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EXERCISE SOLUTIONS

CHAPTER 12

Entrepreneurship in **Digital Age**

Class 9 • Computer Science & Entrepreneurship

10 MCQs

8 Short Questions

5 Long Questions

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Multiple Choice Questions

Correct options are highlighted and ticked, with an explanation below each

Question 1

Correct: A

What is entrepreneurship?

A The process of starting a new business or organization



B Buying stocks

C Working for a company

D Marketing



Explanation

Answer: A

Entrepreneurship is fundamentally about identifying a market opportunity and organizing resources to create a new business venture. While buying stocks (b) is investing, working for a company (c) is employment, and marketing (d) is a business function, starting a new organization is the core definition.

Question 2**Correct: C****What is a key characteristic of entrepreneurs?**

- A** Avoiding risks
- B** Seeking job security
- C** **Innovation** ✓
- D** Following established methods

💡 Explanation**Answer: C**

Entrepreneurs are inherently innovators. They bring new ideas, products, or services to the market. Avoiding risks (a) contradicts the entrepreneurial spirit, seeking job security (b) is the opposite of entrepreneurship, and following established methods (d) does not lead to market disruption or growth.

Question 3**Correct: C****What is an example of a digital technology used by modern entrepreneurs?**

- A** Newspaper advertisements
- B** Television commercials
- C** **Mobile apps** ✓
- D** Door-to-door sales

💡 Explanation**Answer: C**

Mobile apps are a product of modern digital technology and are widely used by entrepreneurs for marketing, sales, and operations. Newspaper advertisements (a), television commercials (b), and door-to-door sales (d) are traditional, pre-digital business methods.

Question 4**Correct: B**

Which of the following is an example of a digital tool for creating and editing documents online?

A SurveyMonkey**B** Google Docs **C** SEMrush**D** Zendesk **Explanation****Answer: B**

Google Docs is a cloud-based word processor that allows real-time collaboration and online document editing. SurveyMonkey (a) is for surveys, SEMrush (c) is for SEO, and Zendesk (d) is for customer support.

Question 5**Correct: B**

Which tool is commonly used for optimizing website content for search engines?

A Hootsuite**B** Yoast SEO **C** Shopify**D** PayPal **Explanation****Answer: B**

Yoast SEO is a widely used plugin specifically designed to help websites optimize their content for search engines (SEO). Hootsuite (a) manages social media, Shopify (c) is an e-commerce platform, and PayPal (d) is a payment gateway.

Question 6

Correct: D

Which of the following is NOT a technique for identifying market needs?

☐ A Surveys☐ B Market Research☐ C Observation☒ D Brainstorming

Explanation

Answer: D

Brainstorming is an internal ideation technique used to generate business ideas, not a technique for identifying external market needs. Surveys (a), Market Research (b), and Observation (c) are all direct methods used to gather data on what customers actually need.

Question 7

Correct: C

What is the first step in the design thinking process?

☐ A Defining☐ B Prototyping☒ C Empathizing☐ D Testing

Explanation

Answer: C

The design thinking process follows five stages: Empathize, Define, Ideate, Prototype, and Test. Empathizing is the crucial first step where you understand the user's needs and problems before defining the problem or prototyping solutions.

Question 8

Correct: B

What is the primary purpose of creating a business plan?

- A** To attract investors
- B** To outline strategies for growth ✓
- C** To study market trends
- D** To avoid all business risks

 Explanation

Answer: B

While a business plan is used to attract investors (a) and study market trends (c), its overarching primary purpose is to serve as a strategic roadmap that outlines how the business will operate, grow, and achieve its goals.

Question 9

Correct: B

What does market analysis involve?

- A** Designing the company logo
- B** Researching competitors and understanding customer needs ✓
- C** Hiring and training employees
- D** Calculating employee salaries

 Explanation

Answer: B

Market analysis is the systematic process of gathering and evaluating information about a target market. This primarily includes analyzing your competitors and understanding the specific needs and behaviors of your potential customers.

Question 10

Correct: B

Which Sustainable Development Goal (SDG) focuses on affordable and clean energy?

A SDG5

B SDG7



C SDG12

D SDG17

 Explanation

Answer: B

SDG 7 is “Affordable and Clean Energy.” SDG 5 is Gender Equality, SDG 12 is Responsible Consumption and Production, and SDG 17 is Partnerships for the Goals.



Short Questions

Clear, to-the-point answers

Short Question 1

What is the meaning of the word entrepreneur and its origin?

► **Answer**

The word “entrepreneur” originates from the French verb *entreprendre*, which means “to undertake” or “to begin.” Historically, it referred to someone who undertakes a business venture and assumes the risk of profit or loss. In the modern context, it means an individual who identifies a need, creates a business to fulfill it, and innovates to drive growth.

Short Question 2

How do digital technologies help entrepreneurs reach a global audience?

► **Answer**

Digital technologies break down geographical barriers. Through the internet, social media platforms, e-commerce websites, and digital marketing tools, entrepreneurs can:

- Market their products to customers worldwide without needing physical storefronts.
- Process international payments instantly.
- Communicate with global customers instantly via email, chat, or video calls.
- Ship products globally through established logistics networks.

Short Question 3

What is an e-commerce platform, and why is it important for businesses?

► **Answer**

An e-commerce platform (like Shopify, Amazon, or Daraz) is a digital software solution that allows businesses to sell goods and services online. It is important because it provides a ready-made infrastructure for inventory management, secure payment processing, and order fulfillment, allowing entrepreneurs to reach a wider market with lower overhead costs compared to physical retail.

Short Question 4

Why is it important to identify market needs when generating a business idea?

► **Answer**

Identifying market needs ensures a “product-market fit.” If a business creates a product that nobody needs, it will fail regardless of how good the marketing is. Identifying needs reduces the risk of failure, ensures resources are invested in viable solutions, and provides a clear direction for product development and competitive advantage.

Short Question 5

What is the main purpose of using design thinking in creative problem-solving?

► **Answer**

The main purpose of design thinking is to adopt a human-centered approach to innovation. Instead of solving problems based on assumptions, it forces entrepreneurs to deeply understand the end-user's pain points (**Empathize**), redefine the problem (**Define**), brainstorm solutions (**Ideate**), build representations (**Prototype**), and gather feedback (**Test**) to create truly effective solutions.

Short Question 6

Explain the importance of market analysis in a business plan. Give an example relevant to a local business in Pakistan.

► **Answer**

Market analysis is crucial because it validates the business idea and informs strategy. It tells entrepreneurs who their competitors are, what customers are willing to pay, and current market trends.

Example: A local bakery opening in Lahore would use market analysis to discover that local consumers prefer savory snacks over sweet pastries during Ramadan hours, allowing them to stock appropriately and ensure profitability.

Short Question 7

What are revenue models, and why are they essential components of a business plan?

► **Answer**

A revenue model is the framework that defines how a business will generate income. Examples include subscription models, advertising, transaction fees, or direct sales. It is essential because it proves the financial viability of the business. Without a clear revenue model, a business plan is just an idea without a roadmap on how it will sustain itself and eventually become profitable.

Short Question 8

How can businesses contribute to environmental sustainability according to the Sustainable Development Goals?

► **Answer**

Businesses can contribute to environmental sustainability (aligned with SDGs like SDG 12 and SDG 13) by:

- Adopting circular economy practices (recycling, reducing waste).
- Using renewable energy sources (SDG 7) in operations.
- Sourcing materials ethically and sustainably.
- Designing eco-friendly packaging.
- Reducing their carbon footprint across the supply chain.



Long Questions

Detailed answers with examples from Pakistan

Long Question 1

Explain why entrepreneurship is important for economic growth and innovation. Provide examples from the text to support your answer.

► Answer

Entrepreneurship is a driving force behind economic growth and innovation. It creates new jobs, increases national income, and improves the standard of living. Entrepreneurs introduce new technologies and processes that disrupt old markets and force established businesses to innovate or fail.

Examples from the chapter theme: In the context of digital entrepreneurship, the rise of local e-commerce platforms in Pakistan has created thousands of jobs for delivery riders and software developers. It has also fostered innovation in digital payments (like Easypaisa and JazzCash), allowing small vendors to grow their businesses beyond their geographical locations.

Long Question 2

Explain how market research tools, online marketing tools, and e-commerce platforms can work together to help a business succeed in the digital world.

► Answer

These three elements create a digital ecosystem for business success:

- **Market Research Tools** (like Google Forms or Typeform) gather data on what customers want.
- **Online Marketing Tools** (like Facebook Ads, Google Ads, or Mailchimp) use that data to create targeted campaigns that drive traffic to the business.
- **E-commerce Platforms** (like Shopify or WooCommerce) provide the storefront and payment infrastructure where the traffic ultimately converts into sales.

When working together, this ecosystem creates a seamless funnel: Research informs the marketing message, marketing attracts the right audience, and the e-commerce platform effortlessly closes the sale and processes the data for future research.

Long Question 3

Explain the design thinking process and how it can be applied to create a new product or service. Provide an example of how design thinking could be used to help farmers in rural Pakistan.

► **Answer**

The design thinking process involves five stages: **Empathize, Define, Ideate, Prototype, and Test.**

- **Empathize:** Interview farmers in rural Punjab to understand their challenges (e.g., lack of real-time weather updates leading to crop loss).
- **Define:** Define the problem: “Farmers lack accessible, timely weather information in local languages.”
- **Ideate:** Brainstorm solutions (e.g., a mobile app with voice notes, SMS alerts, or a community radio program).
- **Prototype:** Develop a simple SMS system that sends weather alerts in Urdu.
- **Test:** Give the system to a small group of farmers for a month and gather feedback on its accuracy and usability.

Long Question 4 & 5

Imagine you want to start a small online bookstore catering to students in your area. Develop a comprehensive business plan for your bookstore, including: (a) A market analysis focusing on student reading habits and competitors. (b) A revenue model outlining how you will generate income. (c) Digital marketing strategies you will use to promote your bookstore online. Ensure your answers are detailed and include practical examples relevant to starting your bookstore in Pakistan.

► Business Plan

Comprehensive Business Plan: “Kitab Dost Online”

Long Question 4 & 5 – 5 (a)

► Answer (continued)

(a) Market Analysis

- **Target Audience:** University and college students in major Pakistani cities (e.g., Lahore, Karachi, Islamabad). Their habits show a preference for digital access but a need for physical textbooks for exam prep.
- **Competitors:** Local physical bookstores (like Readings or Ferozsons) and informal WhatsApp groups selling used books.
- **Opportunity:** Physical bookstores are expensive and often out of stock; WhatsApp groups are unorganized. We will offer a platform for affordable, used, and new textbooks with doorstep delivery.

Practical Example: Conducting an online survey via Google Forms shared in university Facebook groups to determine which textbooks are currently in highest demand.

Long Question 4 & 5 — 5 (b)

► Answer (continued)

(b) Revenue Model

- **Direct Sales:** Selling new and used textbooks at a margin.
- **Affiliate Marketing:** Partnering with publishers to sell digital copies.
- **Subscription Service:** A “Semester Pass” where students pay a flat fee to rent up to 3 textbooks for the semester.

Practical Example: Selling a used textbook bought for PKR 800 to a student for PKR 1200, or earning a commission from an online publisher for referring a student to their e-book platform.

Long Question 4 & 5 — 5 (c)

► Answer (continued)

(c) Digital Marketing Strategies

- **Social Media Marketing:** Create engaging content (e.g., “Top 5 Study Tips for Finals”) on Instagram and TikTok to build a community, then retarget them with ads for textbooks.
- **SEO (Search Engine Optimization):** Optimize the website for keywords like “Buy [Subject Name] textbook in Pakistan.”
- **WhatsApp Marketing:** Create a broadcast list for customers to notify them of new arrivals and exclusive discounts.
- **Influencer Collaboration:** Partner with student micro-influencers in Pakistani universities to unbox and review the bookstore's services.

Practical Example: Running a “Back to School” campaign on Facebook in September, targeting students aged 18–24 within a 10km radius of major universities.

Long Question 6

Choose a local business in Pakistan and discuss how it aligns with one or more Sustainable Development Goals (SDGs). Include its impact on social, environmental, and economic sustainability.

► Answer

Local Business: “Saaf Pani” (a hypothetical local water filtration and delivery service in rural Sindh).

- **Alignment with SDGs:** SDG 6 (Clean Water and Sanitation) and SDG 8 (Decent Work and Economic Growth).
- **Social Impact:** Provides access to clean, safe drinking water, drastically reducing waterborne diseases in the community. It also employs local women to manage the filtration plants, promoting gender equality (SDG 5).
- **Environmental Impact:** By providing a reliable local source of clean water, it reduces the need for single-use plastic water bottles, aligning with SDG 12 (Responsible Consumption and Production).
- **Economic Impact:** Creates local employment, stimulates the local economy by keeping money within the community, and reduces the financial burden on families who would otherwise spend money on medical bills for waterborne illnesses.



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