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**INDIAN SCHOOL SOHAR
FINAL EXAMINATION
ENTREPRENEURSHIP**

Date: -28/02/2016

STD: - XI

Marks: - 70

Time: - 3hrs

General Instructions:-

- (i) Answers to questions carrying 1 mark, should not exceed 15 words.
- (ii) Answers to questions carrying 2marks should not exceed 50 words.
- (iii) Answers to questions carrying 3marks should not exceed 75 words.
- (iv) Answer to questions carrying 4 marks should not exceed 150 words.
- (v) Answers to questions carrying 6marks should not exceed 250 words.

1. What do you understand by Mentorship? 1
2. What is the role of intuition in generating ideas? 1
3. “They work well in ambitious and unfamiliar environments.” This applies to which entrepreneurs? 1
4. Are the vegetable vendor & newspaper distributor Entrepreneurs? Why? 1
5. Define Business Incubation. 1
6. “Entrepreneurs make our economy stronger.” How do entrepreneurs make an economy strong? 2
7. “The key to success in business is only inheritance” Do you agree? Give reasons. 2
8. Rahul, an owner of a huge departmental store, charges exorbitantly due to no competition around the market. He finds nothing wrong as the main goal of business is to earn ‘profit’. Discuss any four marketing values which you find are lacking in him as a rational business man. 2
9. ‘Innovation is the hallmark of entrepreneurship’. Explain why is ‘Innovation’ referred as the basic function of an entrepreneur? 2
10. Describe the importance of evaluating ideas. 2
11. The following information relates to a company, which produces a single product

Direct labour per unit	₹ 22
Direct materials per unit	₹ 12
Variable overheads per unit	₹ 6
Fixed costs	₹ 4,00,000
Selling price per unit	₹ 60

Use the figures above to show the minimum number of units that must be sold for the company to break even. 3

12. Mekhna wants to start a textile unit near Gurgaon. Discuss the commercial functions which she will require to plan and perform for the same. 3

13. A young village boy, who wanted to clear the I.A.S. examination, could not succeed because he got stuck at the interview level. He opened an institute for aspiring youngsters. What started as a single teacher coaching center grew into a big education institute that provides tutorials to wide range of courses. The young man, who could not achieve his dream of becoming a civil servant, has become an entrepreneur in the field of education.

a) Name the entrepreneurial value that is associated with this case study?

b) Explain the same. 3

14. “Although there is no singular process to manage the execution of a business plan , there are basic processes and fundamentals to be followed.” Enlist them. 3

15. Muhammad Yunus, the founder of the Grameen Bank and winner of the 2006 Nobel Peace Prize, found a solution to the plight of poor Bangladeshis who are unable to acquire funds to start their own business – microcredit. He lent \$27 of his personal funds to a group of poor women, who quickly started a sewing business that was able to generate enough income to help them pay back the loan, and more importantly, to rise above poverty. Thus the idea of the Grameen Bank was born. According to Martin & Osberg, “Grameen Bank sustained itself by charging interest on its loans and then recycling the capital to help other women.” Having thus proven microcredit to be a sustainable method of combating global poverty, Yunus continues to inspire organizations worldwide to adopt the Grameen model to combat poverty in their own communities. Like the Grameen model, there have been instances of various self-help groups in India, which foster various models of sustainability.

a) Identify the type of entrepreneurship mentioned in the case .

b) Explain the concept with examples. 3

16. Eastman Kodak, in its film business, has been worrying about the growing competition from Fuji — the Japanese film maker. But in reality, Kodak faced a much greater threat from the recent invention of the "filmless camera" sold by Canon and Sony, which takes video still pictures to be shown on a TV receiver. What greater threat is there to a film business than a filmless camera! Identify and explain the market environment element mentioned here. 3

17. Define cottage industry. Describe its main features. 3
18. Himalaya, which was initially confined to Indian market, wanted to expand their business to international market. How can they enter into a foreign market? 4
19. Shivi, a dropout from 10thstd is forced by her mother to start working as a domestic help. Shiva agrees on the condition to do only 'cooking' in 2-3 houses. One family turns out to be Punjabi, other Gujrat and the third one is Rajasthani. She cooked their kind of food for an year and to everyone's surprise, she expressed her desire to open up a small eating joint of her own. All alone, determined, she finally opens "Apna Bhoj", a small eating joint with her savings and it became a hot spot because of the fusion food platter being offered.
- Do you think Shivi is an entrepreneur?
 - Give reasons for your answers. 4
20. The Japanese have always loved fresh fish. But the waters close to Japan have not held many fish for decades. So to feed the Japanese population, fishing boats got bigger and went farther than ever. The farther the fishermen went, the longer it took to bring in the fish. If the return trip took more than a few days, the fish were not fresh. The Japanese did not like the taste. To solve this problem, fishing companies installed freezers on their boats. They would catch the fish and freeze them at sea. Freezers allowed the boats to go farther and stay longer. However, the Japanese could taste the difference between fresh and frozen and they did not like frozen fish. The frozen fish brought a lower price. So, fishing companies installed fish tanks. They would catch the fish and store them in the tanks. After a little thrashing around, the fish stopped moving. They were tired and dull, but alive. Unfortunately, the Japanese could still taste the difference.
- Identify the entrepreneurship concept mentioned here
 - Suggest some measures to tackle this situation. 4
21. Define tax. Explain different types of taxes? 4
22. Calculate cash flow from operating activities of Vishal Ltd. from the following information.

	₹
a) Cash received from Debtors	45000
b) Cash sales	60000
c) Cash paid to creditors	30000
d) Cash purchases	25000

e) Salaries paid	12000	
f) Commission received	10000	
g) Rent paid	5000	
h) Administrative expenses paid	4000	
i) Insurance claim for loss of stock	50000	
j) Income tax paid	13000	
k) Tax refund received	2000	6

23. Anjali Ltd. had decided to expand its production capacity by modernizing its plant and machinery at an estimated cost of ₹ 2 crores. The company doesn't have enough reserves to finance modernization. Suggest any 3 sources to the company from where they can raise finance. 6

24. Dairy foods Ltd. Has been well known for its products through India. They started manufacturing Biscuits and chocolates in the year 1995 and slowly built their brand. The company occupied the top position in terms of sales and it increased its production range also. By 2010 the competition was very tight, and it started losing their market. In their annual general meeting wherein the board of directors has suggested some strategies to regain the market share

- Identify the problem which the company is facing now.
- Which are the different strategies they can adopt to regain their market share? 6