



INDIAN SCHOOL SOHAR
SECOND TERM EXAM 2017-2018
SUBJECT:ENTREPRENEURSHIP

Printed page: 4

Date: 21 /11/2017

Marks: 70

STD: XI

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) Answers to questions carrying 4 marks each should not exceed 150 words.
- (v) Answers to questions carrying 6marks each should not exceed 250 words.

1. It is the process by which an entrepreneur imaginatively directs or guides and influences the work of others in choosing and attaining specified goals by mediating between the individual and organization in such a manner that both will get maximum satisfaction. Identify it. 1
2. Information plays a very crucial role at every stage of enterprise building. Give two sources from which entrepreneurs may get the desired information. 1
3. The key to success of a business is one and only? Name it. 1
4. Name any two institutions involved in entrepreneurship development programme. 1
5. Name the statement that enables us to determine the profit over a period of time. 1
6. The term “entrepreneur” is often used interchangeably with “entrepreneurship” But, conceptually, they are different, yet they are like the two sides of a coin. Both the terms are co-related. Explain how both the terms are different from each other. 2
7. Define ‘Business Ethics’. 2
8. A business plan serves many purposes. State any two purposes. 2
9. Explain Business Incubation. 2
10. Price of a product revolves around two important components. Name it. 2
11. It refers to the exchanges of ideas, feeling, emotions, knowledge and information between two or more persons.
 - a. Identify the function.
 - b. Explain the other two steps taken in this function. 3
12. Explain the important steps in idea evaluation in researching a venture’s feasibility. 3
13. Differentiate between an entrepreneur and an employee. 3
14. Discuss the forms available to an entrepreneur to go in for integrative expansion along with example. 3

15. If an entrepreneur wants to enter into international market, what are the different approaches he can take in order to enter foreign market? 3

16. Sapna runs a sandwiches stall outside a shopping mall. Following information given below is regarding the cost and revenue.

Capacity	200 sandwiches per day
Demand	150 sandwiches per day
Unit price	₹ 35 per sandwiches
Ingredients and material requirement per sandwiches	₹ 15 per sandwiches
Rent	₹ 2000
Salary	₹ 2400
Other fixed overhead expenses	₹ 1600
Electricity	₹ 500

- Calculate Total Fixed Cost. Calculate Break Even Point (in units) per month
- Calculate new Break Even Point (in units) & (in sales) if fixed overhead expenses increased by ₹ 100.
- Show $TR=TC$ Concept. 3

17. Mahesh runs his own bakery shop. He is well trusted by his customers. With changing times, he has also changed his way of business, by introducing new variety of cakes and baked items, diversifying in eggless cakes. He loves his business and is always the first to arrive and the last to leave. He had also ventured into the business of making cookies, but after sustaining a loss of ₹ 10 lakh, he closed that business. But he did not dwell on that loss much, and was soon initiating into other ventures. Quoting lines from the passage

- Identify the various attitudes possessed by Mahesh.
- State any one value exhibited by Mahesh. 3

18. With the change in government at the centre, Mr. Narendra Modi, the Prime Minister of India, introduced several new incentives for entrepreneurs including the implementation of GST (Goods and Service Tax), saying that entrepreneurship is the need of the hour.

- Is Mr. Modi's contention right? Justify your answer.
- What value is exhibited by Mr. Modi by giving such incentives to entrepreneurs? 4

19. Briefly discuss the following types of entrepreneurs.

- a. Collaborators
- b. Diplomats
- c. Authoritarians
- d. Trailblazers.

4

20. Lijjat was the brain child of seven Gujarati women from Bombay (now Mumbai). The women lived in Lohana Niwas, a group of five buildings in Girgaum. They wanted to start a venture to create a sustainable livelihood using the only skill they had. The women borrowed ₹ 80 from Chhaganlal Karamsi Parekh, a member of the Servants of India Society and a social worker. They took over papad making venture which was running in loss owned by Laxmidas Bhai, and bought the necessary ingredients and the basic infrastructure required to manufacture papads. On March 15, 1959, they gathered on the terrace of their building and started with the production of 4 packets of Papads. They started selling the papads to a known merchant in Bhuleshwar. From the beginning, the women had decided that they would not approach anyone for donations or help, even if the organization incurred losses as they knew that it is difficult to get financial help because of the attitude of lenders towards women. Lijjat expanded as a cooperative system. Initially, even younger girls could join, but later eighteen was fixed as the minimum age of entry as the girls need to be educated. Within three months there were about 25 women making papads. Soon the women bought some equipment for the business, like utensils, cupboards, stoves, etc. In the first year, the organization's annual sales were ₹ 6196. The broken papads were distributed among neighbours. During the first year, the women had to stop production for four months during the rainy season as the rains would prevent the drying of the papads. The next year, they solved the problem by buying a cot and a stove. The papads were kept on the cot and the stove below the cot so that the process of drying could take place in spite of the rains. The group got considerable publicity through word of mouth and articles in vernacular newspapers.

- a. From the above given details, identify the type of entrepreneur.
- b. Explain the other barriers to entrepreneurship.

4

21. Price and sales volume together decide the revenue of any business. As the sales volume in itself is dependent on price, pricing really becomes the key revenue of the business.

- a. Explain the importance of pricing from the above statement.

4

22. Vishakha runs an export unit, which exports handicrafts to the gulf countries. With the gulf countries imposing quota restrictions on the Indian Government the relationship between these Countries has become strained so much that the Indian Government has stopped trade with these countries.
- Which factors is responsible for the risk faced by Vishakha?
 - Identify the value violated by the government of gulf countries.
 - Explain the other factors that inhibit the growth of entrepreneurship. 6
23. Mr. Himanshu Bhalla is the owner of Anupam Coffee Plantations in Darjeeling. He uses organic methods of agriculture.
- To which category of entrepreneurs does he belongs?
 - Identify any one value communicated by him.
 - Explain other type of business entrepreneur. 6
24. Anshu Private Limited just commenced with the business of Blue pottery. Explain the auxiliaries required for the smooth functioning of their newly set enterprise. 6