



**INDIAN SCHOOL SOHAR**  
**FINAL EXAMINATION (2018-19)**  
**SUBJECT: ENTREPRENEURSHIP (066)**

**CLASS: XI**

**MAX. MARKS: 70**

**DATE: 24/02/2019**

**DURATION: 3 HRS**

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General Instructions: -

- a. This paper contains 24 questions in 5 parts and all questions are compulsory.
  - b. There is no word limit for numerical questions.
  - c. The instructions for each part are given separately. Read them carefully and follow.
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**Part A**

**This part contains 5 questions carrying 1 mark each. Answer to these questions should be from one word to one sentence.**

- |   |   |
|---|---|
| 1. What is Stability Strategies?                                | 1 |
| 2. Define business finance.                                     | 1 |
| 3. Explain any two indirect channels of distribution.           | 1 |
| 4. What is an enterprise?                                       | 1 |
| 5. State any two characteristics of good marketing information. | 1 |

**Part B**

**This part contains 5 questions carrying 2 marks each. Answer to these questions should be in 50 word to 75 words.**

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|---|---|
| 6. Who is an Entrepreneur according to Joseph Schumpeter?   | 2 |
| 7. Define cash register.  | 2 |
| 8. Give the components discussed under the head 'business venture'.   | 2 |
| 9. What do you mean by gross profit?  | 2 |
| 10. Manufacturing industries convert raw materials into semi-finished goods or finished goods and create utility. Identify the type of utility created by these industries. | 2 |

### Part C

**This part contains 7 questions carrying 3 marks each. Answer to these questions should be in about 100 words.**

11. Ram before starting his venture of Ice Cream production evaluated various business ideas. Though he knew that many business ideas may not be very good but he approached and analyzed all ideas.

I. Identify the misconception referred in the above case.

II. Explain any other two misconceptions. 3

12. These risks are also known as 'dynamic risks'. These risks are generally less predictable because they do not appear at regular intervals.

I. Identify the factor of risk.

II. Explain other two factors of this concept. 3

13. For many years, Amul Butter has been running a unique type of advertising campaign through hoardings in major cities of the country. This hoarding focus on current events, incorporating a catchy slogan through the clever use of words including either 'Amul', 'butter' or both often uses the 'Amul' cartoon characters.

I. Identify the concept discuss in above.

II. Explain any three other elements of this concept. 3

14. The following information relates to a company, which produces a paper plates.

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

15. Identify the following items as inflow/ outflow. 3

(a) Raw material

(e) Depreciation

(b) Loan from bank

(f) Equity shares issued

(c) Excise duty paid

(d) Interest received on investments.

16. Describe the process of entrepreneurship. 3
17. Manish runs his own jewellery retail shop. He is well trusted by his customers. With changing times, he has also changed his way of business, by introducing light weight jewellery, diversifying in diamond jewellery and introducing trendy designs in white gold jewellery. He loves his business and is always the first to arrive and the last to leave. He had also ventured into the business of producing gold chains, but after sustaining a loss of ₹10 lakhs he closed that business. But he did not dwell on that loss much, and was soon initiating certain other ventures.
- I. Identify the various attitudes possessed by Manish.
  - II. State one value exhibited by Manish. 3

#### Part D

**This part contains 4 questions carrying 4 marks each. Answer to these questions should be in about 150 words.**

18. The foremost duty of the entrepreneur is to make this “Total Offer”, the needs to perform it very systematically, calculatedly, attentively and step by step. What are the steps in marketing mix? 4
19. “Generating ideas is an innovative and creative process. Explain any four different structures approaches that might be adopted to generate ideas”. 4
20. ‘Suman’ is an SSI engaged in the manufacturing of handloom sarees. 60% of the share capital of this unit is jointly owned by Suman and her daughter Kamayani.
- I. What form of concessions is the above unit entitled to?
  - II. Explain the role of Micro and Small Enterprise in Indian Economy. 4
21. What is equity financing? Describe the sources of equity financing. 4

### Part E

**This part contains 3 questions carrying 6 marks each. Answer to these questions should be in about 200 words.**

22. Define secondary industries. Discuss briefly the different types of secondary industries. 6
23. Sahil wanted to start a business dealing in solar equipments. He seeks the help of his uncle Mr. Suhash, who is a successful entrepreneur. Mr. Suhash agrees to help him in his venture.
- I. Identify the role is played by Mr. Suhash?
  - II. Explain any four characteristics of this identified concept.
  - III. State any one value communicated by Sahil. 6
24. Vinay lives in a village and had always wanted to start a new business. He believed that starting a new business is very easy but was reluctant to start a new enterprise as he was told by his friends that bank do not provide loans for new business enterprise. Explain the six myths that Vinay perceives in his thought? 6

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