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Class	9th	Chapter	12
Subject	Computer Science	Board	Punjab

CHAPTER 12: ENTREPRENEURSHIP IN DIGITAL AGE (EXERCISE SOLUTION)

Multiple Choice Questions (MCQs)

1. What is entrepreneurship?

(a) The process of starting a new business or organization
(b) The process of buying and selling stocks
(c) The process of working for a large company
(d) The process of creating a marketing campaign

Answer: (a) The process of starting a new business or organization

2. What is a key characteristic of entrepreneurs?

(a) Avoiding risks | (b) Seeking job security | (c) Innovation | (d) Following established methods

Answer: (c) Innovation

3. 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

Answer: (c) Mobile apps

4. 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

Answer: (b) Google Docs

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

(a) Hootsuite | (b) Yoast SEO | (c) Shopify | (d) PayPal

Answer: (b) Yoast SEO

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

(a) Surveys and Questionnaires | (b) Market Research | (c) Observation | (d) Brainstorming

(Note: Brainstorming generates internal ideas rather than discovering direct external market needs)

Answer: (d) Brainstorming

7. What is the first step in the design thinking process?
(a) Prototyping | (b) Testing | (c) Empathizing | (d) Defining
Answer: (c) Empathizing
8. 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 implement digital marketing strategies
Answer: (b) To outline strategies for growth
9. What does market analysis involve?
(a) Calculating revenue forecasts
(b) Researching competitors and understanding customer needs
(c) Developing pricing strategies
(d) Implementing digital marketing campaigns
Answer: (b) Researching competitors and understanding customer needs
10. Which Sustainable Development Goal (SDG) focuses on affordable and clean energy?
(a) SDG5 | (b) SDG7 | (c) SDG12 | (d) SDG17
Answer: (b) SDG7

Short Questions
1. What is the meaning of the word entrepreneur and its origin?
Answer: The word "entrepreneur" originates from the French verb *entreprendre*, meaning "to undertake." It refers to an individual who identifies a business opportunity, takes on financial risks, and organizes resources to launch an innovative business enterprise.
2. How do digital technologies help entrepreneurs reach a global audience?
Answer: Digital technologies—such as e-commerce platforms, social media marketing, cloud computing, and search engines—remove geographical barriers, allowing entrepreneurs to promote products, handle international transactions, and communicate with customers worldwide at low operational costs.
3. What is an e-commerce platform, and why is it important for businesses?
Answer: An e-commerce platform is a software application that enables businesses to build online stores, display digital catalogs, manage inventory, and process customer transactions over the internet. It is important because it allows 24/7 sales operations without physical storefront overheads.
4. Why is it important to identify market needs when generating a business idea?
Answer: Identifying market needs ensures that there is genuine consumer demand for a product or service before investing capital and resources, minimizing business failure and guaranteeing that the solution addresses real customer pain points.
5. What is the main purpose of using design thinking in creative problem-solving?

Answer: The main purpose of design thinking is to solve complex problems through a human-centered approach, focusing deeply on understanding user needs, challenging assumptions, and iteratively testing user-focused solutions.

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

Answer: Market analysis evaluates target demographics, market size, industry growth trends, and competitors to determine business viability.

Example: A local cement or building supply venture in Islamabad conducts market analysis to assess local housing construction trends, identify competitor pricing in nearby sectors, and determine contractor demand.

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

Answer: A revenue model is a framework outlining how a business generates income from its offerings (e.g., direct sales, subscription fees, freemium models, ad revenue). It is essential because it demonstrates financial sustainability and profitability to stakeholders and investors.

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

Answer: Businesses can adopt eco-friendly production practices, utilize renewable energy (SDG7), minimize industrial waste through sustainable consumption and recycling (SDG12), and reduce carbon emissions in logistics and operations.

Long Questions

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

Answer:

- **Economic Growth:** Entrepreneurship generates new employment opportunities, increases national income through tax contributions and commerce, and drives capital investment in emerging sectors.
- **Fostering Innovation:** Entrepreneurs challenge traditional market models by introducing technological breakthroughs, new delivery methods, and enhanced product quality that raise living standards.
- **Examples:** Digital startups creating localized delivery apps or online supply portals transform supply chains, lower consumer costs, and create employment opportunities across logistics, customer service, and technology sectors.

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:

- **Market Research Tools (e.g., Google Trends, SurveyMonkey):** Gather customer insights, identify search demand, analyze competitor strategies, and discover market gaps.

- **E-Commerce Platforms (e.g., Shopify, WooCommerce):** Provide the digital infrastructure (product displays, secure shopping carts, payment gateways) to capture demand discovered via market research.
- **Online Marketing Tools (e.g., Yoast SEO, Meta Ads Manager, Hootsuite):** Drive targeted web traffic to the e-commerce store through optimized search engine listings, social media advertising campaigns, and direct customer engagement.
- *Integration:* Market research identifies what customers want → e-commerce stores host the products efficiently → online marketing tools draw conversion-ready visitors to the site.

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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:

- **Five Stages of Design Thinking:**

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1. *Empathize:* Research and observe users to understand their lived experiences and needs.
2. *Define:* State the core problem clearly based on user insights.
3. *Ideate:* Brainstorm innovative solutions.
4. *Prototype:* Build basic, inexpensive versions of the solution.
5. *Test:* Try out prototypes with users to gather feedback and refine the product.

- **Application for Farmers in Rural Pakistan:**

  - *Empathize:* Interview smallholder crop farmers in rural districts to uncover challenges like unpredictable weather, middleman price exploitation, and crop disease.
  - *Define:* Formulate the problem statement: "Rural farmers lack direct market access and real-time localized weather updates."
  - *Ideate:* Brainstorm simple, voice-guided SMS/USSD mobile app solutions compatible with basic feature phones.
  - *Prototype:* Create a low-cost pilot voice-messaging service delivering daily wholesale market prices and localized pest alerts in native languages (e.g., Punjabi, Pashto, Sindhi).
  - *Test:* Deploy the prototype across 50 local farms, gather usability feedback, and refine voice command clarity before scaling across agricultural regions.

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4. 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.**

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Answer:

- **(a) Market Analysis:**
  - *Target Audience:* High school, BISE matriculation/intermediate, and university students in Islamabad and Rawalpindi requiring affordable course textbooks, past papers, and reference guides.
  - *Student Habits:* Increasing reliance on online ordering due to busy academic schedules, preference for cash-on-delivery (COD) or mobile wallet payments (JazzCash/EasyPaisa), and demand for discounted secondhand textbooks.
  - *Competitor Evaluation:* Local brick-and-mortar bookstores in Urdu Bazaar or commercial markets (e.g., F-7, G-9 Markaz) require physical visits; existing online sellers often charge high delivery fees. The niche opportunity lies in providing express same-day local delivery and affordable bundled student notes.
- **(b) Revenue Model:**
  - *Direct Book Sales:* Retail markup margin (15% to 25%) on coursebooks, past paper sets, and academic literature.
  - *Secondhand Book Exchange:* Buyback program purchasing used textbooks from senior students at 40% retail price and reselling them to junior students at 60% price.
  - *Delivery Charges:* Nominal flat-rate delivery fee for local orders under a specific order value threshold.
- **(c) Digital Marketing Strategies:**
  - *Social Media & Community Building:* Targeted Instagram and WhatsApp business groups sharing study notes, exam schedules, and direct purchase links.
  - *Search Engine Optimization (SEO):* Utilizing tools like Yoast SEO to optimize website content for localized search queries (e.g., "Class 9 Federal Board notes Islamabad delivery").
  - *Promotions:* Referral discounts ("Refer a classmate and get 10% off your next order") and back-to-school promotional bundles.

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5. 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:

- **Selected Local Business:** A solar energy installation and distribution startup operating in Pakistan (e.g., local clean energy solution providers).
- **Alignment with SDGs:**
    - **SDG7 (Affordable and Clean Energy):** Provides rooftop solar installations for households, schools, and commercial facilities, expanding clean energy access.
    - **SDG8 (Decentralized Economic Growth & Decent Work):** Trains and employs local technicians, electricians, and sales staff, driving skilled workforce creation.
    - **SDG13 (Climate Action):** Reduces national grid reliance on imported fossil fuels (thermal/coal generation), cutting greenhouse gas emissions.
- **Triple Bottom Line Impact:**
    - *Social Impact:* Restores uninterrupted electricity supply to homes and schools during load-shedding hours, improving educational outcomes and quality of life.
    - *Environmental Impact:* Replaces polluting diesel generators with zero-emission solar power systems.
    - *Economic Impact:* Lowers monthly electricity utility expenses for local businesses, freeing up capital to reinvest in business expansion and hiring.

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