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Computer Science Grade 12 — Chapter 8

Entrepreneurship in Digital Age

by Public Library

Independent practice MCQs from the supplied Class 12 Computer Science notes pack. Total: 50 questions.

A. Important / Main Topics

1. An MVP is best defined as:

(A) The simplest version of a product that still solves a problem
(B) The final version of a product
(C) A type of database
(D) A programming language

Correct Answer: A

Explanation: An MVP (Minimum Viable Product) is the simplest version of a product that still solves a problem for customers.

2. What does the "M" in MVP stand for?

(A) Maximum
(B) Minimum
(C) Medium
(D) Moderate

Correct Answer: B

Explanation: Minimum — this correctly answers the question.

3. What does the "V" in MVP stand for?

(A) Variable
(B) Virtual
(C) Viable
(D) Visible

Correct Answer: C

Explanation: Viable — this correctly answers the question.

4. What does the "P" in MVP stand for?

(A) Process
(B) Program
(C) Platform
(D) Product

Correct Answer: D

Explanation: Product — this correctly answers the question.

5. Why is the MVP approach important?

(A) It allows entrepreneurs to test ideas without heavy investment
(B) It deletes data
(C) It stores data
(D) It ignores users

Correct Answer: A

Explanation: It allows entrepreneurs to test ideas without heavy investment — this correctly answers the question.

6. Which company used a video demo as an MVP?

(A) Airbnb
(B) Dropbox
(C) Slack
(D) Tesla

Correct Answer: B

Explanation: Dropbox used a short video demo as an MVP.

7. Which company used a soft launch in San Francisco?

(A) Dropbox
(B) Slack
(C) Airbnb
(D) Tesla

Correct Answer: C

Explanation: Airbnb — this correctly answers the question.

8. Which company used content marketing to target tech-savvy companies?

(A) Dropbox
(B) Airbnb
(C) Tesla
(D) Slack

Correct Answer: D

Explanation: Slack — this correctly answers the question.

9. Which company has a built-in feedback system in their cars?

(A) Tesla
(B) Dropbox
(C) Airbnb
(D) Slack

Correct Answer: A

Explanation: Tesla — this correctly answers the question.

10. Which company uses advanced analytics to track user behavior?

(A) Dropbox
(B) Spotify
(C) Airbnb
(D) Slack

Correct Answer: B

Explanation: Spotify uses advanced analytics to track user behavior.

11. What is a soft launch?

(A) A full launch to everyone
(B) A type of database
(C) A limited launch to gather feedback
(D) A programming language

Correct Answer: C

Explanation: A soft launch is a limited launch of a product to a smaller user base to gather feedback.

12. What is beta testing?

(A) A full launch to everyone
(B) A type of database
(C) A programming language
(D) Inviting a select group of users to test a product before public launch

Correct Answer: D

Explanation: Inviting a select group of users to test a product before public launch — this correctly answers the question.

13. What are feedback channels?

(A) Clear ways for users to provide feedback within the product
(B) Types of databases
(C) Programming languages

(D) Types of networks

Correct Answer: A

Explanation: Feedback channels are clear ways for users to provide feedback within the product.

14. What is monitoring and analytics?

(A) Deleting data
(B) Tracking user behavior and key metrics
(C) Storing data
(D) Ignoring users

Correct Answer: B

Explanation: Tracking user behavior and key metrics — this correctly answers the question.

15. What are the key takeaways from the MVP approach?

(A) Delete data, store data, ignore users, ignore feedback
(B) Build the full product, ignore feedback, target everyone, skip testing
(C) Use online tools, start with an MVP, use feedback, focus on solving a real problem
(D) Use offline tools, skip the MVP, ignore feedback, focus on features

Correct Answer: C

Explanation: The key takeaways are: use online tools to test your business idea; start with an MVP; use customer feedback to improve your idea; focus on solving a real problem for your users.

16. Why is targeted audience important?

(A) It deletes data
(B) It stores data
(C) It ignores users
(D) It helps ensure that the product resonates with the right users

Correct Answer: D

Explanation: A targeted audience helps ensure that the product resonates deeply with the users who are most likely to benefit from it.

17. Why is a soft launch useful?

(A) It helps iron out bugs and optimize the user experience before scaling up
(B) It deletes data
(C) It stores data
(D) It ignores users

Correct Answer: A

Explanation: It helps iron out bugs and optimize the user experience before scaling up — this correctly answers the question.

18. Why is beta testing useful?

(A) It deletes data
(B) It provides valuable feedback from real users before the public launch
(C) It stores data
(D) It ignores users

Correct Answer: B

Explanation: Beta testing provides valuable feedback from real users before the public launch.

19. Why is marketing important for launching an MVP?

(A) It deletes data
(B) It stores data
(C) It creates awareness and drives user acquisition
(D) It ignores users

Correct Answer: C

Explanation: It creates awareness and drives user acquisition — this correctly answers the question.

20. Why are feedback channels important?

(A) They delete data
(B) They store data
(C) They ignore users
(D) They ensure that users can easily share their thoughts, which helps improve the product

Correct Answer: D

Explanation: Feedback channels ensure that users can easily share their thoughts, which helps improve the product.

21. Why is monitoring and analytics important?

(A) It provides data-driven insights that help improve the product and measure success
(B) It deletes data
(C) It stores data
(D) It ignores users

Correct Answer: A

Explanation: Analytics provide data-driven insights that help improve the product and measure success.

22. Which of the following is a benefit of the MVP approach?

(A) It deletes data
(B) It reduces risk by validating demand before scaling
(C) It stores data
(D) It ignores users

Correct Answer: B

Explanation: It reduces risk by validating demand before scaling — this correctly answers the question.

23. What is the Dropbox example?

(A) The founders built the full product before testing
(B) The founders ignored user feedback
(C) The founders made a short video demo to test demand before building the full product
(D) The founders skipped the MVP

Correct Answer: C

Explanation: The founders made a short video demo to test demand before building the full product — this correctly answers the question.

24. What is the Airbnb example?

(A) A full launch worldwide
(B) Ignoring user feedback
(C) Skipping the MVP
(D) A soft launch in San Francisco to refine the product before scaling

Correct Answer: D

Explanation: A soft launch in San Francisco to refine the product before scaling — this correctly answers the question.

25. What is the Slack example?

(A) Content marketing to target a niche audience
(B) Ignoring marketing
(C) Skipping the MVP
(D) Deleting data

Correct Answer: A

Explanation: Content marketing to target a niche audience — this correctly answers the question.

B. Less Important / Secondary Topics

26. What is the Tesla example?

(A) A built-in feedback system to gather user input
(B) Ignoring user feedback
(C) Skipping the MVP

(D) Deleting data

Correct Answer: A

Explanation: Tesla uses a built-in feedback system in their cars to gather user input.

27. What is the Spotify example?

(A) Ignoring user behavior
(B) Advanced analytics to track user behavior
(C) Skipping the MVP
(D) Deleting data

Correct Answer: B

Explanation: Spotify uses advanced analytics to track user behavior.

28. What is the Lean Start-Up approach?

(A) An approach that ignores customer feedback
(B) An approach that builds the full product first
(C) An approach that focuses on building an MVP and improving based on feedback
(D) An approach that skips testing

Correct Answer: C

Explanation: An approach that focuses on building an MVP and improving based on feedback — this correctly answers the question.

29. What is the main goal of the MVP approach?

(A) To delete data
(B) To store data
(C) To ignore users
(D) To learn what works and what doesn't, then improve based on that learning

Correct Answer: D

Explanation: The MVP is not the final product — it is the starting point for learning and improvement.

30. What is the role of feedback in the MVP approach?

(A) It provides the information needed to learn and improve
(B) It deletes data
(C) It stores data
(D) It ignores users

Correct Answer: A

Explanation: Feedback is essential for learning and improving the product.

31. What is iterative development?

(A) A one-time product development process
(B) Continuous improvement through repeated cycles
(C) A type of database
(D) A programming language

Correct Answer: B

Explanation: Iterative development is the process of continuously improving a product through repeated cycles.

32. What are the three stages of the Build-Measure-Learn loop?

(A) Plan, Do, Check
(B) Design, Develop, Deploy
(C) Build, Measure, Learn
(D) Test, Debug, Deploy

Correct Answer: C

Explanation: The three stages are Build, Measure, and Learn.

33. What is a pivot?

(A) A type of database
(B) A programming language

(C) A type of network
(D) A structured course correction based on learning

Correct Answer: D

Explanation: A pivot is a structured course correction where an entrepreneur changes direction based on what has been learned.

34. What is product-market fit?

(A) The point where the product meets the needs of its target market
(B) A type of database
(C) A programming language
(D) A type of network

Correct Answer: A

Explanation: Product-market fit is the point where the product meets the needs of its target market.

35. Why is iterative development important?

(A) It deletes data
(B) It reduces risk, improves the product, saves time and money, and enables adaptation
(C) It stores data
(D) It ignores users

Correct Answer: B

Explanation: It reduces risk, improves the product, saves time and money, and enables adaptation — this correctly answers the question.

36. A startup has built an MVP and launched it to a small group of users. What should be the next step?

(A) Delete the product
(B) Ignore feedback
(C) Gather feedback and iterate
(D) Skip to full launch

Correct Answer: C

Explanation: After launching an MVP, the next step is to gather feedback and iterate on the product.

37. A startup wants to test its idea without building the full product. Which approach is most appropriate?

(A) Build the full product
(B) Skip testing
(C) Ignore users
(D) Build an MVP

Correct Answer: D

Explanation: Build an MVP — this correctly answers the question.

38. A startup launches its product only in one city to gather feedback before expanding. Which strategy is this?

(A) Soft launch
(B) Full launch
(C) Beta testing
(D) Ignoring users

Correct Answer: A

Explanation: A soft launch is a limited launch to gather feedback before a broader release.

39. A startup invites a small group of users to test its product before public launch. Which strategy is this?

(A) Soft launch
(B) Beta testing
(C) Full launch
(D) Ignoring users

Correct Answer: B

Explanation: Beta testing — this correctly answers the question.

40. A startup uses content marketing to reach a niche audience. Which strategy is this?

(A) Soft launch
(B) Beta testing
(C) Marketing and promotion
(D) Ignoring users

Correct Answer: C

Explanation: Marketing and promotion — this correctly answers the question.

41. A startup sets up an in-app feedback form to gather user input. Which strategy is this?

(A) Soft launch
(B) Beta testing
(C) Ignoring users
(D) Feedback channels

Correct Answer: D

Explanation: Feedback channels are clear ways for users to provide feedback within the product.

42. A startup uses analytics tools to track user behavior. Which strategy is this?

(A) Monitoring and analytics
(B) Soft launch
(C) Beta testing
(D) Ignoring users

Correct Answer: A

Explanation: Monitoring and analytics — this correctly answers the question.

43. A startup realizes that its product is not meeting user needs and decides to change direction. What is this called?

(A) Persevere
(B) Pivot
(C) Ignore
(D) Delete

Correct Answer: B

Explanation: A pivot is a structured course correction where an entrepreneur changes direction based on what has been learned.

44. A startup decides to continue with its current approach after analyzing feedback. What is this called?

(A) Pivot
(B) Ignore
(C) Persevere
(D) Delete

Correct Answer: C

Explanation: Persevere means continuing with the current approach after analyzing feedback.

45. A startup has achieved product-market fit. What does this mean?

(A) The product is failing
(B) The product has no users
(C) The product is not launched
(D) The product meets the needs of its target market

Correct Answer: D

Explanation: Product-market fit is the point where the product meets the needs of its target market.

46. A startup wants to reduce the risk of failure. Which approach is most appropriate?

(A) Build an MVP and iterate based on feedback

(B) Build the full product without testing
(C) Ignore user feedback
(D) Skip the MVP

Correct Answer: A

Explanation: Build an MVP and iterate based on feedback — this correctly answers the question.

47. A startup wants to test its idea quickly and cheaply. Which approach is most appropriate?

(A) Build the full product
(B) Build a video demo as an MVP
(C) Ignore user feedback
(D) Skip testing

Correct Answer: B

Explanation: A video demo (like Dropbox's) is a quick and cheap way to test demand before building the full product.

48. A startup wants to gather feedback from real users before public launch. Which strategy is most appropriate?

(A) Full launch
(B) Ignoring users
(C) Beta testing
(D) Skipping testing

Correct Answer: C

Explanation: Beta testing gathers feedback from real users before public launch.

49. A startup wants to measure the success of its MVP. Which strategy is most appropriate?

(A) Ignoring users
(B) Skipping testing
(C) Deleting data
(D) Monitoring and analytics

Correct Answer: D

Explanation: Monitoring and analytics — this correctly answers the question.

50. A startup wants to improve its product based on user feedback. Which approach is most appropriate?

(A) Iterative development
(B) Ignoring feedback
(C) Skipping testing
(D) Deleting data

Correct Answer: A

Explanation: Iterative development — this correctly answers the question.