



INDIAN SCHOOL SOHAR
PRE-FINAL 2017-2018
ENTREPRENEURSHIP (066)

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Date: 08/02/2018

Marks: 70

STD: XI

Time: 3hrs

General Instructions:-

- (i) All questions are compulsory.
- (ii) Questions 1 to 5 are Very Short Answer Type carrying 1 mark each.
- (iii) Questions 6 to 10 are Short Answer Type questions carrying 2 marks each.
- (iv) Questions 11 to 17 are Long Answer-I Type questions carrying 3 marks each.
- (v) Questions 18 to 21 are Long Answer-II Type questions carrying 4 marks each.
- (vi) Questions 22 to 24 are Essay Answer Type questions carrying 6 marks each.

1. In this industry, a product passes through various processes to become a final product. Identify this type of manufacturing industry. 1
2. Define E-business? 1
3. Rajan is planning to start a business manufacturing stapler pins. Advise him regarding the basic resources which are needed by all the organizations. 1
4. A proposed business plan consists of many elements. State any two of them. 1
5. Unit of sale is different for different business. Keeping this in mind, give the unit of sale for the following business.
 - a. Real estate developer.
 - b. Baker. 1
6. "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". Define which type of competency is shown here? 2
7. It defines the legal and corporate structure of the business, it also includes professional background information about the founders and what skills they can contribute to the business.
 - a. Name the type of feasibility study mentioned.
 - b. Define any other type of feasibility study. 2
8. Differentiate between competitors and suppliers as primary forces of market. 2
9. As Priya's children had grown up, she exchanged their old clothes with steel utensils. She also donated some of their clothes to an orphanage.
 - a. Which form of exchange has Priya indulged in?
 - b. What value is being exhibited by her? 2
10. Anjali Limited 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 two sources to the company from where they can raise finance. 2

11. Explain briefly the following myths relating to entrepreneurship.
- Most enterprises are financially successful.
 - It takes a lot of money to finance a new business. 3
12. Identify the types of entrepreneurs based on C. Danhof classification from the following information:
- Walt Disney who started huge theme parks such as the Disney Land is aggressive in nature and exhibited cleverness in putting attractive possibilities into practice.
 - The local mobile companies using the same technology as big companies to manufacture their products.
 - They resist changes. They may be termed as laggards. 3
13. There are many misconceptions related to a business idea. Explain any three such misconceptions and the realities behind such misconceptions.
14. Define Business Intelligence. 3
15. The advertising campaign for Onida Television will remain in the history of Indian advertising as a brilliant piece of creative work. It challenged the unwritten advertising rule that advertisement had to be pleasing.
- Identify and explain other two tools in this concept. 3
16. Mohan, who manufactures a toy car using non-toxic components, wants to compute his break-even point. His fixed expenses in the form of rent, depreciation and salaries of administrative staff amount to ₹ 25000 per month. He sells the car for ₹ 200 and his variable cost per car is ₹ 150.
- Find his break-even point.
 - Also identify the value communicated by Mohan. 3
17. These resources are neither felt nor seen, far from being touched or preserved but helps immensely in providing a strong foothold to enterprise. It is a resource which enables a business to continue to earn a profit that is in excess of the normal basic rate of profit earned by other business of similar type.
- Identify the Business resource mobilization concept.
 - Name and explain any other two types of Business resources. 3

18. Mansukhbhai Prajapati remoulded his family's struggling pottery business to produce the Mitticool range of ingenious earthenware, including a fridge that works without electricity. Originally from Morbi village in Rajkot, South Gujarat, Prajapati, a tenth standard dropout, began working at a tea-stall after his father discouraged him from entering the family's pottery business as the income was negligible. Later, he became a supervisor at a roof-tile manufacturing company and eventually, in 1989, returned to his passion for pottery by producing tavdi or tawa (Frying pan) from clay. It was this abiding interest in innovation that led him to develop the Mitticool water filter, way back in 1997. A lot of rigorous experimentation went into his work on the Mitticool refrigerator, which he launched in 2002. The special terracotta clay used is baked at 1,200 degree Celsius to harden it. Like any clay pot used to cool water, the fridge too works by keeping the inside temperature 10 degrees lower than the outside. The natural cooling process keeps vegetables and fruits fresh for up to five days, and milk products for up to three days. Measuring 27 inches high and 15 inches wide, the fridge costs between ₹ 3000 to ₹ 3500. As it works without electricity, it is especially useful in villages that experience frequent power cuts. The entrepreneurial values and attitudes provide the necessary backdrop for acquiring the sense of enterprise. It is however necessary that a budding entrepreneur should have the necessary competencies so that he/she can venture into an enterprise. What are the competencies possessed by Mr. Mansukhbhai Prajapati to venture into this business? 4
19. Difference between feasibility study and business plan . 4
20. Discuss the role of entrepreneurs as innovators and problem solvers. 4
21. The macro-environment forces refer to all forces that are part of the larger society and are the "uncontrollable" to which companies adapt through setting the "controllable" factors. In the light of the above statement, discuss the macro environment force that governs the market. 4
22. Debt financing is a financing method involved raising finance for an enterprise. Explain 6
23. Prem is planning to start a three-star hotel in the city of Jaipur. For this, he needs to mobilize various resources. He has also decided that he will fulfill the electricity requirements of his hotel by installing solar panels.
- a. Give him the step-by-step process to mobilize resources.
 - b. Identify the value being communicated by prem. 6
24. Calculate cash flow from operating activities of Anil Ltd. from the following information.

	(₹)
Cash received from Debtors	45,000
Cash sales	60,000
Cash paid to creditors	30,000
Cash purchases	25,000
Salaries paid	12,000
Commission received	1,000
Rent paid	5,000
Administrative Expenses paid	4,000
Insurance claim for loss of stock	50,000
Income Tax paid	13,000
Tax Refund received	2,000

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