Entrepreneurship The Practice and Mindset 1st edition Neck Test Bank

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Chapter 2: Practicing Entrepreneurship

Test Bank

Multiple Choice

1. The older view to approaching entrepreneurship as a linear process (i.e., the steps are followed and the outcomes can be expected) is known as _____.
a. predictive logic
b. the expected approach
c. creation logic
d. the organic approach
Ans: A
Learning Objective: 2.1. Compare and contrast the prediction and creation approaches to entrepreneurship.
Cognitive Domain: Comprehension
Answer Location: Two Main Perspectives on Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

2. Entrepreneurs who determine their goals based on the resources they have are using _____.
a. predictive logic
b. the expected approach
c. creation logic
d. the organic approach
Ans: C
Learning Objective: 2.1. Compare and contrast the prediction and creation approaches to entrepreneurship.
Cognitive Domain: Application
Answer Location: Two Main Perspectives on Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

3. Planning for the catering at an event by sending out invitations and asking for RSVPs by a certain date is an example of _____.
a. predictive logic
b. the expected approach
c. creation logic
d. the organic approach
Ans: A
Learning Objective: 2.1. Compare and contrast the prediction and creation approaches to entrepreneurship.
Cognitive Domain: Application
Answer Location: Two Main Perspectives on Entrepreneurship

Entrepreneurship The Practice and Mindset 1st edition Neck Test Bank

Difficulty Level: Medium
AACSB Standard: Analytical thinking

4. Friends show up unexpectedly to your house and are hungry. You go through your kitchen cupboards to see what ingredients you can throw together to prepare a satisfactory meal. This is an example of _____.
a. predictive logic
b. the expected approach
c. creation logic
d. the organic approach
Ans: C
Learning Objective: 2.1. Compare and contrast the prediction and creation approaches to entrepreneurship.
Cognitive Domain: Analysis
Answer Location: Two Main Perspectives on Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

5. What is the dominant logic of large, established organizations?
a. prediction
b. creation
c. experimentation
d. creativity
Ans: A
Learning Objective: 2.1. Compare and contrast the prediction and creation approaches to entrepreneurship.
Cognitive Domain: Analysis
Answer Location: Two Main Perspectives on Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

6. The idea that the future is unpredictable yet controllable and entrepreneurs can "effect" the future is called the theory of _____.
a. predictability
b. controllability
c. causation
d. effectuation
Ans: D
Learning Objective: 2.1. Compare and contrast the prediction and creation approaches to entrepreneurship.
Cognitive Domain: Analysis
Answer Location: Prediction and Creation in Action
Difficulty Level: Medium
AACSB Standard: Analytical thinking

Entrepreneurship The Practice and Mindset 1st edition Neck Test Bank

7. According to the text, what is/are the main obstacle(s) that prevent(s) many novice entrepreneurs from employing the prediction approach to large endeavors, such as opening a new restaurant?
a. unreliability of findings
b. expense and time-commitment
c. lack of initiative
d. fear of failing
Ans: B
Learning Objective: 2.1. Compare and contrast the prediction and creation approaches to entrepreneurship.
Cognitive Domain: Analysis
Answer Location: Prediction and Creation in Action
Difficulty Level: Medium
AACSB Standard: Analytical thinking

8. What skill frees the imagination, opens up the mind to a wealth of opportunities and possibilities, and helps foster innovation?
a. skill of creativity
b. skill of reflection
c. skill of experimentation
d. skill of play
Ans: D
Learning Objective: 2.2. Create a portfolio of five skills essential to building a mindset for The Practice of Entrepreneurship.
Cognitive Domain: Application
Answer Location: The Skill of Play
Difficulty Level: Medium
AACSB Standard: Analytical thinking

9. What skill is best described as acting in order to learn—trying something, learning from the attempt, and building that learning into the next iteration?
a. skill of creativity
b. skill of reflection
c. skill of experimentation
d. skill of play
Ans: C
Learning Objective: 2.2. Create a portfolio of five skills essential to building a mindset for The Practice of Entrepreneurship.
Cognitive Domain: Application
Answer Location: The Skill of Experimentation
Difficulty Level: Medium
AACSB Standard: Analytical thinking

10. What skill best describes developing the ability to understand the emotion, circumstances, intentions, thoughts, and needs of others?
a. skill of play

Entrepreneurship The Practice and Mindset 1st edition Neck Test Bank

b. skill of reflection
c. skill of creativity
d. skill of empathy
Ans: D
Learning Objective: 2.2. Create a portfolio of five skills essential to building a mindset for The Practice of Entrepreneurship.
Cognitive Domain: Application
Answer Location: The Skill of Empathy
Difficulty Level: Medium
AACSB Standard: Analytical thinking

11. What skill requires a general openness to the world and relates to unleashing our creative ability to create and find opportunities and solve problems?
a. skill of play
b. skill of reflection
c. skill of creativity
d. skill of empathy
Ans: C
Learning Objective: 2.2. Create a portfolio of five skills essential to building a mindset for The Practice of Entrepreneurship.
Cognitive Domain: Application
Answer Location: The Skill of Creativity
Difficulty Level: Medium
AACSB Standard: Analytical thinking

12. What skill helps make sense of all of the other actions required of play, empathy, creativity, and experimentation?
a. skill of consideration
b. skill of reflection
c. skill of expression
d. skill of deliberation
Ans: B
Learning Objective: 2.2. Create a portfolio of five skills essential to building a mindset for The Practice of Entrepreneurship.
Cognitive Domain: Application
Answer Location: The Skill of Reflection
Difficulty Level: Medium
AACSB Standard: Analytical thinking

13. Alternative reality games and learning simulations are related to which skill?
a. skill of creativity
b. skill of reflection
c. skill of experimentation
d. skill of play
Ans: D

Entrepreneurship The Practice and Mindset 1st edition Neck Test Bank

Learning Objective: 2.2. Create a portfolio of five skills essential to building a mindset for The Practice of Entrepreneurship.
Cognitive Domain: Application
Answer Location: The Skill of Play
Difficulty Level: Medium
AACSB Standard: Analytical thinking

14. The act of taking a prototype directly to potential customers in order to acquire feedback is a hallmark of which skill?
a. skill of creativity
b. skill of reflection
c. skill of experimentation
d. skill of play
Ans: C
Learning Objective: 2.2. Create a portfolio of five skills essential to building a mindset for The Practice of Entrepreneurship.
Cognitive Domain: Application
Answer Location: The Skill of Experimentation
Difficulty Level: Medium
AACSB Standard: Analytical thinking

15. After conducting market research, Olivia is still uncertain how to price her honey jars. She decides to bring samples to local farmer's markets and sell them at different price points. What skill is Jess practicing in this scenario?
a. skill of creativity
b. skill of reflection
c. skill of experimentation
d. skill of play
Ans: C
Learning Objective: 2.2. Create a portfolio of five skills essential to building a mindset for The Practice of Entrepreneurship.
Cognitive Domain: Application
Answer Location: The Skill of Experimentation
Difficulty Level: Medium
AACSB Standard: Analytical thinking

16. After making a presentation, you reflect by describing what happened by considering what took place, what was said, and who was involved. What type of reflection does this describe?
a. perceptive reflection
b. analytical reflection
c. evaluative reflection
d. narrative reflection
Ans: D
Learning Objective: 2.2. Create a portfolio of five skills essential to building a mindset for The Practice of Entrepreneurship.

Entrepreneurship The Practice and Mindset 1st edition Neck Test Bank

Cognitive Domain: Application
Answer Location: The Skill of Reflection
Difficulty Level: Medium
AACSB Standard: Analytical thinking

17. After making a presentation, you reflect by focusing on how you felt during the presentation and how you managed those feelings. What type of reflection does this describe?
a. perceptive reflection
b. analytical reflection
c. emotional reflection
d. critical reflection
Ans: C
Learning Objective: 2.2. Create a portfolio of five skills essential to building a mindset for The Practice of Entrepreneurship.
Cognitive Domain: Application
Answer Location: The Skill of Reflection
Difficulty Level: Medium
AACSB Standard: Analytical thinking

18. After making a presentation, you reflect by focusing on your own perceptions and reactions as well as the perceptions and reactions of others. What type of reflection does this describe?
a. perceptive reflection
b. analytical reflection
c. evaluative reflection
d. narrative reflection
Ans: A
Learning Objective: 2.2. Create a portfolio of five skills essential to building a mindset for The Practice of Entrepreneurship.
Cognitive Domain: Application
Answer Location: The Skill of Reflection
Difficulty Level: Medium
AACSB Standard: Analytical thinking

19. After making a presentation, you reflect by thinking about the skills and knowledge you gained from the experience and if anything you have learned relates to anything you have heard about before. What type of reflection does this describe?
a. perceptive reflection
b. analytical reflection
c. evaluative reflection
d. narrative reflection
Ans: B
Learning Objective: 2.2. Create a portfolio of five skills essential to building a mindset for The Practice of Entrepreneurship.
Cognitive Domain: Application

Entrepreneurship The Practice and Mindset 1st edition Neck Test Bank

Answer Location: The Skill of Reflection
Difficulty Level: Medium
AACSB Standard: Analytical thinking

20. After making a presentation, you reflect by focusing on what went well and what didn't go as well, and if the experience was useful or helpful. What type of reflection does this describe?
a. emotional reflection
b. analytical reflection
c. evaluative reflection
d. critical reflection
Ans: C
Learning Objective: 2.2. Create a portfolio of five skills essential to building a mindset for The Practice of Entrepreneurship.
Cognitive Domain: Application
Answer Location: The Skill of Reflection
Difficulty Level: Medium
AACSB Standard: Analytical thinking

21. After making a presentation, you reflect by considering the part you played in the presentation, your approach, what else you might have done, what you have learned about the experience, what questions you have, and what you need to consider as a result. What type of reflection does this describe?
a. emotional reflection
b. analytical reflection
c. evaluative reflection
d. critical reflection
Ans: D
Learning Objective: 2.2. Create a portfolio of five skills essential to building a mindset for The Practice of Entrepreneurship.
Cognitive Domain: Application
Answer Location: The Skill of Reflection
Difficulty Level: Medium
AACSB Standard: Analytical thinking

22. According to research, what proportion of entrepreneurs who start businesses in the United States fail within the first 18 months?
a. 2 out of 10
b. 5 out of 10
c. 8 out of 10
d. 9 out of 10
Ans: C
Learning Objective: 2.3. Distinguish between entrepreneurship as a method and a process.
Cognitive Domain: Knowledge
Answer Location: Entrepreneurship is More a Method than a Process

Entrepreneurship The Practice and Mindset 1st edition Neck Test Bank

Difficulty Level: Medium
AACSB Standard: Analytical thinking

23. According to the authors, what is the primary thing high performers engage in to achieve high levels of performance?
a. observation
b. deliberate planning
c. deliberate practice
d. disciplined research
Ans: C
Learning Objective: 2.3. Distinguish between entrepreneurship as a method and a process.
Cognitive Domain: Knowledge
Answer Location: The Concept of Deliberate Practice
Difficulty Level: Medium
AACSB Standard: Analytical thinking

24. The means of identifying an opportunity, understanding resource requirements, acquiring resources, planning, implementing, and harvesting is called a(n) _____.
a. process
b. method
c. system
d. approach
Ans: A
Learning Objective: 2.3. Distinguish between entrepreneurship as a method and a process.
Cognitive Domain: Knowledge
Answer Location: Entrepreneurship is More a Method than a Process
Difficulty Level: Hard
AACSB Standard: Analytical thinking

25. Predictive logic should be used in situations of _____.
a. certainty
b. uncertainty
c. ambiguity
d. conflict
Ans: A
Learning Objective: 2.1. Compare and contrast the prediction and creation approaches to entrepreneurship.
Cognitive Domain: Comprehension
Answer Location: Two Main Perspectives of Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

26. Creation logic should be used in situations of _____.
a. certainty

Entrepreneurship The Practice and Mindset 1st edition Neck Test Bank

b. uncertainty
c. clarity
d. stability
Ans: B
Learning Objective: 2.1. Compare and contrast the prediction and creation approaches to entrepreneurship.
Cognitive Domain: Comprehension
Answer Location: Two Main Perspectives on Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

27. Bill wants to start a restaurant that fuses Mexican and Thai cuisines. He does not really know if this concept will be viable so he develops a limited menu and has friends and family fill out a questionnaire to gather information. Bill is using _____.
a. creation in action
b. prediction in action
c. business planning in action
d. strategy development in action
Ans: A
Learning Objective: 2.1. Compare and contrast the prediction and creation approaches to entrepreneurship.
Cognitive Domain: Application
Answer Location: Prediction and Creation in Action
Difficulty Level: Hard
AACSB Standard: Application of knowledge

28. _____ is based on the idea that because the future is unpredictable yet controllable and that entrepreneurs can affect the future.
a. Control
b. Experimentation
c. Effectuation
d. Entrepreneurship
Ans: C
Learning Objective: 2.1. Compare and contrast the prediction and creation approaches to entrepreneurship.
Cognitive Domain: Knowledge
Answer Location: Research at Work: The Creation Approach
Difficulty Level: Easy
AACSB Standard: Analytical thinking

29. A study by Darden School of Business Professor Saras D. Sarasvathy showed that 89% of experienced, serial entrepreneurs used _____ thinking.
a. predictive and casual thinking
b. creative and effectual thinking
c. predictive and effectual thinking
d. creative and causal thinking

Entrepreneurship The Practice and Mindset 1st edition Neck Test Bank

Ans: B
Learning Objective: 2.1. Compare and contrast the prediction and creation approaches to entrepreneurship.
Cognitive Domain: Application
Answer Location: Research at Work: The Creation Approach
Difficulty Level: Hard
AACSB Standard: Application of knowledge

30. According to the authors, a body of skills that together comprise a toolkit for entrepreneurial action is called a(n) _____.
a. process
b. method
c. system
d. approach
Ans: B
Learning Objective: 2.3. Distinguish between entrepreneurship as a method and a process.
Cognitive Domain: Comprehension
Answer Location: Entrepreneurship Is More a Method Than a Process
Difficulty Level: Medium
AACSB Standard: Application of knowledge

31. Entrepreneurs who determine their goals and then look for the resources to enable them to reach their goals are using _____.
a. predictive logic
b. the expected approach
c. creation logic
d. the organic approach
Ans: A
Learning Objective: 2.1. Compare and contrast the prediction and creation approaches to entrepreneurship.
Cognitive Domain: Application
Answer Location: Two Main Perspectives on Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

32. What did Baekgaard and Miller do when they ordered the wrong size zippers for their handbags?
a. resold the zippers for a profit
b. returned the zippers for the correct size
c. absorbed the loss
d. designed a new bag that would work with the larger zipper
Ans: D
Learning Objective: 2.4. Illustrate the key components of The Practice of Entrepreneurship.
Cognitive Domain: Knowledge

Entrepreneurship The Practice and Mindset 1st edition Neck Test Bank

Answer Location: Using the Practice to Achieve Ongoing Success
Difficulty Level: Medium
AACSB Standard: Analytical thinking

33. What was Baekgaard and Miller's desired impact on the world?
a. to offer a line of expensive, high-end bags for women
b. create stylish, affordable bags for women
c. to make environmentally responsible bags for women
d. to become the most successful jewelry and clothing brand in the industry
Ans: B
Learning Objective: 2.4. Illustrate the key components of The Practice of Entrepreneurship.
Cognitive Domain: Knowledge
Answer Location: Using the Practice to Achieve Ongoing Success
Difficulty Level: Medium
AACSB Standard: Analytical thinking

34. Which of the following is a component of The Practice of Entrepreneurship?
a. create financial projections
b. take small action
c. write a business plan
d. get financing
Ans: B
Learning Objective: 2.4. Illustrate the key components of The Practice of Entrepreneurship.
Cognitive Domain: Knowledge
Answer Location: The Eight Components of The Practice of Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

35. When you ask yourself "What am I willing to lose? What am I truly willing to give up in terms of money, reputation, time, and opportunity cost?" you are practicing which component of The Practice of Entrepreneurship?
a. identifying your desired impact on the world
b. starting with the means at hand
c. describing the idea today
d. calculating affordable loss
Ans: D
Learning Objective: 2.4. Illustrate the key components of The Practice of Entrepreneurship.
Cognitive Domain: Knowledge
Answer Location: Using the Practice to Achieve Ongoing Success
Difficulty Level: Medium
AACSB Standard: Analytical thinking

Entrepreneurship The Practice and Mindset 1st edition Neck Test Bank

36. When you ask yourself "What do I know? Whom do I know?" you are practicing which component of The Practice of Entrepreneurship?
a. identifying your desired impact on the world
b. starting with the means at hand
c. describing the idea today
d. calculating affordable loss
Ans: B
Learning Objective: 2.4. Illustrate the key components of The Practice of Entrepreneurship.
Cognitive Domain: Knowledge
Answer Location: Using the Practice to Achieve Ongoing Success
Difficulty Level: Medium
AACSB Standard: Analytical thinking

37. When you ask yourself "Should I quit or keep going? What's my next step?" you are practicing which component of The Practice of Entrepreneurship?
a. reflecting and being honest with yourself
b. starting with the means at hand
c. describing the idea today
d. calculating affordable loss
Ans: A
Learning Objective: 2.4. Illustrate the key components of The Practice of Entrepreneurship.
Cognitive Domain: Knowledge
Answer Location: Using the Practice to Achieve Ongoing Success
Difficulty Level: Medium
AACSB Standard: Analytical thinking

38. Deliberate practice requires _____.
a. high levels of focus, attention, and concentration
b. avoiding possible weaknesses
c. working without goals
d. seeking perfection
Ans: A
Learning Objective: 2.5. Assess the role of deliberate practice in achieving mastery.
Cognitive Domain: Knowledge
Answer Location: The Concept of Deliberate Practice
Difficulty Level: Medium
AACSB Standard: Analytical thinking

39. Someone using creative logic might say _____.
a. we can predict the future and create the future
b. we can't predict the future but we can create the future
c. we can predict the future but not create the feature
d. we can neither predict nor create the future
Ans: B

Entrepreneurship The Practice and Mindset 1st edition Neck Test Bank

Learning Objective: 2.1. Compare and contrast the prediction and creation approaches to entrepreneurship.
Cognitive Domain: Analysis
Answer Location: Two Main Perspectives on Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

40. An entrepreneur using predictive logic is likely to _____.
a. avoid failure at all costs
b. iterate
c. take small actions
d. embrace and leverage failure
Ans: A
Learning Objective: 2.1. Compare and contrast the prediction and creation approaches to entrepreneurship.
Cognitive Domain: Application
Answer Location: Two Main Perspectives on Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

41. Your impact statement identifies your _____.
a. immediate means at hand
b. desired financial impact
c. desired impact on the competition
d. desired impact on the world
Ans: D
Learning Objective: 2.4. Illustrate the key components of The Practice of Entrepreneurship.
Cognitive Domain: Knowledge
Answer Location: The Eight Components of Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

42. Some of the benefits of deliberate practice are _____.
a. enhanced ability to store and retrieve information
b. the ability to discern the differences between relevant and irrelevant info
c. a deeper understanding of complex patterns
d. all of these
Ans: D
Learning Objective: 2.5. Assess the role of deliberate practice in achieving mastery.
Cognitive Domain: Knowledge
Answer Location: The Concept of Deliberate Practice
Difficulty Level: Medium
AACSB Standard: Analytical thinking

Entrepreneurship The Practice and Mindset 1st edition Neck Test Bank

43. When Barbara Baekgaard and Pat Miller began bringing their bags to market by selling their prototype bags at trunk shows, walking into gift shops to obtain orders, and requesting feedback from friends and family they were practicing _____.
a. the skill of play
b. calculating their affordable loss
c. taking small actions
d. reflecting and being honest with themselves
Ans: C
Learning Objective: 2.4. Illustrate the key components of The Practice of Entrepreneurship.
Cognitive Domain: Knowledge
Answer Location: Using the Practice to Achieve Ongoing Success
Difficulty Level: Medium
AACSB Standard: Analytical thinking

44. When Barbara Baekgaard and Pat Miller sent Barbara's daughter to school with different bags in order to test their designs on the student market, they were practicing _____.
a. the skill of play
b. networking and enrolling others in their journey
c. calculating their affordable loss
d. reflecting and being honest with themselves
Ans: B
Learning Objective: 2.4. Illustrate the key components of The Practice of Entrepreneurship.
Cognitive Domain: Knowledge
Answer Location: Using the Practice to Achieve Ongoing Success
Difficulty Level: Medium
AACSB Standard: Analytical thinking

45. When Jim Poss bought used kitchen trash compactors to tinker with and then tried some reverse engineering to test the feasibility of his solar-powered compactor, he was practicing the skill of _____.
a. experimentation
b. empathy
c. reflection
d. prediction
Ans: A
Learning Objective: 2.2. Create a portfolio of five skills essential to building a mindset for The Practice of Entrepreneurship.
Cognitive Domain: Application
Answer Location: The Skill of Reflection
Difficulty Level: Medium
AACSB Standard: Analytical thinking

Entrepreneurship The Practice and Mindset 1st edition Neck Test Bank

46. When Jim Poss pondered the feedback he received on the prototype of his solar-powered trash compactor and decided to incorporate the feedback into the next production run, he was practicing the skill of _____.
a. play
b. empathy
c. reflection
d. prediction
Ans: C
Learning Objective: 2.2. Create a portfolio of five skills essential to building a mindset for The Practice of Entrepreneurship.
Cognitive Domain: Application
Answer Location: The Skill of Reflection
Difficulty Level: Medium
AACSB Standard: Analytical thinking

47. The "Importance of Stupidity in Scientific Research" article argues that _____.
a. becoming more comfortable with "being stupid" will allow us to wade deeper into the unknown and make big discoveries
b. passion blindness and bumbling along are detrimental to scientific research
c. productivity is hampered when we don't have all the answers
d. deliberate practice is not necessary to improve performance
Ans: A
Learning Objective: 2.5. Assess the role of deliberate practice in achieving mastery.
Cognitive Domain: Knowledge
Answer Location: The Concept of Deliberate Practice
Difficulty Level: Medium
AACSB Standard: Analytical thinking

True/False

1. The text defines entrepreneurship as a path of starting and growing a venture using a linear, step-by-step process.
Ans: F
Learning Objective: 2.1. Compare and contrast the prediction and creation approaches to entrepreneurship.
Cognitive Domain: Comprehension
Answer Location: Two Main Perspectives on Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

2. The prediction and creation logics lead to opposing goals and outcomes.
Ans: F
Learning Objective: 2.1. Compare and contrast the prediction and creation approaches to entrepreneurship.
Cognitive Domain: Comprehension

Entrepreneurship The Practice and Mindset 1st edition Neck Test Bank

Answer Location: Two Main Perspectives on Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

3. Entrepreneurs who use the creation approach wait for extended periods of time to get what they need before taking action.
Ans: F
Learning Objective: 2.1. Compare and contrast the prediction and creation approaches to entrepreneurship.
Cognitive Domain: Comprehension
Answer Location: Two Main Perspectives on Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

4. Prediction is the dominant logic of large, established organizations.
Ans: T
Learning Objective: 2.1. Compare and contrast the prediction and creation approaches to entrepreneurship.
Cognitive Domain: Comprehension
Answer Location: Two Main Perspectives on Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

5. Small enterprises will almost always begin with creation.
Ans: T
Learning Objective: 2.1. Compare and contrast the prediction and creation approaches to entrepreneurship.
Cognitive Domain: Comprehension
Answer Location: Two Main Perspectives on Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

6. Research has determined that if entrepreneurs who have failed try again, they are far more likely to be successful in their second venture.
Ans: T
Learning Objective: 2.3. Distinguish between entrepreneurship as a method and a process.
Cognitive Domain: Knowledge
Answer Location: Entrepreneurship Is More a Method Than a Process
Difficulty Level: Medium
AACSB Standard: Analytical thinking

7. Research shows that most failures occur in the first two years of business.
Ans: T
Learning Objective: 2.3. Distinguish between entrepreneurship as a method and a process.

Entrepreneurship The Practice and Mindset 1st edition Neck Test Bank

Cognitive Domain: Knowledge
Answer Location: Entrepreneurship Is More a Method Than a Process
Difficulty Level: Medium
AACSB Standard: Analytical thinking

8. The Practice of Entrepreneurship provides a way for entrepreneurs to avoid uncertainty.
Ans: F
Learning Objective: 2.4. Illustrate the key components of The Practice of Entrepreneurship.
Cognitive Domain: Knowledge
Answer Location: The Practice of Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

9. Deciding you want to open an Indian restaurant and then researching your market, gathering information, and opening the restaurant is an example of the creation approach.
Ans: F
Learning Objective: 2.1. Compare and contrast the prediction and creation approaches to entrepreneurship.
Cognitive Domain: Application
Answer Location: Two Main Perspectives on Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

10. Experimentation can also be thought of as learning by doing
Ans: T
Learning Objective: 2.2. Create a portfolio of five skills essential to building a mindset for The Practice of Entrepreneurship.
Cognitive Domain: Application
Answer Location: The Skill of Experimentation
Difficulty Level: Medium
AACSB Standard: Analytical thinking

11. Among the most common mistakes entrepreneurs make is getting blindsided by passion in terms of being overly optimistic and confident in their skills and abilities.
Ans: T
Learning Objective: 2.5. Assess the role of deliberate practice in achieving mastery.
Cognitive Domain: Knowledge
Answer Location: The Concept of Deliberate Practice
Difficulty Level: Medium
AACSB Standard: Analytical thinking

12. Prediction works best in an unstable environment.
Ans: F

Entrepreneurship The Practice and Mindset 1st edition Neck Test Bank

Learning Objective: 2.1. Compare and contrast the prediction and creation approaches to entrepreneurship.
Cognitive Domain: Application
Answer Location: Two Main Perspectives on Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

13. According to the authors, everyone is an expert creator from birth because the only way we learned as a baby was by trial and error.
Ans: T
Learning Objective: 2.1. Compare and contrast the prediction and creation approaches to entrepreneurship.
Cognitive Domain: Comprehension
Answer Location: Two Main Perspectives on Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

14. Empathy allows you to connect with potential stakeholders in a more meaningful way, which could help to identify unmet needs, leading to the creation of new products and services.
Ans: T
Learning Objective: 2.2. Create a portfolio of five skills essential to building a mindset for The Practice of Entrepreneurship.
Cognitive Domain: Application
Answer Location: The Skill of Empathy
Difficulty Level: Medium
AACSB Standard: Analytical thinking

15. The creation approach allows entrepreneurs to determine their goals according to whatever resources they have at hand.
Ans: T
Learning Objective: 2.1. Compare and contrast the prediction and creation approaches to entrepreneurship.
Cognitive Domain: Comprehension
Answer Location: Two Main Perspectives on Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

16. The skill of creativity allows you to harness opportunities but not create opportunities.
Ans: F
Learning Objective: 2.2. Create a portfolio of five skills essential to building a mindset for The Practice of Entrepreneurship.
Cognitive Domain: Application
Answer Location: The Skill of Creativity
Difficulty Level: Medium

Entrepreneurship The Practice and Mindset 1st edition Neck Test Bank

AACSB Standard: Analytical thinking

17. The skill of creativity requires a high IQ.
Ans: F
Learning Objective: 2.2. Create a portfolio of five skills essential to building a mindset for The Practice of Entrepreneurship.
Cognitive Domain: Application
Answer Location: The Skill of Creativity
Difficulty Level: Medium
AACSB Standard: Analytical thinking

18. The skill of creativity allows you to harness opportunities but not create opportunities.
Ans: F
Learning Objective: 2.2. Create a portfolio of five skills essential to building a mindset for The Practice of Entrepreneurship.
Cognitive Domain: Application
Answer Location: The Skill of Creativity
Difficulty Level: Medium
AACSB Standard: Analytical thinking

19. Reflection can be considered an action.
Ans: T
Learning Objective: 2.2. Create a portfolio of five skills essential to building a mindset for The Practice of Entrepreneurship.
Cognitive Domain: Application
Answer Location: The Skill of Reflection
Difficulty Level: Medium
AACSB Standard: Analytical thinking

20. Entrepreneurship is more of a method than a process.
Ans: T
Learning Objective: 2.3. Distinguish between entrepreneurship as a method and a process.
Cognitive Domain: Knowledge
Answer Location: Entrepreneurship Is More a Method Than a Process
Difficulty Level: Medium
AACSB Standard: Analytical thinking

21. The process approach to entrepreneurship is based on planning and prediction.
Ans: T
Learning Objective: 2.3. Distinguish between entrepreneurship as a method and a process.
Cognitive Domain: Knowledge
Answer Location: Entrepreneurship Is More a Method Than a Process
Difficulty Level: Medium

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AACSB Standard: Analytical thinking

22. The process approach to entrepreneurship tends to work better for larger organizations and corporations than new ventures.
Ans: T
Learning Objective: 2.3. Distinguish between entrepreneurship as a method and a process.
Cognitive Domain: Knowledge
Answer Location: Entrepreneurship Is More a Method Than a Process
Difficulty Level: Medium
AACSB Standard: Analytical thinking

23. According to the authors, entrepreneurial ventures are essentially small versions of large corporations.
Ans: F
Learning Objective: 2.3. Distinguish between entrepreneurship as a method and a process.
Cognitive Domain: Knowledge
Answer Location: Entrepreneurship Is More a Method Than a Process
Difficulty Level: Medium
AACSB Standard: Analytical thinking

24. Entrepreneurship is often ill-defined, unstructured, messy, and complex.
Ans: T
Learning Objective: 2.3. Distinguish between entrepreneurship as a method and a process.
Cognitive Domain: Knowledge
Answer Location: Entrepreneurship Is More a Method Than a Process
Difficulty Level: Medium
AACSB Standard: Analytical thinking

25. The Practice of Entrepreneurship applies to novices and experts regardless of experience levels.
Ans: T
Learning Objective: 2.3. Distinguish between entrepreneurship as a method and a process.
Cognitive Domain: Knowledge
Answer Location: Entrepreneurship Is More a Method Than a Process
Difficulty Level: Medium
AACSB Standard: Analytical thinking

26. Entrepreneurship as a method consists of steps to complete, whereas entrepreneurship as a process involves phases of learning.
Ans: F
Learning Objective: 2.3. Distinguish between entrepreneurship as a method and a process.

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Cognitive Domain: Knowledge
Answer Location: Entrepreneurship Is More a Method Than a Process
Difficulty Level: Medium
AACSB Standard: Analytical thinking

27. Entrepreneurship as a method is creative, whereas entrepreneurship as a process is predictive.
Ans: T
Learning Objective: 2.3. Distinguish between entrepreneurship as a method and a process.
Cognitive Domain: Knowledge
Answer Location: Entrepreneurship Is More a Method Than a Process
Difficulty Level: Medium
AACSB Standard: Analytical thinking

28. Approaching entrepreneurship as a method is similar to following recipe directions.
Ans: F
Learning Objective: 2.3. Distinguish between entrepreneurship as a method and a process.
Cognitive Domain: Knowledge
Answer Location: Entrepreneurship Is More a Method Than a Process
Difficulty Level: Medium
AACSB Standard: Analytical thinking

29. The Practice of Entrepreneurship emphasizes planning over action.
Ans: F
Learning Objective: 2.3. Distinguish between entrepreneurship as a method and a process.
Cognitive Domain: Knowledge
Answer Location: Entrepreneurship Is More a Method Than a Process
Difficulty Level: Medium
AACSB Standard: Analytical thinking

30. The Practice of Entrepreneurship encourages entrepreneurs to act sooner, even when you don't know exactly what to do.
Ans: T
Learning Objective: 2.3. Distinguish between entrepreneurship as a method and a process.
Cognitive Domain: Knowledge
Answer Location: Entrepreneurship Is More a Method Than a Process
Difficulty Level: Medium
AACSB Standard: Analytical thinking

31. The practice of entrepreneurship is inclusive (i.e., it includes any organization at any stage of the business)
Ans: T

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Learning Objective: 2.3. Distinguish between entrepreneurship as a method and a process.
Cognitive Domain: Knowledge
Answer Location: Entrepreneurship Is More a Method Than a Process
Difficulty Level: Medium
AACSB Standard: Analytical thinking

32. Entrepreneurship is rarely about just money or profit.
Ans: T
Learning Objective: 2.4. Illustrate the key components of The Practice of Entrepreneurship.
Cognitive Domain: Knowledge
Answer Location: The Eight Components of Practicing Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

33. A higher sense of intuition is associated with entrepreneurs who have consistently used deliberate practice over a number of years.
Ans: T
Learning Objective: 2.5. Assess the role of deliberate practice in achieving mastery.
Cognitive Domain: Knowledge
Answer Location: The Concept of Deliberate Practice
Difficulty Level: Medium
AACSB Standard: Analytical thinking

34. Calculating affordable loss and taking small actions are both components of The Practice of Entrepreneurship.
Ans: T
Learning Objective: 2.4. Illustrate the key components of The Practice of Entrepreneurship.
Cognitive Domain: Knowledge
Answer Location: Using the Practice to Achieve Ongoing Success
Difficulty Level: Medium
AACSB Standard: Analytical thinking

35. Researchers found that medical students who used deliberate practice when studying were able to make more proficient use of their time, energy, and resources.
Ans: T
Learning Objective: 2.5. Assess the role of deliberate practice in achieving mastery.
Cognitive Domain: Knowledge
Answer Location: The Concept of Deliberate Practice
Difficulty Level: Medium
AACSB Standard: Analytical thinking

36. Expert entrepreneurs who engage in deliberate practice are generally more skilled at understanding the meaning of complex patterns.

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Ans: T
Learning Objective: 2.5. Assess the role of deliberate practice in achieving mastery.
Cognitive Domain: Knowledge
Answer Location: The Concept of Deliberate Practice
Difficulty Level: Medium
AACSB Standard: Analytical thinking

37. Reflection is the least important entrepreneurial skill.
Ans: F
Learning Objective: 2.2. Create a portfolio of five skills essential to building a mindset for The Practice of Entrepreneurship.
Cognitive Domain: Application
Answer Location: The Skill of Reflection
Difficulty Level: Medium
AACSB Standard: Analytical thinking

38. The Practice of Entrepreneurship is about competition rather than collaboration and co-creation.
Ans: F
Learning Objective: 2.4. Illustrate the key components of The Practice of Entrepreneurship.
Cognitive Domain: Knowledge
Answer Location: The Eight Components of Practicing Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

39. In the entrepreneurial context, risk is absolute.
Ans: F
Learning Objective: 2.4. Illustrate the key components of The Practice of Entrepreneurship.
Cognitive Domain: Knowledge
Answer Location: Using the Practice to Achieve Ongoing Success
Difficulty Level: Medium
AACSB Standard: Analytical thinking

Essay

1. Compare and contrast prediction and creation.
Ans: The two main perspectives on entrepreneurship are the predictive logic, the older and more traditional view; and the creation logic, which has been developed through recent advances in the field. Prediction is the opposite of creation. Whereas prediction thinking is used in situations of certainty, the creation view is used when the future is unpredictable. Prediction involves big planning, waiting until you get what you need, expected returns, linear process, optimization, avoiding failure at all costs, competition, and the knowable. Prediction believes to the extent we can predict the future, we can

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control it. Creation involves small actions, starting with what you have, acceptable loss, iteration, experimentation, embracing and levering failure, collaboration, and the unknowable. Creation believes to the extent we can create the future, we don't need to predict it.
Learning Objective: 2.1. Compare and contrast the prediction and creation approaches to entrepreneurship.
Cognitive Domain: Comprehension
Answer Location: Two Main Perspectives on Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

2. List and describe the five entrepreneurial skills essential for building an entrepreneurial mindset.
Ans:

- The skill of play frees the imagination, opens up minds to opportunities, and helps us be innovative as entrepreneurs.
- The skill of experimentation encourages us to take action, ask questions, validate assumptions, and take nothing for granted.
- The skill of empathy involves understanding the emotions, circumstances, intentions, thoughts, and needs of others.
- The skill of creativity requires a general openness to the world and relates to unleashing our creativity ability to create and find opportunities and solve problems.
- The skill of reflection helps us make sense of our experience practicing other skills and codify our learning from practice.

Learning Objective: 2.2. Create a portfolio of five skills essential to building a mindset for The Practice of Entrepreneurship.
Cognitive Domain: Application
Answer Location: The Five Skills Most Important to the Practice of Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

3. Discuss different types of reflection and explain how the skill of reflection relates to the other entrepreneurial skills.
Ans:

- Narrative reflection: describe what happened
- Emotional reflection: focus on how you felt and managed your emotions
- Perceptive reflection: focus on your perceptions and reactions as well as those of others
- Analytical reflection: think about the skills and knowledge you gained and if any of it relates to what you have heard before
- Critical reflection: consider the part you played, the approach you took, what else could have been done

The skill of reflection helps make sense of all of the other actions required of play, empathy, creativity, and experimentation. It helps codify our learning from practicing the four other skills. Taking the time out to reflect is also an action, and it can be the most

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important of all the five skills. Reflection makes us aware of feelings of discomfort, helps us to critically analyze our own feelings and the knowledge we possess, provides us with new perspectives, and allows us to evaluate outcomes and draw conclusions.
Learning Objective: 2.2. Create a portfolio of five skills essential to building a mindset for The Practice of Entrepreneurship.
Cognitive Domain: Application
Answer Location: The Skill of Reflection
Difficulty Level: Medium
AACSB Standard: Analytical thinking

4. Describe how you would use the traditional steps of the entrepreneurship process to start a new business.
Ans:
Step 1: Think of an idea
Step 2: Do market research
Step 3: Get some financial projections
Step 4: Find a partner/team
Step 5: Write a business plan
Step 6: Get financing
Step 7: Find space, build a prototype, and hire people
Step 8: Bring your product/service to market
Step 9: Manage the business
Step 10: Plan an exit
Learning Objective: 2.3. Distinguish between entrepreneurship as a method and a process.
Cognitive Domain: Application
Answer Location: Entrepreneurship Is More a Method Than a Process
Difficulty Level: Hard
AACSB Standard: Application of knowledge

5. Describe the benefits of the method approach.
Ans:

- It applies to novices and experts regardless of experience levels.
- It is inclusive; it includes any organization at any stage of business.
- It requires continuous practice with a focus on doing then learning.
- It is designed for an unpredictable environment.

Learning Objective: 2.3. Distinguish between entrepreneurship as a method and a process.
Cognitive Domain: Comprehension
Answer Location: Table 2.3: Assumptions Underlying the Practice of Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Application of knowledge

6. Describe the powerful assurances of the practice of entrepreneurship.
Ans:

- You will act sooner even when you don’t know exactly what to do.

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- For those things you can do, you will. For those things you cannot do, you will try.
- You will try more times because at the early stage, trying is a low cost option.
- You will fail sooner enabling better, higher-quality information to be included in future tries.
- You will likely begin experimenting with many new ideas simultaneously.

Learning Objective: 2.4. Illustrate the key components of the practice of entrepreneurship.
Cognitive Domain: Application
Answer Location: The Practice of Entrepreneurship
Difficulty Level: Hard
AACSB Standard: Group and individual behaviors

7. Develop your impact statement.
Ans:

- Include means at hand.
- Include your affordable loss.
- Include network and enrollment of others.

Learning Objective: 2.4. Illustrate the key components of the practice of entrepreneurship.
Cognitive Domain: Analysis
Answer Location: The Practice of Entrepreneurship
Difficulty Level: Hard
AACSB Standard: Group and individual behaviors

8. Describe the components of deliberate practice.
Ans:

- Requires high levels of focus, attention and concentration
- Strengthens performance by identifying weaknesses and improving them
- Is consistent and maintained for long periods of time
- Must be repeated to produce lasting results
- Requires continuous feedback on outcomes
- Involves self-observation and self-reflection after practice sessions are completed

Learning Objective: 2.5. Assess the role of deliberate practice in achieving mastery.
Cognitive Domain: Analysis
Answer Location: The Concept of Deliberate Practice
Difficulty Level: Hard
AACSB Standard: Analytical thinking

9. Identify your strengths and weaknesses within the deliberate practice. How would you improve in the areas of weaknesses?
Ans: Deliberate practices requires the following:

- Requires high levels of focus, attention and concentration
- Strengthens performance by identifying weaknesses and improving them
- Is consistent and maintained for long periods of time

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- Must be repeated to product lasting results
- Requires continuous feedback on outcomes
- Involves self-observation and self-reflection after practice sessions are completed

Learning Objective: 2.5. Assess the role of deliberate practice in achieving mastery.
Cognitive Domain: Application
Answer Location: The Concept of Deliberate Practice
Difficulty Level: Hard
AACSB Standard: Analytical thinking

10. List the eight key components of The Practice of Entrepreneurship.
Ans: The Practice of Entrepreneurship is designed so entrepreneurs can embrace and confront uncertainty rather than avoid it. The eight components include the following: identify your desired impact on the world; start with means at hand; describe the idea today; calculate affordable loss; take small action; network and enroll others in your journey; build on what you learn; and reflect and be honest with yourself.
Learning Objective: 2.4. Illustrate the key components of The Practice of Entrepreneurship.
Cognitive Domain: Knowledge
Answer Location: The Eight Components of The Practice of Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

11. Assess the role of deliberate practice in achieving mastery.
Ans: Practice doesn't make perfect; rather, deliberate practice makes perfect. Starting with specific goals, deliberate practice involves consistent, targeted efforts for improvement. Feedback and self-reflection are necessary for meaningful improvement, and repetition is required to achieve lasting results.
Learning Objective: 2.5. Assess the role of deliberate practice in achieving mastery.
Cognitive Domain: Knowledge
Answer Location: The Concept of Deliberate Practice
Difficulty Level: Medium
AACSB Standard: Analytical thinking

12. Explain how your impact statement relates to other components of The Practice of Entrepreneurship.
Ans: To be successful at creating and building a new business, a new strategy, a new product, or anything radically new requires desire—you have to have a strong feeling to achieve something larger than yourself. Rarely is entrepreneurship about the money or the profit. Granted, fast-growth companies are primarily concerned with wealth creation, but the general reasons for why people start businesses go much deeper. Some pursue what they love, others value their autonomy and ability to control their work experience, and others have a strong desire to bring something new to market. The profit motive is simply not sustainable in the long run because entrepreneurship is hard work and requires satisfaction and desire that is derived from deep within. Your impact statement is what drives you to practice the other components (e.g., calculating your affordable

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loss, taking small actions, etc.). It is only your impact statement that determines whether or not you continue with your idea. Quit only if you no longer have the desire inherent in your impact statement.
Learning Objective: 2.4. Illustrate the key components of The Practice of Entrepreneurship.
Cognitive Domain: Knowledge
Answer Location: The Eight Components of Entrepreneurship
Difficulty Level: Medium
AACSB Standard: Analytical thinking

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