyzing market data aid business decisions?**

a) It replaces the need for research
b) It identifies patterns and trends
c) It focuses solely on finances
d) It limits customer feedback

32 **What is market segmentation?**

a) Analyzing competitors
b) Breaking down a market into specific groups
c) Collecting qualitative data
d) Conducting surveys

33 **What is a business pitch?**

a) A financial report
b) A persuasive presentation of a business idea
c) A marketing strategy
d) A legal document

34 **Why is pitching important for entrepreneurs?**

a) It helps in product development
b) It secures support and funding
c) It focuses on market analysis
d) It limits competition

35 **What is the first step in pitching your business idea?**

a) Introduce your solution
b) Start with the problem
c) Explain why it's unique
d) Know your audience

36 **Why is it important to know your audience when pitching?**

a) To limit questions
b) To tailor your message
c) To focus on financials
d) To simplify the pitch

37 **What can a good pitch help you achieve?**

a) Increase competition
b) Turn your idea into reality
c) Limit customer feedback
d) Reduce marketing costs

38 **What is a unique selling point?**

a) A financial strategy
b) A feature that differentiates your idea
c) A marketing tactic
d) A customer demographic

39 **To understand why customers prefer a rival bakery, which method is best?**

a) Survey
b) Focus group
c) Observation
d) Guesswork

40 **A survey shows 70% of customers buy pastries on weekends. What strategy should follow?**

a) Close weekdays
b) Weekend promotions
c) Raise prices
d) Ignore data

41 **A focus group reveals older customers prefer whole-grain bread. This is an example of:**

a) Trend analysis
b) Predictive modeling
c) Market segmentation
d) Copying trends

42 **A bakery uses historical sales data to predict Ramadan demand. This is:**

a) Qualitative research
b) Random guessing
c) Ignoring feedback
d) Predictive analysis

43 **A competitor sells artisanal bread. How might you differentiate?**

a) Offer gourmet pastries
b) Match their prices
c) Copy recipes
d) Ignore them

Developing Effective Marketing and Sales Strategies

44 **Why are marketing and sales strategies essential for businesses?**

a) To reduce costs
b) To attract customers and increase sales
c) To limit competition
d) To simplify operations

45 **What is the first step in developing effective marketing strategies?**

a) Creating a marketing plan
b) Understanding your market
c) Selecting promotional channels
d) Analyzing competitors

46 **Who is the target market for traditional Pakistani clothing?**

a) Young professionals
b) Individuals preparing for Eid or weddings
c) Tourists
d) Sports enthusiasts

47 **What should a marketing plan include?**

a) Financial projections
b) Strategies for reaching the target market
c) Employee roles
d) Product specifications

48 **Why do businesses increase advertising during Ramadan and Eid?**

a) To reduce costs
b) To boost sales during festive shopping
c) To limit competition
d) To simplify marketing

49 **What is an example of a sales tactic for a homemade snack business?**

a) Offering free samples
b) Increasing prices
c) Limiting product variety
d) Reducing advertising

50 **Why is understanding customer needs important?**

a) It helps in reducing costs
b) It allows businesses to provide relevant products
c) It simplifies operations
d) It limits competition

51 **How can a jewelry start-up attract customers?**

a) By avoiding social media
b) By collaborating with local influencers
c) By increasing prices
d) By limiting product offerings

52 **What is a current trend in Pakistan's e-commerce sector?**

a) Decreasing online shopping
b) Rapid growth in online shopping
c) Limited product variety
d) Decreased internet usage

53 **How can effective online marketing benefit businesses in Pakistan?**

a) It limits audience reach
b) It reduces marketing costs
c) It allows access to a wider audience
d) It simplifies product development

54 **A wedding attire business targets Eid shoppers. This is:**

a) Market segmentation
b) Generalizing
c) Ignoring trends
d) Copying

55 **A bakery advertises on cooking shows. This is part of:**

a) Marketing strategy
b) Financial planning
c) Ignoring customers
d) Copying rivals

56 **A juice shop emphasizes affordability and local farmers. This is:**

a) Unique selling point
b) Ignore trends
c) Competitor copy
d) Random detail

57 **A Lahore jewelry start-up uses Instagram. This strategy:**

a) Limits reach
b) Copies rivals
c) Ignores trends
d) Targets audience

58 **A loyalty program offers rewards. This aims to:**

a) Retain customers
b) Discourage customers
c) Lower quality
d) Ignore preferences

Financial Concepts for Business

59 **Why are financial concepts important for businesses?**

a) To reduce costs
b) To make better decisions and grow
c) To limit competition
d) To simplify operations

60 **What is revenue?**

a) Total costs of running a business
b) Total money earned from sales
c) Money saved for future needs
d) Interest paid on loans

61 **How is profit calculated?**

a) Revenue + Costs
b) Revenue - Costs
c) Revenue × Costs
d) Revenue / Costs

62 **What are expenses?**

a) Total earnings from sales
b) Costs incurred while operating
c) Money saved for future needs
d) Interest on loans

63 **What is a budget?**

a) A plan for managing expenses
b) Total revenue earned
c) A type of investment
d) A loan agreement

64 **What might a bakery's monthly budget include?**

a) Only rent
b) Rent, ingredients, salaries, utilities
c) Only salaries
d) Only utilities

65 **What does investment involve?**

a) Spending money without expectation
b) Allocating funds to generate future profit
c) Saving money for emergencies
d) Paying off loans

66 **What is the purpose of savings for a business?**

a) To increase expenses
b) To set aside money for future needs
c) To reduce revenue
d) To pay off debts

67 **What is a loan?**

a) Money saved for future use
b) Borrowed money that must be repaid
c) Total revenue earned
d) A type of investment

68 **What is interest?**

a) The total revenue from sales
b) The cost of borrowing money
c) The amount saved for future needs
d) The total expenses incurred

69 **A grocery store uses inventory software to avoid stock outs. What type of solution is this?**

a) Marketing
b) Operational
c) Financial
d) Legal

70 **A business plan's Executive Summary should prioritize:**

a) Key goals and vision
b) Detailed financials
c) Team resumes
d) Competitor criticism

71 **A bakery's financial plan includes $70/month for ingredients. What does this represent?**

a) Profit
b) Revenue
c) Expense
d) Investment

72 **A start-up uses PlanGuru to build a business plan. What benefit does this provide?**

a) Random templates
b) Structured financial modeling
c) Ignoring trends
d) Copying rivals

73 **A business description states: "Our chai dhaba uses traditional recipes." What does this highlight?**

a) Pricing
b) Taxes
c) Competitors
d) Unique value

74 **What is included in the Financial Plan?**

a) Product features
b) Budget and funding
c) Marketing strategies
d) Competitor analysis

Communication and Storytelling Skills

75 **Why are communication and storytelling skills important?**

a) To avoid speaking
b) To express ideas and connect with others
c) To limit interactions
d) To simplify writing

76 **What is communication?**

a) A process of ignoring others
b) Exchanging information, ideas, or feelings
c) Only verbal interaction
d) Non-verbal gestures only

77 **What does effective communication involve?**

a) Speaking without listening
b) Clear speaking and active listening
c) Using complex language
d) Avoiding eye contact

78 **What is storytelling?**

a) A method of writing
b) Creating a narrative to engage an audience
c) A form of debate
d) A way to summarize information

79 **How can storytelling enhance a debate?**

a) By making it longer
b) By making arguments more relatable
c) By avoiding personal experiences
d) By using technical jargon

80 **What is a key tip for developing communication skills?**

a) Speak less
b) Practice regularly
c) Use complex vocabulary
d) Avoid eye contact

81 **Why is it important to know your audience?**

a) To ignore their feedback
b) To tailor your message appropriately
c) To use technical language
d) To limit engagement

82 **How can visual aids help in storytelling?**

a) They complicate the message
b) They make the story more engaging
c) They distract the audience
d) They are unnecessary

83 **What should you focus on when communicating?**

a) Unnecessary details
b) The main message
c) Length of the speech
d) Avoiding emotions

84 **What is the purpose of the collaborative storytelling activity?**

a) To practice writing
b) To improve storytelling and creativity
c) To limit participation
d) To focus on individual ideas

85 **A collaborative storytelling activity builds:**

a) Blame
b) Isolation
c) Silence
d) Teamwork

Collaboration and Iteration

86 **What is collaboration?**

a) Working alone
b) Working together
c) Competing
d) Sharing resources

87 **The collaboration reduces:**

a) Creativity
b) Feedback
c) Workload
d) Copying

88 **How is collaboration seen in classrooms?**

a) Individual work
b) Group projects
c) Teacher lectures
d) Exam competition

89 **What is the purpose of collaboration?**

a) Limit participation
b) Combine strengths
c) Avoid ideas
d) Work faster alone

90 **What does iteration mean?**

a) No feedback
b) Repeating for improvement
c) One-time task
d) Ignoring suggestions

91 **How is iteration illustrated in cooking?**

a) Strict recipe
b) Adjusting ingredients
c) No changes
d) First design only

92 **What is an example of iteration in design?**

a) Finalizing without feedback
b) Revising based on feedback
c) Ignoring peers
d) Stopping after one draft

93 **Why are collaboration and iteration important?**

a) Limit creativity
b) Improve results
c) Complicate processes
d) Focus on individuals

94 **What is a benefit of peer feedback?**

a) Slows down process
b) Improves final product
c) Discourages teamwork
d) Limits creativity

95 **How did community members in Pakistan show collaboration?**

a) Working alone
b) Adjusting plans during clean-ups
c) Ignoring needs
d) Competing with each other

96 **How did the Indus Valley Civilization show collaboration?**

a) Individual projects
b) Team planning and construction
c) No design changes
d) Competing civilizations

97 **A team avoids iteration. What risk?**

a) Faster results
b) Lower costs
c) Flawed product
d) Clear feedback

Innovation and Creativity

98 **What are innovation and creativity essential for?**

a) Progress
b) Limiting ideas
c) Following traditions
d) Avoiding change

99 **What is innovation?**

a) New inventions
b) Improving existing methods
c) Sticking to old practices
d) Ignoring technology

100 **What is an example of innovation in Pakistan?**

a) Traditional banking
b) Mobile banking
c) Cash transactions
d) Paper banking

101 **What does creativity involve?**

a) Standard procedures
b) Original thinking
c) Avoiding imagination
d) Conventional ideas

102 **How do businesses use creativity?**

a) Avoiding marketing
b) Impactful advertising
c) Limiting variety
d) Ignoring feedback

103 **How can you foster innovation?**

a) Be indifferent
b) Be curious
c) Avoid risks
d) Stick to familiar ideas

104 **Why is taking risks important?**

a) Guarantees success
b) Learn from failures
c) Avoid new ideas
d) Complicates processes

105 **What does “thinking outside the box” mean?**

a) Traditional solutions
b) New perspectives
c) Ignoring ideas
d) Standard practices

MCQ BANK

Complete Answer Key (1–105)

105 answers

1	2	3	4	5	6	7	8	9	10
b	c	c	b	b	b	b	b	b	b
11	12	13	14	15	16	17	18	19	20
a	c	a	b	c	b	b	b	b	b
21	22	23	24	25	26	27	28	29	30
b	b	b	b	b	b	b	c	c	b
31	32	33	34	35	36	37	38	39	40
b	b	b	b	b	b	b	b	c	b
41	42	43	44	45	46	47	48	49	50
c	d	a	b	b	b	b	b	a	b
51	52	53	54	55	56	57	58	59	60
b	b	c	a	a	a	d	a	b	b
61	62	63	64	65	66	67	68	69	70
b	b	a	b	b	b	b	b	b	a
71	72	73	74	75	76	77	78	79	80
c	b	d	b	b	b	b	b	b	b
81	82	83	84	85	86	87	88	89	90
b	b	b	b	d	b	c	b	b	b
91	92	93	94	95	96	97	98	99	100
b	b	b	b	b	b	c	a	b	b
101	102	103	104	105					
b	b	b	b	b					

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