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**INDIAN SCHOOL SOHAR
SECOND TERM EXAM
ENTREPRENEURSHIP**

Date: - 20/11/2016

STD: - XI

Marks: - 70

Time: - 3hrs

General Instructions:-

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

1. What do you mean by staffing? 1
2. When you sell your product and the buyer does not pay your money immediately.
It is known as? 1
3. What is cloud computing? 1
4. Define social entrepreneurship. 1
5. Give full form of
 - a) SIDBI
 - b) MSME 1
6. What are the variables that should be studied by the entrepreneur before selecting a mode of transferring goods? 2
7. Kartar wants to start a business after completing his studies. However, he does not have any business idea. He thinks that a great idea related to a business venture will appear out of nowhere.is Kartar justified in his thinking? Discuss. State any two other misconceptions related to a business idea. 2
8. Karuna has just completed her internship from a prestigious fashion institute of Switzerland. She now plans to open a boutique in Mumbai. Her friends advise her that before starting a new business she should first assess the market potential. Identify and explain the objectives of the tool. 2
9. Write a short note on controlling as a managerial function. 2
10. Many problems are bound to come in the path of progress. Ratan Tata shifted the manufacturing plant of Nano cars from Singur to Sanand due to unforeseen complexities.
Identify and explain the type of competency is shown here. 2
11. Differentiate between “feasibility study and business plan. 3

12. Sneha purchased a book from Sangam Book Stores. While reading the book she found that twenty pages were missing .She informed about this discrepancy to the owner of the store, who assured Sneha that he is willing to replace the book, if the publisher replaces the same. After a week, the owner informed that the publisher has refused to replaces the book.
- a) Is the publisher’s behavior ethical?
 - b) What values are being overlooked by the publisher? 3
13. Samir has decided to open a new business of supplying sports equipments to sports authority of India. He decided to charge least possible price for his products and to source them from small scale units. He tried to urge Sudhakar to join his business. Before giving a final answer, Sudhakar wants to know about the business. Which part of business plan should Sudhakar look into? 3
14. In market penetration strategy an enterprise attempts to increase the sale of its current products in the current markets by adopting certain approaches. Explain the various approaches briefly. 3
15. Starting a venture is not an easy task. A series of activities needs to be planned and undertaken to create an enterprise. Discuss them briefly. 3
16. ‘Pack &Go’ is a leading bag manufacturer company of India. It recently launched a new range of bags for school going children with a bottle holder and a detachable compass. Which element of marketing mix are they focusing on? State and explain that element? 3
17. Distinguish between e-commerce and e-business. 3
18. What activities are performed by tertiary industry? Also list out the functions performed by them to remove the hindrances in the production and distribution of goods and services. 4
19. Market survey is a process comprising of a series of steps. Explain those steps. 4
20. Explain any two entrepreneur personality traits on the basis of their quality, skills, resources and traits. 4
21. What is risk? Explain various internal and external factors which lead to business risk . 4
22. Mamta’s husband was running a poultry farm successfully. After his sudden death, Mamta decided to run the above business herself. Her family members instead of encouraging her, started to raise objections to her decision, the most common being that as a woman, that business is not suitable for her.
- a) Identify and explain the business barrier being discussed above.
 - b) Explain other barriers of that particular category. 6

23. What do you mean by price mix? Explain the importance and objectives of a good pricing mechanism.

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24. From the following information prepare a cash register.

- a) Ms. Neethu commenced business with ₹ 5,00,000
- b) Bought furniture worth 2,00,000 and paid freight of ₹ 5,600
- c) Sold to Neethu by Mr. Martin for cash
 - 5 color TV @ ₹ 10,000 each
 - 5 LED @ ₹ 18,000 each
- d) Sold to Ms. Nehal for cash : 2 color TV @ ₹ 20,000 each
- e) Returned 1 LED TV to Mr. Martin as it was defective
- f) Received commission ₹ 3000
- g) Paid 3 months rent ₹ 2000
- h) Paid salary to Mohan ₹ 2000
- i) Sold to Neeraja for cash
 - 3 color TV for ₹ 20,000
 - 3 LED of 18,000 each for ₹ 25,000
- j) Paid electricity bill of ₹ 800
- k) Paid income tax ₹ 3,000 and sales tax of ₹ 2000

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