



**INDIAN SCHOOL SOHAR**  
**TERMII EXAMINATION 2018-2019**  
**ENTREPRENEURSHIP (066)**

No. of printed pages: 4

**Date: 18/11/2018**

**Marks: 70**

**STD: XI**

**Time: 3hrs**

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**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.
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1. It is defined as the measure of what products are sold. It is required to understand the economics of the business in an easy and standardized manner and for tracking the past with the future and to be able to take corrective action. Identify the concept of business finance and arithmetic. 1
2. It is concerned with carrying out the desired plans. It initiates organized and planned action and ensures effective performance by subordinates towards the accomplishment of group activities. Identify the concept discussed. 1
3. Mr. Arvind is the owner of "Anupam coffee plantation" in Darjeeling. To which category of entrepreneurs does he belong to? 1
4. The market expansion grid considers two main factors. What are they? 1
5. Explain cash inflow and cash outflow. 1
6. From the information given identify the type of entrepreneurs.
  - a. They are detail- and tactic-oriented, and motivated by doing things one-way-the right way. They are very conscientious and cooperative, following rules, procedures and policies carefully.
  - b. They are good at running customer service-oriented or retail businesses, or any business where being convincing is an important aspect of getting the job done, and done right. They do well within structured environments where people are an element of success. 2
7. Define business ethics. 2
8. "Pack and Go" is a leading bag manufacturer company. 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 laying stress on? Identify and explain that element. 2

9. Give any two sales promotion techniques which can be used by a business to attract new clients. 2

10. Give the unit of sale for the following businesses.

- a. Fruit vendor
- b. Grocer
- c. Dairy
- d. Real estate developer
- e. Baker
- f. Plumber

11. Explain the following competencies a) Enterprise management competencies b) Enterprise launching competencies. c) Persuasion and influencing others. 3

12. 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:

- a. Variable cost per unit.
- b. The minimum number of units that must be sold for the company to break-even.
- c. Show break-even in terms of rupees. 3

13. "Elegant Dresses" is a leading premium wear clothes chain in India catering to the upmarket socialites of the country. The company is presently facing many problems related to its most basic raw material cloth. To overcome the problem, the company decides to open a textile mill in the remote areas of Madhya Pradesh. It also decided that it will make a reservation of at least 50% for women, tribal and schedule castes.

- a. Which form of expansion has the company opted for?
- b. Identify the values communicated by the company.
- c. Explain the other forms of expansion also. 3

14. Razaq is a native of the beautiful valley of Kashmir. His family owns an apple orchard. During his summer break, he decided to help his family at the orchard. He observed that a lot of time was lost in plucking and picking apples. Being of an innovative mind, he worked on solving the above problem and made in a simple plucking device attached with a net and a knife. This saved considerable time and money.

- a. Identify the role played by Razaq.

- b. Explain any two characteristics of social entrepreneur.
- c. Identify one value communicated by Razaq. 3
15. Identify and explain the type of industries from the following:
- Separating or refining crude oil into kerosene, petrol, diesel, gasoline, lubricating oil etc.
  - It combines various ingredients into a new product.
  - It assembles the various parts of components of automobile, television etc. to form final product. 3
16. The thoughts, feeling and tendencies to behave are acquired gradually". In the light of this statements, describe the sources of attitudes. 3
17. 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 the concept discussed in above para.
  - Explain other two tools in this concept. 3
18. Rajan is planning to open a retail shop selling high-end customized furniture. As a cost manager, advise Rajan on the costs required to transforms his plan into a successful venture. 4
19. Mr. Arvind wants to enter into international market, what are the different approaches he can take in order to enter foreign market? 4
20. "All ideas are not created equal. Some ideas that an entrepreneur comes up with will have better chances of success than other". The entrepreneur is forced to identify and assess the strong and weak points of each. Alternative one is getting information to help one to make a better decision.
- Identify the concept discussed in above para.
  - Explain other three ideas of this concept. 4
21. "When it wanes(reduce), as it surely will in difficult times, takes some guilt time". Identify attitude of an entrepreneur and explain any other three attitudes of an entrepreneur. 4
22. Explain any six characteristics of good marketing information. 6
23. 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  | 6 |

24. Manushuka Bhai Prajapati Private Ltd. just commenced with the business of Blue Pottery. Explain the auxiliaries required for the smooth functioning of their newly set enterprise. 6

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