Worksheet-4

UNIT–IV: Business and Financial Models

A. Multiple Choice Questions –

1. A business model describes:
a) How a business creates and delivers value
b) Only employee salaries
c) Only production activities
d) Only taxation
Answer: a) How a business creates and delivers value

2. The Lean Canvas is mainly used for:
a) Developing and analyzing a business model for a start-up
b) Preparing employee attendance
c) Maintaining inventory records
d) Calculating income tax
Answer: a) Developing and analyzing a business model for a start-up

3. The Lean Canvas consists of:
a) Nine blocks
b) Five blocks
c) Twelve blocks
d) Three blocks
Answer: a) Nine blocks

4. Which of the following is a component of a business plan mentioned in the syllabus?
a) Sales Plan
b) Weather Plan
c) Holiday Plan
d) Travel Plan
Answer: a) Sales Plan

5. A People Plan mainly focuses on:
a) People and human resources required by the business
b) Product pricing only
c) Market size only
d) Tax calculation
Answer: a) People and human resources required by the business

6. A Financial Plan primarily deals with:
a) Financial requirements, costs and profitability
b) Employee attendance only
c) Product packaging only

d) Customer complaints only
Answer: a) Financial requirements, costs and profitability

7. Which of the following is a type of cost?
a) Fixed cost
b) Customer cost
c) Market cost
d) Sales customer
Answer: a) Fixed cost

8. A cost that changes with the level of production is called:
a) Variable cost
b) Fixed cost
c) Sunk plan
d) Capital plan
Answer: a) Variable cost

9. Financial planning for profitability helps a business to:
a) Estimate revenues, costs and profits
b) Avoid financial analysis
c) Eliminate customers
d) Stop production
Answer: a) Estimate revenues, costs and profits

10. Unit economics focuses on:
a) Economics of a single unit of a product or service
b) Total employees in an organization
c) Office location
d) Industry regulations only
Answer: a) Economics of a single unit of a product or service

11. Economies of scale occur when:
a) Average cost decreases as production scale increases
b) Average cost always increases
c) Production completely stops
d) Revenue becomes zero
Answer: a) Average cost decreases as production scale increases

genui{"learning_viz":{"type_id":"ECONOMIES_OF_SCALE"}}

12. Analysing financial performance helps a business to:
a) Evaluate its financial health and results
b) Avoid financial information
c) Reduce customer interaction
d) Stop planning
Answer: a) Evaluate its financial health and results

13. GTM stands for:
a) Go-To-Market
b) General Trade Management
c) Growth Target Model
d) Global Technology Market
Answer: a) Go-To-Market

14. The GTM approach mainly focuses on:
a) Taking a product or service to the target market
b) Recruiting employees only
c) Preparing tax returns
d) Managing office equipment
Answer: a) Taking a product or service to the target market

15. Selecting the right channel is important because it helps a business to:
a) Reach its target customers effectively
b) Avoid customers
c) Increase unnecessary costs
d) Stop marketing
Answer: a) Reach its target customers effectively

16. Creating a digital presence may involve:
a) Establishing an online presence for the business
b) Closing communication channels
c) Avoiding customers
d) Reducing visibility
Answer: a) Establishing an online presence for the business

17. A customer acquisition strategy is designed to:
a) Attract and gain new customers
b) Reduce the customer base
c) Eliminate marketing
d) Stop sales
Answer: a) Attract and gain new customers

18. Which of the following can be used to understand how a business generates revenue and delivers value?
a) Business model
b) Attendance sheet
c) Leave register
d) Payroll register
Answer: a) Business model

19. Which of the following is a core teaching tool mentioned in Unit-IV?
a) Founder Case Studies
b) Laboratory experiments

c) Mathematical simulations only
d) Annual examinations
Answer: a) Founder Case Studies

20. Sama and Securely Share are mentioned in the syllabus as:
a) Founder case studies
b) Financial statements
c) Marketing channels
d) Cost categories
Answer: a) Founder case studies

B. Fill in the Blanks –

1. A __________ model explains how a business creates and delivers value.
Answer: Business

2. The __________ Canvas is a tool used for developing a business model for a start-up.
Answer: Lean

3. The Lean Canvas consists of __________ blocks.
Answer: Nine

4. A Lean Canvas can be built specifically for a __________.
Answer: Start-up

5. A __________ Plan is one of the components of a business plan.
Answer: Sales

6. A __________ Plan focuses on the people and human resources required by a business.
Answer: People

7. A __________ Plan deals with the financial requirements and performance of a business.
Answer: Financial

8. __________ planning helps a business estimate costs, revenues and profitability.
Answer: Financial

9. A cost that remains constant within a relevant range is called a __________ cost.
Answer: Fixed

10. A cost that changes with the level of activity or production is called a __________ cost.
Answer: Variable

11. __________ economics studies the economics of an individual product or service unit.
Answer: Unit

12. __________ of scale can reduce average cost as the scale of production increases.
Answer: Economies

13. Financial performance is analysed to evaluate the financial __________ of a business.
Answer: Performance

14. GTM stands for __________-To-Market.
Answer: Go

15. The GTM approach includes selecting the right __________ to reach customers.
Answer: Channel

16. Creating a __________ presence helps a business establish itself online.
Answer: Digital

17. A customer acquisition strategy focuses on attracting __________ customers.
Answer: New

18. A financial __________ can be used to prepare a financial plan for profitability.
Answer: Template

19. __________ case studies are included as a core teaching tool in Unit-IV.
Answer: Founder

20. Sama and Securely Share are examples of __________ case studies.
Answer: Founder

Unit-IV Coverage