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HSSC-I NATIONAL BOOK FOUNDATION FBISE

COMPUTER TEST - CHAPTER 8: ENTREPRENEURSHIP IN DIGITAL AGE

Name:		Roll No.		Section:

Total Time: 2:30 Hour
Time Allowed: 150 Minutes

Total Marks: 150

PAPER OBJECTIVE
SECTION-A (MARKS 150)

NOTE: Section-A is compulsory. All parts of this section are to be answered on these pages and handed over to the center superintendent. Deleting / overwriting is not allowed. Do not use lead pencil.

Q.1 Fill the relevant bubble for each part. All parts carry one mark.

Questions	A	B	C	D	A B C D
1. A product or service is the fundamental outcome of a process designed to meet a specific _____ of consumers.	Cable	Need or want	Salary	Colour	○●○○
2. Products are typically:	Intangible actions	Physical items that can be seen or touched	Ideas only	Rumours	○●○○
3. Which of the following is a product?	Education	Smartphone	Consulting	Streaming	○●○○
4. Services are generally:	Machines	Intangible	Tangible	Physical objects	○●○○
5. Which of the following is a service?	Automobile	Clothing	Smartphone	Healthcare	○○○●
6. Which of these is also a service?	Industrial machinery	Consumer electronics	Entertainment streaming	Furniture	○○●○
7. Which is NOT listed as a benefit of successful product development?	Increased unemployment	Revenue generation	Competitive advantage	Customer satisfaction	●○○○
8. A well-developed product can set a company apart from competitors. This is:	Competitive advantage	Revenue generation	Documentation	Market expansion	●○○○
9. New products opening up revenue streams and expanding the customer base provide:	Documentation	Innovation	Revenue generation	Competitive advantage	○○●○
10. Addressing the needs of consumers enhances customer:	Complaints	Confusion	Delay	Satisfaction and loyalty	○○○●
11. Product development keeps a company at the forefront through innovation and:	Deletion	Secrecy	Isolation	Adaptation	○○○●

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Questions	A	B	C	D	A B C D
12. Developing new products allows a company to explore new:	Cables	Printers	Markets and demographics	Devices only	○○●○
13. A prototype is a tangible or digital representation of a product created during the:	Shipping phase	Closing phase	Sales phase	Design and development phase	○○○●
14. A prototype allows people to visualize, test and refine a concept before:	Research	Planning	Brainstorming	Full-scale production	○○○●
15. All prototypes share the goal of providing valuable insights and _____ to improve the final product.	Delays	Costs	Secrets	Feedback	○○○●
16. Sketches and wireframes are examples of:	High-fidelity prototypes	Low-fidelity prototypes	Final products	MVPs	○●○○
17. Low-fidelity prototypes are quick and:	Slow to create	Inexpensive to create	Impossible to change	Very costly	○●○○
18. Low-fidelity prototypes are ideal for early-stage:	Ideation and concept validation	Marketing	Mass production	Final launch	●○○○
19. Paper prototypes are physical, interactive models made using:	Metal only	Software only	Glass only	Paper, cardboard or other easily manipulable materials	○○○●
20. Paper prototypes are classified in the book as:	High-fidelity prototypes	Low-fidelity prototypes	Final products	Medium-fidelity prototypes	○○○●
21. Paper prototypes are suitable for user testing and gathering:	Taxes	Salaries	Initial user feedback	Final profits	○○●○
22. Basic sketching materials for paper prototyping include pencils, pens, markers and:	Paper	Servers	Printers	Cables	●○○○
23. Which software is used to create interactive digital prototypes?	Notepad	Calculator	Figma	Windows Media Player	○○●○
24. Which is a prototyping design software mentioned in the book?	MS Paint only	VLC	Adobe XD	Winzip	○○●○
25. Which is also a prototyping design software in the book?	Word	InVision	Outlook	Excel	○●○○
26. For high-fidelity interactive prototypes, developers may use HTML, CSS and:	JavaScript	Pascal	Fortran	COBOL	●○○○
27. A 3D modeling tool mentioned in the book is:	Word	Notepad	Blender	Excel	○○●○

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Questions	A	B	C	D	A B C D
28. Autodesk Fusion 360 is used for:	Sending emails	Playing music	Creating 3D models of physical products	Typing letters	○○●○
29. 3D printers transform digital designs into:	Software	Paper only	Tangible objects	Sounds	○○●○
30. Clay and sculpting materials are useful for creating:	Software	Sculptures or models of product designs	Emails	Reports	○●○○
31. Cardboard and foamboard are excellent for building:	Low-cost, low-fidelity physical prototypes	Software only	Websites	High-fidelity metal prototypes	●○○○
32. Wood, plastic or metal are used for more durable and _____ physical prototypes.	Digital	Low-fidelity	High-fidelity	Paper	○○●○
33. Arduino kits are an example of:	3D printers	Sketchbooks	Prototyping kits for electronics	Design software	○○●○
34. 3D scanners are used to scan existing objects and convert them into:	Paper drawings	Digital models	Metal parts	Clay models	○●○○
35. In building low-fidelity paper prototypes, interactive elements can be made with sticky notes or:	Cables	Servers	Index cards	Printers	○○●○
36. Low-fidelity digital prototypes use wireframes or:	Mockups	Production lines	Servers	Final code	●○○○
37. Low-fidelity digital prototypes use placeholder text and generic:	Servers	Databases	Videos	Icons	○○○●
38. In low-fidelity physical prototypes, aesthetics are kept:	Primary	Ignored never	The only focus	Secondary	○○○●
39. Physical prototypes are tested for ergonomics, usability and:	Colour only	Price only	Fit within the intended environment	Brand only	○○●○
40. How many most common prototyping methods does the book list?	Eight	Ten	Six	Four	●○○○
41. Which of the following is a prototyping method listed in the book?	Firewalls	Compilers	Spreadsheets	Storyboards	○○○●
42. Which is another prototyping method in the book?	Bubble sort	Cloud storage	Wizard of Oz	Binary search	○○●○
43. Which is yet another prototyping method in the book?	Lego prototypes	Python loops	Firewalls	Truth tables	●○○○
44. Which also is a prototyping method in the book?	Compiling	Role playing	Debugging	Encryption	○●○○

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Questions	A	B	C	D	A B C D
45. Which of these is also a prototyping method in the book?	Pie charts	Histograms	Bar charts	Physical models	○○○●
46. Prototyping is an _____ process of creating, testing and refining designs.	One-time	Iterative	Random	Hidden	○●○○
47. In iterative design, feedback is collected from users, team members and:	Competitors only	Printers	Cables	Stakeholders	○○○●
48. Feedback in iterative design should focus on usability, functionality and:	Colour only	Price only	Weight only	Overall user experience	○○○●
49. In iterative design, analyzing data helps to identify:	Salaries	Areas of improvement	Printers	Cables	○●○○
50. After revising the prototype, the next step is to:	Stop immediately	Delete it	Sell it	Repeat testing	○○○●
51. As the design matures, you transition to _____ prototypes.	Paper	Low-fidelity	High-fidelity	Sketch	○○●○
52. High-fidelity prototypes have more realistic details, including graphics, colours and:	Sticky notes	Index cards	Clay only	Interactive elements	○○○●
53. Final validation with users and stakeholders uses:	Paper sketches	Sketches	High-fidelity prototypes	Index cards	○○●○
54. Documenting changes and decisions in each iteration maintains a record of:	Taxes	Cables	Design evolution	Salaries	○○●○
55. Iterative design reduces the risk of:	Costly changes later	Customer feedback	Profit	Testing	●○○○
56. User testing helps ensure that the final product aligns with the needs of the:	Competitors	Printer	Target audience	Programmers only	○○●○
57. User testing helps identify usability problems early to save:	Feedback	Time and resources	Customers	Profits	○●○○
58. User testing validates the assumptions and _____ made during development.	Taxes	Cables	Design decisions	Salaries	○○●○
59. Usability testing specifically focuses on how users:	Print the product	Sell the product	Interact with the product	Hide the product	○○●○
60. In test result analysis, task completion rates and time spent are:	Observations	Quantitative data	Opinions	Qualitative data	○●○○
61. In test result analysis, user comments and observations are:	Qualitative data	Quantitative data	Task rates	Time spent	●○○○

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Questions	A	B	C	D	A B C D
62. Survey responses in testing are an example of:	Hardware	Only qualitative data	Software	Quantitative data	○○○●
63. In analyzing test results, issues are prioritized based on their severity and:	Impact on user experience	Colour	Cost of paper	Date	●○○○
64. Critical issues should be addressed:	Never	Randomly	Last	First	○○○●
65. After making changes, the prototype is _____ to check that issues have been resolved.	Hidden	Re-tested	Sold	Deleted	○●○○
66. Testing and refinement are:	Never needed	Ongoing processes	Optional only	One-time events	○●○○
67. MVP stands for:	Minimum Viable Product	Main Value Process	Maximum Variable Product	Most Valuable Player	●○○○
68. A Minimum Viable Product is the most basic version of a product that includes:	No features	Essential features	All features	Only decorations	○●○○
69. In MVP development, the first step is:	Simplicity	Feature prioritization	Testing	Scalability	○●○○
70. In MVP development, keeping the product as simple and lean as possible helps to avoid:	Feature creep	Feedback	Users	Testing	●○○○
71. To build the MVP quickly, one should utilize _____ development methodologies.	Manual	Waterfall only	Agile	Random	○○●○
72. The MVP should be continuously tested with:	Machines only	No one	Competitors only	Real users	○○○●
73. An MVP should be designed so that it allows:	Immediate closure	Scalability in the future	No growth	No testing	○●○○
74. User onboarding in an MVP means making it easy for users to:	Pay more	Delete the product	Understand how to use the product	Avoid the product	○○●○
75. Facebook initially started as a social networking platform for:	Farmers	Pilots	Doctors	College students	○○○●
76. Facebook acquired companies like Instagram and:	Daraz	Netflix	Uber	WhatsApp	○○○●
77. Facebook has over how many monthly active users, per the book?	2 million	2 billion	20 thousand	200 thousand	○●○○

Questions	A	B	C	D	A B C D
78. Amazon began as an online:	Taxi service	Bookstore	Streaming service	Grocery store	○●○○
79. Amazon expanded into services such as AWS and:	Amazon Prime	Zameen	Netflix	Uber	●○○○
80. Netflix started as a:	Taxi service	Bank	DVD rental service	Social network	○○●○
81. Netflix transitioned into a:	Taxi app	Search engine	Streaming platform	Bookstore	○○●○
82. Netflix improved its recommendation algorithms by analyzing:	Paper reviews	Radio ads	Newspapers	User data	○○○●
83. Twitter's early failures were due to technical issues and outages caused by rapid:	Price cuts	Paper shortage	Staff loss	User growth	○○○●
84. Twitter learned the importance of investing in infrastructure and:	Furniture	Printing	Paper	Scalability	○○○●
85. Snapchat introduced features like Stories, Filters and:	Prime	Marketplace	Discover	Windows	○○●○
86. Snapchat learned the importance of listening to its:	Competitors only	Young user base	Investors only	Auditors only	○●○○
87. Airbnb faced challenges related to trust and:	Colour	Safety	Speed	Price tags	○●○○
88. Airbnb continually improved its platform based on:	User feedback	Radio	Rumours	Printed ads	●○○○
89. Uber faced regulatory challenges during its rapid:	Local shutdown	Closure	Merger	Global expansion	○○○●
90. Uber learned to adapt its business model to local regulations and:	Tax forms only	Colours	Paper rules	Cultural differences	○○○●
91. These case studies highlight resilience, adaptability and:	Secrecy	Rigidity	Delay	User-centricity	○○○●
92. Tajir is a business-to-business platform for:	Small businesses	Large banks only	Hospitals only	Schools only	●○○○
93. GrocerApp is a low-cost online:	Taxi service	Grocery store	Bank	Pharmacy	○●○○
94. Dawaai is a digital health platform that includes an online:	Taxi network	Pharmacy network	Bank network	Bookstore	○●○○

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Questions	A	B	C	D	A B C D
95. Finja is a financial services platform offering payment, loan and:	Taxi services	Grocery services	Collection services	Hotel services	○○●○
96. Salesflo allows retailers to place orders directly with:	Manufacturers and distributors	Customers only	Schools	Banks	●○○○
97. Daraz.pk is an online retailer of branded clothing, footwear and:	Land	Jewelry and accessories	Houses	Cars	○●○○
98. Bykea provides instant transport and _____ services.	Printing	Education	Courier	Banking	○○●○
99. Cheetay is described as Pakistan's fastest-growing _____ platform.	E-learning	Banking	Telecom	NOW-Commerce	○○○●
100. SadaPay is a:	Taxi service	Neobank	Bookstore	Pharmacy	○●○○
101. TAG is described as Pakistan's first:	Digital bank	Online grocery	Taxi app	Search engine	●○○○
102. Zameen.com helps people navigate the:	Taxi market	Bookstore market	Grocery market	Real estate market	○○○●
103. CarFirst is a marketplace for selling _____ vehicles quickly.	Military	Secondhand	Brand new	Electric only	○●○○
104. Neuro-Mat is an example of an:	E-health startup	E-learning startup	Food startup	Fashion startup	●○○○
105. Neuro-Mat is a _____ mat that collects data using sensors.	Metal	Wooden	Multi-sensory	Single-colour	○○●○
106. The Neuro-Mat is used to monitor:	The elderly and patients	Farms	Cars	Students only	●○○○
107. The Neuro-Mat alarm buzzes when the patient:	Reads	Eats	Sleeps	Leaves the mat	○○○●
108. The idea of Neuro-Mat was inspired by the:	Lack of electricity	Huge number of staff	Excess funds	Small number of health care staff	○○○●
109. With Neuro-Mat, health care staff can support:	Only one patient	Multiple patients simultaneously	No patients	Only visitors	○●○○
110. The Neuro-Mat cost was about half for sensors and half for:	Material and logistics	Rent	Salaries	Marketing	●○○○
111. Neuro-Mat was tested against baby monitors and:	Laptops	Printers	Hired caretakers	Phones	○○●○

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Questions	A	B	C	D	A B C D
112. In the smoke test, more than _____ of users showed interest in pre-ordering.	50%	5%	15%	85%	○○○●
113. Customers preferred buying the Neuro-Mat to:	Throw away	Rent only	Use once	Keep at home rather than rent	○○○●
114. Interest in the Neuro-Mat increased if it could be delivered:	At the doorstep, cash-on-delivery	Only abroad	Only online prepaid	Only in stores	●○○○
115. To simplify the Neuro-Mat circuit, _____ and infra-red sensors were incorporated.	Cables	Printers	Micro-controllers	Typewriters	○○●○
116. The primary audience for Neuro-Mat includes patients with:	Dementia	Colds only	Fractures only	Fever only	●○○○
117. Over how many dementia patients are diagnosed in Pakistan, per the book?	One thousand	One hundred	Half a million	Ten thousand	○○●○
118. Iterative development means improving a product through:	A single launch	No testing	Repeated cycles of testing and refinement	No feedback	○○●○
119. Product development knowledge is a foundation for careers in technology, healthcare and:	Mining only	Nothing	Entertainment	Cooking only	○○●○
120. Entrepreneurship requires skills and qualities and willingness to take:	Holidays	Risks	Salaries only	Paper	○●○○
121. An entrepreneur who launches a business takes the:	Risks to launch and succeed	Licences only	Holidays	Salaries only	●○○○
122. A wireframe is a simplified representation of a product with:	Full details	Final code	No layout	Minimal details	○○○●
123. Storyboards are one of the:	Common prototyping methods	Data types	Network topologies	Programming languages	●○○○
124. The 'Wizard of Oz' method is known as _____ prototyping.	Final	Real	Hardware	Faked	○○○●
125. User-driven prototypes are built with strong involvement of:	Users	Cables	Servers	Printers	●○○○
126. A good prototype helps designers, engineers and _____ visualize the concept.	Printers	Stakeholders	Routers	Cables	○●○○
127. After each testing round, analysis looks for common pain points, issues and:	Patterns in user behavior	Cables	Printers	Salaries	●○○○

Questions	A	B	C	D	A B C D
128. The iterative process continues until the prototype meets desired goals and:	User needs	Cables	Printers	Salaries	●○○○
129. Hard-coded prototypes are built using:	Programming code	Cardboard	Clay	Paper	●○○○
130. An advantage of low-fidelity prototypes in early testing is that they are:	Very costly	Quick to change	Impossible to change	Final	○●○○
131. The Neuro-Mat project followed a series of _____ to arrive at the final product idea.	Sales	Experiments	Meetings only	Holidays	○●○○
132. The Neuro-Mat's constant monitoring and one-time purchase cost made it seen as a:	Cheap solution	Costly solution	Rental solution	Free solution	●○○○
133. Usability improvement helps improve the user interface, navigation and:	Overall user experience	Paper	Taxes	Cables	●○○○
134. In MVP development, rapid development allows flexibility in responding to changing requirements and:	Taxes	User feedback	Cables	Salaries	○●○○
135. Test documentation records results, changes made and the _____ behind those changes.	Rationale	Colour	Font	Price	●○○○
136. The book says startups are easy to create especially for:	Large corporations only	Young professionals yet to start careers	Governments only	Retired people only	○●○○
137. Product development is a dynamic field offering opportunities for creating impactful and _____ solutions.	User-centred	Hidden	Random	Paper-based	●○○○
138. Prototypes can vary in fidelity, complexity and:	Brand only	Purpose	Price only	Colour of paper only	○●○○
139. Which phase produces a 'preliminary model' that stakeholders can visualize and test?	Prototyping	Accounting	Marketing	Shipping	●○○○
140. What is the main purpose of 'Wizard of Oz' prototyping?	To sell products	To print documents	To fake functionality before building it	To build the final product	○○●○
141. Which is a material suitable for low-cost physical prototypes?	Glass fibre	Gold	Cardboard	Titanium	○○●○
142. Prototypes that look and behave closest to the final product are:	High-fidelity prototypes	Wireframes	Sketches	Low-fidelity prototypes	●○○○
143. The cycle of testing, analysis and refinement continues until the prototype meets:	The deadline only	Desired goals and user needs	The printer	The budget only	○●○○

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Questions	A	B	C	D	A B C D
144. Which type of data are 'user comments' during testing?	Qualitative	Quantitative	Binary	Numeric	●○○○
145. Which is an example of quantitative data in user testing?	User comment	Interview quote	Observation note	Task completion rate	○○○●
146. Why is user testing carried out early in development?	To delay launch	To prevent costly changes later	To increase costs	To avoid feedback	○●○○
147. Which company started as a DVD rental service and moved to streaming?	Amazon	Facebook	Uber	Netflix	○○○●
148. Which company started as an online bookstore?	Airbnb	Netflix	Amazon	Snapchat	○○●○
149. Which company faced property damage and security concerns among hosts and guests?	Twitter	Uber	Airbnb	Netflix	○○●○
150. Which company faced regulatory resistance in various markets during global expansion?	Uber	Twitter	Netflix	Snapchat	●○○○

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