

COMPUTER

✓ Definitions and Short Questions with Answers

Definitions

1. **What is Entrepreneurship?**

Entrepreneurship is the process of starting a new business to offer products or services by using new ideas and taking risks.

2. **Who is an Entrepreneur?**

An entrepreneur is a person who starts and runs a business by taking risks and creating new ideas to solve problems.

3. **What is Innovation?**

Innovation means creating something new or improving an existing product, service, or method.

4. **What is Risk-taking?**

Risk-taking is the ability to take chances in business, even when failure is possible.

5. **What is Digital Entrepreneurship?**

Digital entrepreneurship is using digital tools, the internet, and technology to create and run businesses.

6. **What is E-commerce?**

E-commerce is buying and selling of products and services through the internet.

7. **What is Digital Marketing?**

Digital marketing is promoting products or services using digital platforms like websites, emails, and social media.

8. **What is Market Analysis?**

Market analysis is the study of customers, competitors, and market trends to make better business decisions.

9. **What is a Revenue Model?**

A revenue model explains how a business will earn money through sales, services, or other sources.

10. **What is a Business Plan?**

A business plan is a detailed document that shows what the business will do and how it will achieve its goals.

11. **What is a Prototype?**

A prototype is an early version or sample of a product made to test and improve the idea.

12. **What is Ethical Entrepreneurship?**

Ethical entrepreneurship means doing business honestly, fairly, and with care for people and the environment.

13. What is Sustainable Growth?

Sustainable growth means growing a business in a way that protects future generations and the environment.

14. What are Sustainable Development Goals (SDGs)?

SDGs are 17 global goals set by the UN to improve health, education, environment, and reduce poverty.

Short Questions and Answers**15. Give two examples of entrepreneurship.**

- 1) Tech startups like Facebook or Apple.*
- 2) Local businesses like a bakery or clothing store.*

16. What are some characteristics of a successful entrepreneur?

Innovation, risk-taking, leadership, creativity, and problem-solving.

17. Why is innovation important in entrepreneurship?

It helps create better solutions, products, or services that attract customers and improve lives.

18. What does it mean to take risks in business?

It means to try something new even if there is a chance of failure.

19. Why is entrepreneurship important for the economy?

It creates jobs, encourages innovation, and helps grow the country's economy.

20. How do entrepreneurs help their community?

They provide services, create jobs, and solve problems through their businesses.

21. What is the role of digital technologies in entrepreneurship?

Digital technologies help businesses work better, reach more customers, and reduce costs.

22. Give examples of digital tools used by entrepreneurs.

Social media, mobile apps, cloud computing, and big data analytics.

23. How does social media help entrepreneurs?

It helps them promote products, engage with customers, and build a brand online.

24. What is the benefit of mobile apps in business?

They allow businesses to offer services directly on customers' smartphones.

25. What is cloud computing used for in business?

To store data and run software online without needing physical storage.

26. What is the role of big data analytics in business?

It helps understand customer behavior and market trends to make better decisions.

27. List four digital marketing strategies.

SEO, social media marketing, content marketing, and email marketing.

28. How does SEO help a business?

SEO improves the visibility of a website in search engines to attract more visitors.

29. Name three popular e-commerce platforms.

Amazon, Shopify, and eBay.

30. Name one Pakistani e-commerce platform.

Daraz is a popular e-commerce platform in Pakistan.

31. **What is the purpose of a business plan?**
It provides a clear guide to achieve business goals and handle challenges.
 32. **What are the components of a business plan?**
Market analysis, revenue model, digital marketing strategy, and planning.
 33. **What is the use of a prototype in business?**
It helps test an idea before the final product is made.
 34. **Why is feedback important after creating a prototype?**
It helps improve the product by learning what works and what needs change.
 35. **What does it mean to run an ethical business?**
It means being honest, fair, and respectful to people and the environment.
 36. **List four principles of ethics in business.**
Honesty, integrity, fairness, and respect.
 37. **How can a business support the SDGs?**
By using eco-friendly practices, creating jobs, and supporting education or health.
 38. **Give an example of a sustainable business in Pakistan.**
A startup offering solar energy solutions supports SDG 7 (Clean Energy).
 39. **What are some opportunities in digital entrepreneurship?**
Access to global customers, low-cost marketing, and direct customer interaction.
 40. **What are some challenges faced by digital entrepreneurs?**
Cybersecurity threats, high competition, and keeping up with technology.
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