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Computer Science Grade 10 — Chapter 8

Entrepreneurship in the Digital Age

by Public Library

Independent practice MCQs from the supplied Class 10 Computer Science notes pack. Total: 50 questions.

A. Important / Main Topics

1. What is the primary focus of qualitative research?

(A) Understanding human behavior, experiences, and opinions
(B) Measuring numerical data
(C) Testing hypotheses with statistics
(D) Conducting experiments

Correct Answer: A

Explanation: Understanding human behavior, experiences, and opinions — this correctly answers the question.

2. What type of data does quantitative research focus on?

(A) Text and audio
(B) Numerical data
(C) Opinions and experiences
(D) Interviews and observations

Correct Answer: B

Explanation: Numerical data — this correctly answers the question.

3. Which of the following is a method used in qualitative research?

(A) Surveys with closed-ended questions
(B) Experiments
(C) Interviews
(D) Polls

Correct Answer: C

Explanation: Interviews are a method used in qualitative research, along with focus groups, observation, and open-ended surveys.

4. What is a questionnaire?

(A) A type of interview
(B) A data visualization tool
(C) A statistical method
(D) A structured set of questions designed to collect information

Correct Answer: D

Explanation: A questionnaire is a structured set of questions designed to collect information from respondents.

5. Which question type allows free-form answers?

(A) Open-ended
(B) Closed-ended
(C) Multiple-choice
(D) Dichotomous

Correct Answer: A

Explanation: Open-ended — this correctly answers the question.

6. What is market validation?

(A) The process of creating a product
(B) The process of determining if there is genuine demand for a product
(C) The process of marketing a product
(D) The process of selling a product

Correct Answer: B

Explanation: Market validation is the process of determining whether there is a genuine demand for a product or service in a specific market before launching it.

7. Which of the following is a method of market validation?

(A) Customer interviews
(B) Surveys
(C) All of the above
(D) Landing page tests

Correct Answer: C

Explanation: All of the above — this correctly answers the question.

8. What is a customer profile?

(A) A list of products sold
(B) A financial report
(C) A marketing plan
(D) A detailed description of a business's ideal customer

Correct Answer: D

Explanation: A customer profile (buyer persona) is a detailed description of a business's ideal customer based on market research and real data.

9. What is the primary purpose of a business pitch?

(A) To present a business idea persuasively
(B) To entertain the audience
(C) To create a product
(D) To conduct research

Correct Answer: A

Explanation: Business pitching is the act of presenting a business idea, product, or service to an audience in a concise and compelling way.

10. Which of the following is a key component of a business pitch?

(A) Problem
(B) All of the above
(C) Solution
(D) Market

Correct Answer: B

Explanation: All of the above — this correctly answers the question.

11. Which research method is best for exploring a new topic in depth?

(A) Quantitative Research
(B) Surveys
(C) Qualitative Research
(D) Experiments

Correct Answer: C

Explanation: Qualitative research is exploratory and provides rich, detailed data about human behavior, experiences, and opinions.

12. What type of question is "Rate our service from 1 to 10"?

(A) Open-ended
(B) Closed-ended
(C) Dichotomous
(D) Rating scale

Correct Answer: D

Explanation: A rating scale question asks respondents to rate something on a numerical scale, such as 1 to 10.

13. What is the primary goal of market validation?

(A) To determine if there is genuine demand
(B) To create a product
(C) To market a product
(D) To sell a product

Correct Answer: A

Explanation: Market validation determines whether there is genuine demand for a product or service before launching it.

14. Which market validation method involves creating a simple webpage to measure interest?

(A) Customer Interviews
(B) Landing Page Tests
(C) Surveys
(D) Prototype Testing

Correct Answer: B

Explanation: Landing Page Tests — this correctly answers the question.

15. Which of the following is a key aspect of behavioral segmentation?

(A) Age
(B) Gender
(C) Purchase frequency
(D) Location

Correct Answer: C

Explanation: Purchase frequency — this correctly answers the question.

16. What is the purpose of a customer profile?

(A) To describe the product
(B) To describe the competition
(C) To describe the market
(D) To describe the ideal customer

Correct Answer: D

Explanation: A customer profile is a detailed description of a business's ideal customer based on market research and real data.

17. Which component of a business pitch explains how you will make money?

(A) Business Model
(B) Problem
(C) Solution
(D) Team

Correct Answer: A

Explanation: Business Model — this correctly answers the question.

18. What is the "Ask" component of a business pitch?

(A) The problem you are solving
(B) What you need (funding, partnership)
(C) Your product or service
(D) Your team

Correct Answer: B

Explanation: The "Ask" component states what you need, such as funding or partnership.

19. Explain the difference between qualitative and quantitative research in terms of data type.

(A) Qualitative uses numerical data; quantitative uses non-numerical
(B) Both use the same data type
(C) Qualitative uses non-numerical data; quantitative uses numerical
(D) Qualitative uses images; quantitative uses text

Correct Answer: C

Explanation: Qualitative research uses non-numerical data (text, audio, video), while quantitative research uses numerical data (numbers, statistics).

20. What is the purpose of a pilot test in questionnaire design?

(A) To deploy the questionnaire immediately
(B) To skip the design phase
(C) To analyze data
(D) To test the questionnaire with a small group before full deployment

Correct Answer: D

Explanation: A pilot test is used to check the questionnaire for clarity and understanding with a small group before full deployment.

21. Describe any two methods of market validation.

(A) Customer interviews and surveys
(B) Customer interviews and cooking
(C) Surveys and sleeping
(D) Landing page tests and ignoring

Correct Answer: A

Explanation: Customer interviews and surveys are two methods of market validation used to gather feedback and measure demand.

22. What is the difference between demographic and behavioral segmentation?

(A) Demographic is based on buying habits; behavioral is based on age
(B) Demographic is based on age, gender, income; behavioral is based on buying habits
(C) Both are the same
(D) Demographic is for products; behavioral is for services

Correct Answer: B

Explanation: Demographic segmentation is based on age, gender, income, and education. Behavioral segmentation is based on buying habits, brand loyalty, usage rate, and response to market stimuli.

23. Why is market validation important before launching a product?

(A) To waste time
(B) To ignore customer needs
(C) To reduce risk, save money, and attract investors
(D) To avoid research

Correct Answer: C

Explanation: Market validation is important because it reduces risk, saves money, builds confidence, attracts investors, and guides development.

24. Explain the different question types used in questionnaire design with examples.

(A) Only open-ended
(B) Only closed-ended
(C) Only multiple-choice
(D) Closed-ended, open-ended, multiple-choice, rating, Likert, ranking, dichotomous, demographic

Correct Answer: D

Explanation: "Closed-ended, open-ended, multiple-choice, rating, Likert, ranking, dichotomous, demographic" is correct: it matches the idea asked in the question ("Explain the different question types used in questionnaire design with examples"), while the other choices do not.

25. Describe the steps involved in market validation.

(A) Define hypothesis, identify target audience, choose methods, collect data, analyze, refine, decide
(B) Skip research, launch product
(C) Ignore feedback, proceed
(D) Ask friends only

Correct Answer: A

Explanation: "Define hypothesis, identify target audience, choose methods, collect data, analyze, refine, decide" is correct: it matches the idea asked in the question ("Describe the steps involved in market validation"), while the other choices do not.

B. Less Important / Secondary Topics

26. A company wants to understand why customers are leaving their service. Which research method should they use and why?

(A) Qualitative Research (interviews/focus groups) to understand reasons
(B) Quantitative Research (surveys) to measure
(C) Experiments
(D) Ignoring the issue

Correct Answer: A

Explanation: Qualitative research provides rich, detailed insights into customer experiences and pain points, helping understand why they are leaving.

27. A startup wants to measure the demand for its new app before building it. Which market validation methods should they use and why?

(A) Ignoring the market
(B) Landing Page Tests and Pre-Orders to measure interest and willingness to pay
(C) Building the app immediately
(D) Asking friends only

Correct Answer: B

Explanation: Landing page tests and pre-orders are low-cost and quick methods to measure interest and willingness to pay before investing in development.

28. Explain the process of creating customer profiles using research.

(A) Skip research
(B) Guess the profiles
(C) Conduct research (primary and secondary), analyze data, create profiles, use profiles
(D) Use only one source

Correct Answer: C

Explanation: Creating customer profiles involves conducting research, analyzing data to identify patterns, creating detailed profiles for each segment, and using them for marketing, product development, and strategy.

29. Describe the components of a business pitch with an example.

(A) Only Problem and Solution
(B) Only Market and Team
(C) Only Ask and Traction
(D) Problem, Solution, Market, Business Model, Traction, Team, Ask

Correct Answer: D

Explanation: "Problem, Solution, Market, Business Model, Traction, Team, Ask" is correct: it matches the idea asked in the question ("Describe the components of a business pitch with an example"), while the other choices do not.

30. What are the key components of a customer profile?

(A) Demographic, geographic, psychographic, behavioral, needs, goals
(B) Only demographic
(C) Only geographic
(D) Only behavioral

Correct Answer: A

Explanation: Demographic, geographic, psychographic, behavioral, needs, goals — this correctly answers the question.

31. Which research method is best for understanding why customers prefer a particular brand?

(A) Quantitative Research (surveys)
(B) Qualitative Research (interviews/focus groups)

(C) Experiments
(D) Ignoring the issue

Correct Answer: B

Explanation: Qualitative Research (interviews/focus groups) — this correctly answers the question.

32. Why is storytelling important in a business pitch?

(A) To make the pitch longer
(B) To confuse the audience
(C) To create an emotional connection with the audience
(D) To hide the problem

Correct Answer: C

Explanation: Storytelling in a pitch creates an emotional connection with the audience, making the problem and solution more memorable and persuasive.

33. Which of the following is a challenge of market validation?

(A) Too many customers
(B) Too much funding
(C) Perfect market conditions
(D) People may say they will buy but not actually buy

Correct Answer: D

Explanation: A challenge of market validation is that people may say they will buy but not actually buy, so real evidence is needed.

34. Which research method is best for measuring customer satisfaction?

(A) Quantitative Research (surveys with rating scales)
(B) Qualitative Research
(C) Experiments
(D) Ignoring the issue

Correct Answer: A

Explanation: Quantitative research with surveys and rating scales is best for measuring customer satisfaction numerically and generalizing results.

35. What is the primary purpose of a business pitch?

(A) To entertain the audience
(B) To present a business idea persuasively
(C) To create a product
(D) To conduct research

Correct Answer: B

Explanation: Business pitching is the act of presenting a business idea, product, or service to an audience in a concise and compelling way.

36. A researcher wants to understand the experiences of remote workers. Which research approach is most suitable?

(A) Quantitative Research
(B) Survey with closed-ended questions
(C) Qualitative Research
(D) Experiment

Correct Answer: C

Explanation: Qualitative Research — this correctly answers the question.

37. A company wants to measure which advertisement generates more sales. Which research approach is most suitable?

(A) Qualitative Research
(B) Interviews
(C) Focus groups
(D) Quantitative Research

Correct Answer: D

Explanation: Quantitative research with surveys, experiments, or sales data is sui.

38. Which of the following is a double-barreled question in a questionnaire?

(A) "Do you like our product and service?"
(B) "How often do you exercise?"
(C) "What is your age?"
(D) "Which color do you prefer?"

Correct Answer: A

Explanation: A double-barreled question asks two questions in one (product AND service), which can confuse respondents.

39. A startup wants to measure willingness to pay before full product development. Which market validation method is best?

(A) Competitor Analysis
(B) Pre-Orders/Crowdfunding
(C) Prototype Testing
(D) MVP

Correct Answer: B

Explanation: Pre-Orders/Crowdfunding — this correctly answers the question.

40. Which of the following is a key aspect of behavioral segmentation that helps design targeted marketing?

(A) Age
(B) Gender
(C) Response to market stimuli
(D) Location

Correct Answer: C

Explanation: Response to market stimuli (e.g., coupon usage) is a behavioral aspect that helps design targeted marketing strategies.

41. A business pitch that clearly identifies a problem and presents a compelling solution is most likely to:

(A) Bore the audience
(B) Confuse investors
(C) Fail
(D) Secure funding and support

Correct Answer: D

Explanation: A business pitch that clearly identifies a problem and presents a compelling solution is most likely to Secure funding and support.

42. Which component of a business pitch shows evidence of progress?

(A) Traction
(B) Problem
(C) Solution
(D) Team

Correct Answer: A

Explanation: Traction shows evidence of progress, such as users, revenue, or partnerships.

43. What is the primary purpose of conducting a pilot test in questionnaire design?

(A) To deploy the questionnaire immediately
(B) To test the questionnaire with a small group before full deployment
(C) To skip the design phase
(D) To analyze data

Correct Answer: B

Explanation: A pilot test checks the questionnaire for clarity and understanding with a small group before full deployment.

44. Which of the following is a challenge of market validation?

(A) Too many customers
(B) Too much funding
(C) People may say they will buy but not actually buy
(D) Perfect market conditions

Correct Answer: C

Explanation: A challenge of market validation is that people may say they will buy but not actually buy, so real evidence is needed.

45. Which research method is best for understanding why customers leave a brand?

(A) Quantitative Research
(B) Surveys with closed-ended questions
(C) Polls
(D) Qualitative Research

Correct Answer: D

Explanation: Qualitative Research — this correctly answers the question.

46. Explain why qualitative research is important for understanding customer needs.

(A) It provides rich, detailed data about customer experiences, opinions, and motivations
(B) It provides numerical data
(C) It is faster than quantitative
(D) It is cheaper

Correct Answer: A

Explanation: "It provides rich, detailed data about customer experiences, opinions, and motivations" is correct: it matches the idea asked in the question ("Explain why qualitative research is important for understanding customer needs"), while the other choices do not.

47. What are the key aspects of behavioral segmentation?

(A) Age, gender, income
(B) Purchase frequency, brand loyalty, usage occasions, response to market stimuli
(C) Location, region
(D) Education, occupation

Correct Answer: B

Explanation: Purchase frequency, brand loyalty, usage occasions, response to market stimuli — this correctly answers the question.

48. Describe the process of market validation with any three methods.

(A) Skip research, launch product
(B) Ignore feedback, proceed
(C) Define hypothesis, identify target audience, choose methods, collect data, analyze, refine, decide. Methods: interviews, surveys, landing pages
(D) Ask friends only

Correct Answer: C

Explanation: "Define hypothesis, identify target audience, choose methods, collect data, analyze, refine, decide. Methods: interviews, surveys, landing pages" is correct: it matches the idea asked in the question ("Describe the process of market validation with any three methods"), while the other choices do not.

49. What are the key components of a customer profile?

(A) Only demographic
(B) Only geographic
(C) Only behavioral
(D) Demographic, geographic, psychographic, behavioral, needs, goals

Correct Answer: D

Explanation: Demographic, geographic, psychographic, behavioral, needs, goals — this correctly answers the question.

50. Why is storytelling important in a business pitch?

(A) To create an emotional connection with the audience
(B) To make the pitch longer
(C) To confuse the audience
(D) To hide the problem

Correct Answer: A

Explanation: Storytelling in a pitch creates an emotional connection with the audience, making the problem and solution more memorable and persuasive.