

# Step Academy official

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| STUDENT NAME |            |
| PAPER CODE   | 84466      |
| TIME ALLOWED | 40         |
| Paper Date   | 20-02-2026 |



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|-------------|------------------------|
| CLASS       | New 1st Year (FSC/ICS) |
| SUBJECT     | Computer               |
| TOTAL MARKS | 25                     |
| Paper Type  |                        |

## Q1. Choose the correct answer.

5X1=5

1. The primary goal of entrepreneurship is:

(A) To create new technologies (B) To solve problems and create value (C) To manage finances (D) To compete with large corporations

2. A principle of Design Thinking is:

(A) Focusing on profits (B) Human-centered approach (C) Minimizing risks (D) Emphasizing short-term

3. The purpose of collecting market insights is:

(A) To set product prices (B) To understand customer needs and market trends (C) To calculate taxes (D) To manage inventory

4. A successful business pitch should be:

(A) Long and detailed (B) Clear and persuasive (C) Focused on personal achievements (D) Directed only at investors

5. A key component of effective marketing is:

(A) High pricing (B) Strong brand identity (C) Random advertising (D) Reducing production costs

## Q2. Write short answers of the following questions.

5X2=10

1 . What is the purpose of the financial plan in a business plan?

2 . What kind of work can you do simultaneously using collaborative tools in a business plan?

3 . Give one example of qualitative research.

4 . What is a customer survey?

5 . What is storytelling?

## Q3. Write detailed answers of the following questions.

2X5=10

1 . Explain the process of creating a business plan, and why each step is critical to the success of a new business.

2 . Discuss the role of communication and storytelling in building a brand and connecting with customers.