

## Chapter 2: The Entrepreneurial Process

Please answer the following questions.

1. Which of the following is the least fruitful source for identifying business opportunities?
  - a. Consumers.
  - b. Other Entrepreneurs.
  - c. Technical People.
  - d. Family Members.
  
2. A spider-web provides an analogy to a small company because:
  - a. It is continually under attack from outside
  - b. It has both radial and circumferential axes
  - c. It has multiple points for support on the outside
  - d. It is fragile
  
3. A near-neighbor network is confined to:
  - a. People living in the same neighborhood
  - b. People who have a fear of flying
  - c. People who can meet frequently
  - d. People who like each other
  
4. A scale free network has:
  - a. Members who only communicate on the Internet and never meet
  - b. Members who prefer to fly rather than drive
  - c. A few members who have many more contacts than the most
  - d. Most members know all the others
  
5. Which of the following groups is most like a scale free network?
  - a. Members of a bowling club
  - b. Subscribers to MySpace
  - c. Subscribers to BusinessWeek
  - d. Unlisted telephone subscribers
  
6. Which of the following professionals are less likely to be highly connected in a Network?
  - a. Window-cleaners
  - b. Attorneys
  - c. Accountants
  - d. Management Consultants
  
7. To relieve stress you should:
  - a. Work over the weekend if necessary
  - b. Plan non-work personal time
  - c. Work more intensely

- d. Work less
8. Which of the following statements most describes an entrepreneurial viewpoint?
- a. Good opportunities are very hard to find
  - b. Good opportunities come once in a lifetime
  - c. I can always find a good opportunity
  - d. I can see opportunities where others can't
9. The most likely place to spot a good opportunity is:
- a. When working for a large company
  - b. When reading the newspaper
  - c. By talking with friends
  - d. By searching the internet
10. Good opportunities can arise when:
- a. Two or more apparently unconnected events interact
  - b. You question an apparent inconsistency
  - c. Something is annoying.
  - d. All of the above

**Chapter 2: The Entrepreneurial Process**  
**Key to Answers**

**Question**    **Answers**

1            D

2            D

3            C

4            C

5            B

6            A

7            B

8            D

9            A

10          D