



**INDIAN SCHOOL SOHAR**  
**FINAL EXAMINATION 2017-2018**  
**ENTREPRENEURSHIP (066)**

No. of printed pages: 4

**Date: 22/02/2018**  
**STD: XI**

**Marks: 70**  
**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. 'These are those entrepreneurs who refuse to embrace opportunities that come their way. They are generally traditional and conventional in their approach'. Identify the type of entrepreneur. 1
2. "The Gujarat earthquake caused irreparable damage not only to the business enterprises but also adversely affected the whole economy of the state". Name the risk factor involved in it. 1
3. Ram before starting his venture of Ice-Cream producing unit evaluated various business ideas. He knew that many ideas may not be very good but he approached and analyzed all ideas.
  - a. Identify the Misconception referred in above Para. 1
4. As per market expansion grid, which strategy is followed when new products are introduced in current markets? 1
5. Define the term Business Resources. 1
6. Reema lives in a village and had always wanted to start a new business. She believed that starting a new business is very easy but was reluctant to start a new enterprise as she was told by her friends that bank do not provide loans for new business enterprise. Name the two myths that Reema perceives in his thought. 2
7. At 20, he and his friend started a company in a garage on April 1, 1976. Later that year, the duo debuted the Apple I at the Homebrew Computer Club in Palo Alto, California. A local store offered to buy 50 machines and to finance the production, the duo had to sell their most expensive possessions. Jobs sold his Volkswagen van while Wozniak sold his Hewlett-Packard scientific calculator. Jobs named their company- Apple in memory of a happy summer he spent as an orchard worker in Oregon.

Steve Jobs, the brain behind Apple and I-Pod, is known to value quality in all the products introduced by the company.

- a. Identify and explain the competency of Jobs that gave a great entrepreneur to the world. 2
8. Financial decision making requires great caution and wisdom on the part of the entrepreneur to take two financial decisions. Identify those decisions. 2
9. Identify and explain the type of industries from the following:
  - a. Separating or refining crude oil into kerosene, petrol, diesel, gasoline, lubricating oil etc.
  - b. It combines various ingredients into a new product. 2
10. An entrepreneur can avail seed capital from different sources. Name those sources. 2
11. Explain any three managerial functions of an entrepreneur. 3
12. Identify the Maslow's hierarchy needs highlighted in the following statements.
  - a. Employees form informal groups to satisfy this need.
  - b. An employee needs challenging jobs to satisfy this particular need.
  - c. High status and prestige in the society help to satisfy this need. 3
13. Anwar wanted to start a business dealing in solar equipments. He seeks the help of his uncle Mr. Subin, who is a successful entrepreneur. Mr. Subin agrees to help him in his venture.
  - a. What role is played by Mr. Subin?
  - b. Identify the value communicated by Anwar by his choice of business.
  - c. Explain two benefits for the organization. 3
14. Explain Smart Mobility, Information collection and Cloud computing. 3
15. Hima opens a grocery store. To advertise his shop in the local market she announces free coupons worth ₹ 100 and ₹ 200 on a purchase of goods ₹ 1000 and above. Which element of promotion mix is being used by Hima? Explain it with two more relevant examples. 3
16. Distinguish between 'Expenses' and 'Expenditure'. 3
17. The following information relates to a company, which produces a Plastic Bottles.

Direct labour per unit	₹ 10
Direct materials per unit	₹ 25
Variable overheads per unit	₹ 5
Fixed costs	₹ 30,000

  

Selling price per unit	₹ 100
------------------------	-------

Calculate:

- i. Variable cost per unit.
  - ii. The minimum number of units that must be sold for the company to break-even.
  - iii. Show break-even in terms of rupees. 3
18. Explain the following terms related to business ethics.
- a. Corporate governance.
  - b. Insider trading
  - c. Corporate social responsibility
  - d. Fiduciary responsibility. 4
19. The assessment of fixed capital requirement for a business can be made by preparing a list of fixed assets required. At the same time, an entrepreneur should keep in mind the factors too. Explain any four such factors. 4
20. Modern concept of market has been defined by Peter Drucker as “The purpose of business is to create customer and customers do not have geographical boundaries”. Explain the features of this concept of market can be inferred on the basis of the above definition? 4
21. ‘Kamna’ is a SSI engaged in the manufacturing of handloom sarees. 60% of the share capital of this unit is jointly owned by Sumitra and her daughter Kamayani.
- a. What form of concessions is the above unit entitled to?
  - b. Explain the role of Micro and Small Enterprise in Indian Economy. 4
22. It is an organization designed to accelerate the growth and success of entrepreneurial companies through an array of business support resources and services like providing physical space, capital, coaching, common services, and networking connections. Identify the concept discussed in the above Para. How does this concept help the entrepreneurs? 6
23. Explain the steps involved in marketing research process. 6
24. From the following information prepare a cash register:
- a. Ms. Fiya commenced business with ₹ 5,00,000
  - b. Bought furniture worth ₹ 2,00,000 and paid freight of ₹ 5,600
  - c. Sold to Fiya 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 and received payment.
  - f. Received commission ₹ 3,000
  - g. Paid 3 months rent ₹ 2,000
  - h. Paid salary to Mohan ₹ 2,000

- i. Sold to Neeraj for cash
  - 3 color TV for ₹ 20,000 each.
  - 3 LED of 18000 each for ₹ 25,000
- j. Paid electricity bill of ₹ 800
- k. Paid income tax ₹ 3,000 and sales tax of ₹ 2,000

6

\*\*\*\*\*