



INDIAN SCHOOL SOHAR
TERM I EXAMINATION (2018-19)
SUBJECT: ENTREPRENEURSHIP (066)

CLASS: XI
DATE: 25/09/2018

MAX.MARKS: 70
DURATION: 3HRS

General Instructions: -

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

1. Karsan Bhai Patel found the most popular firm of India Nirma. Name the concept the firm Nirma represents. 1
2. State one crucial feature of Fabian entrepreneurs. 1
3. There are two approaches to generate ideas. Name them. 1
4. The business of Manpreet collapsed completely due to an earthquake in his city. Which factor is responsible for the loss caused to Manpreet? 1
5. What is meant by e-commerce? 1
6. These functions are related to putting an idea into action. Identify and explain this concept. 2
7. Who is an Intrapreneur? 2
8. Name the factor responsible for proper execution of a business plan. 2
9. Which two characteristics can be referred to as 'distinguishing marks of an entrepreneur'? 2
10. What does 'marcatus' mean? 2
11. Mahima Mehra started Hathi Chaap. It was totally a new venture where different raw materials were tried out to make handmade paper. After researching a lot, they found that elephant dung had more fiber content which made it easy to make handmade paper. This entrepreneur is an example to contradict the normal myth that exists in entrepreneurship.
 - I. Identify and explain the myth.
 - II. Explain the other two myth of this concept. 3

12. Gokul started a local mobile company using the same technology as big companies to manufacture their products. He did not have sufficient funds for this. One of his friends suggested him to approach SBI for the loan. Accordingly, he arranged the capital and became a successful entrepreneur.
- I. Identify and explain the category of entrepreneur to which Gokul belongs.
 - II. Explain the other two types of entrepreneurs. 3
13. Give the difference between Feasibility study and business plan on the bases of objective, benefits, linkage. 3
14. 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.
- I. Identify the concept discussed in the above para.
 - II. How does this concept help entrepreneurs? 3
15. Distinguish between traditional market and modern market on the bases of meaning, prevalent, emphasis. 3
16. Those entrepreneurs who develop an idea for a new product or service and then establish an enterprise to materialize their idea into reality. Most of the entrepreneurs belongs to this category.
- I. Identify and explain the type of business discussed in this concept.
 - II. Explain any other two business types. 3
17. Explain the different types of feasibility study. 3
18. There are many misconceptions related to a business idea. State any four such misconceptions and the realities behind such misconceptions. 4
19. They prefer being the driving force of business. They typically wouldn't buy a franchise or distributorship, but they would start a company that competes with a franchise. They are very competitive, ambitious and goal oriented so much so that they tend to be aggressive and sometimes take a steamroller approach.

- I. Who are they?
 - II. Identify and explain any three types of personalities. 4
20. Explain the following terms
- a. Business intelligence
 - b. Smart mobility
 - c. Cloud computing
 - d. Information collection. 4
21. Vikash runs an export unit, which exports handicrafts to the gulf countries. With the gulf countries imposing quota restrictions on the Indian Government relating to oil imports, the relationship between these countries has become strained so much that the Indian government has stopped trade with these countries.
- I. Identify the factors is responsible for the risk faced by Vikash.
 - II. Explain other three factors of this concept.
 - III. Identify the value violated by the government of gulf countries. 4
22. What do you understand by market environment? Discuss the primary forces that comprise the internal environment of the market. 6
23. 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. 6
24. Explain the role of E-business in today's market. (6 points) 6

*****THE END*****