



**INDIAN SCHOOL SOHAR**  
**UNIT TEST**  
**ENTREPRENEURSHIP**

Date: 24.05.2015  
Class: XI-C

Max Marks: 50  
Time: 2 Hours

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**Instructions**

1. Answers to questions carrying 1 mark may be from one word to one sentence
2. Answers to questions carrying 3 marks may be from 50 to 75 words
3. Answers to questions carrying 4 marks may be about 150 words
4. Answers to questions carrying 6 marks may be about 200 words
5. Attempt all parts of a question together.

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1. Define Business. (1)
  2. Define entrepreneurship. (1)
  3. What is marketing? (1)
  4. Why an entrepreneur is considered as a risk taker? (1)
  5. Explain the concept of entrepreneurship. (3)
  6. Differentiate between entrepreneur v/s entrepreneurship. (3)
  7. Give two definitions of an entrepreneur. (3)
  8. Entrepreneur is a person who... explain? (3)
  9. Explain the need for entrepreneurship. (4)
  10. Discuss different management functions. (4)
  11. Innovation is the hallmark of entrepreneurship.  
Why is "innovation" referred as the basic function of an entrepreneur? (4)
  12. Discuss different commercial functions of an entrepreneur? (4)
  13. Prepare a detailed questionnaire for conducting an interview with an entrepreneur. (6)
  14. Draw the chart of different functions of entrepreneur .Explain promotional functions and entrepreneurial functions. (6)
  15. Case study (6)

If you get a chance to start a business in school, what kind of business you will start?  
Give business name, explain its products attributes, organize the business, prepare a Blue print of business plan.

Or

Kamala has been facing hair loss problem and she searched a lot for a solution. She came to know that Ayurveda has many medicines to cure this problem. She started working on it, and finally launched a new product called 'Lavanya hair oil'. Which is purely Ayurvedic

Do you think she is an innovator? Justify your answer. Discuss about her competitors and give some suggestions to improve her business

\*\*\*ALL THE BEST\*\*\*

