



INDIAN SCHOOL SOHAR
FINAL EXAMINATION
SUBJECT: ENTREPRENEURSHIP (066)

CLASS: XI

MAX. MARKS: 70

DATE: 09/02/2020

DURATION 3 HRS

General Instructions: -

- a. The question paper is divided into 5 parts and all questions are compulsory.
- b. Section **A** has 17 objective questions carrying 1 mark each.
- c. Section **B** has 7 questions carrying 2 marks each. Answer may be within 50 to 75 words.
- d. Section **C** has 5 questions carrying 3 marks each. Answer may be about 100 words.
- e. Section **D** has 3 questions carrying 4 marks each. Answer may be about 150 words.
- f. Section **E** has 2 questions carrying 6 marks each. Answer may be about 200 words.

SECTION A

Fill in blanks:

1. An _____ is a person who starts an enterprise. The process of creation is called _____. 1
2. A business's break-even point is the amount or level of _____ that it must generate in order to equal its------. 1
3. _____ is a set of defined behaviours that provide a structured guide enabling the identification, evaluation and development of the behaviours in an individual. 1
4. Identify the type of entrepreneurs wherein their grandparents and parents have been entrepreneurs and they have inherited the business _____. 1
5. _____ is related to re-producing and multiplying of certain species of animal and plants with the object of earning profits from their sale. 1
6. When the buyer pays the money to the seller at a later date it is called _____. 1

SECTION B

Multiple choice Questions.

7. It refers to taking responsibility for a loss that may occur due to unforeseen contingencies in the future.
 - a. Risk taking.
 - b. Organization Building.
 - c. Discovery of an idea.
 - d. Planning. 1
8. Which one of the following is a purpose of Business Plan?
 - a. List in detail all the things they need to make the business work.
 - b. Identify logistical and other business-related problems and solutions.
 - c. Develop marketing strategies to convince a bank or investor that their business is worth Considering as an investment.

- d. Provides a blueprint of actions to be taken in future. 1
9. Which of the following is a content of Financial Plan?
- Logistics for distribution.
 - Breakeven analysis.
 - Requirement of power, water.
 - None of the above. 1
10. Which of the following is not a characteristic of marketing information?
- Punctuality
 - Originality
 - Reliability
 - Authenticity 1
11. The packaging industry has increased the shelf-life of various products like chips, milk etc is the example of –
- Economic factors
 - Technological factors
 - Human factors.
 - Physical factor. 1
12. It is an acknowledgment that the company has borrowed a certain amount of money, which it promises to repay at a future date.
- Debenture.
 - Equity.
 - Loan from financial institution.
 - Demand loan. 1

States whether the following statements are ‘true’ or ‘false’ give reasons in support your answer.

13. Unit cost 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. 1
14. Census and sample two common methods used for market survey. 1
15. Insurable risks are those whose probability cannot be determined. 1
16. Corporate entrepreneur always looking forward to develop alternative projects by selling the running business and not interested in managing operations of the business established by them but they are very dynamic”. 1
17. McClelland’s Theory of Needs and is based on the assumption that people are motivated by a series of five universal needs. 1

SECTION B

18. Identify the promotional functions.
- The entrepreneur will estimate the total demand of the product, arranging finances for the ventures, estimation of proper analysis of various factors.
 - The entrepreneur decides about the capital structure of the company. 2

19. Coca-Cola carries out its international marketing by licensing bottlers around the world-or more technically, franchising bottlers and suppliers them with the syrup and the training needed to produce, distribute and sell the coke.
- a. Identify the expansion strategy adopted by the firm.
 - b. Explain the benefit of Licensor and Licensee. 2
20. Gokul started 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
- a. Identify the category of entrepreneurs to which Gokul belongs.
 - b. Explain any one type of entrepreneur also.
21. Explain the types of feasibility study. 2
22. Explain business Incubation. 2
23. Explain equity financing with any two features. 2
24. Identify the invention Leading to Entrepreneurial Ventures:
- a. Spencer was conducting a radar-related research project with a new vacuum tube. Spencer realized that the candy bar in his pocket began to melt during his experiments. He then put popcorn into the machine, and when it started to pop, he knew he had a revolutionary device on his hands.
 - b. Wilhem Roentgen was interested in investigating the properties of cathode ray tubes. When light passed through tubes, he noted that sheets of fluorescent paper in his lab were illuminated even though his machine had an opaque cover. 2

SECTION C

25. Dhirubhai was flown to Jamnagar and shown a piece of barren land, he asked why mangoes could not be grown there. The officials informed him that the land was not fertile enough for mango crop. Dhirubhai took it as a challenge and told those officials that it was for the same reason why mangoes ought to be grown there. After a few years, the entire land of about 2000 acres had been converted into green and 6000 tonnes of mango crop was harvested from the same land. From the given case study identify the concept of entrepreneur function and also explain any two types of function which is related with this concept. 3

26. This industry is engaged in raising some form of wealth from the soil, climate, air, water or from beneath the surface of the earth'. Identify the type of industry and explain any two distinctive features of this industry identified. 3

27. Two years ago, Gopal started manufacturing low fat, sugar-free ice-cream on a small-scale basis in his home town, Vishakhapatnam. After sometime his ice-cream became popular among health-conscious young customers and old persons specially those having diabetes. Because of the popularity of the ice-cream the demand has increased many folds. Gopal expanded his business by starting more branches in Vishakhapatnam. But he started facing his workers strikes, negligence of customers by the staff, poor quality of material supplied by suppliers.

Identify the factor of concern mentioned in the above para and explain any three other such factors. 3

28. What are the steps of Effective Resource Mobilization Planning? Explain with a suitable diagram.

29. 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:

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

3

SECTION D

30. The year was 1964 when our Prime Minister Mr. Lal Bahadur Shastri was invited to Anand to inaugurate the new cattle-feed plant of Amul. He was supposed to return back by end of the day but after reaching Anand he insisted to stay there to learn about the success of the co-operatives. He visited almost all the co-operatives with Dr. Kurien and was impressed with the process with which Amul was sourcing the milk from farmers and at the same time helping them to improve their economic condition. Later, he returned to Delhi and asked Dr. Kurien to replicate the Amul pattern across the country. The combined effort resulted in creation of the National Dairy Development Board (NDDB) in the year 1965. Dr. Kurien took charge of NDDB and began the herculean task of replicating

the overall pattern of the working at Anand to other parts of the country. By this time the demand for milk was growing at a faster rate than the supply. Money was the biggest problem faced by NDDB during that period and was a critical resource needed to revolutionize the milk industry. World Bank approved the loan for NDDB without even a single condition. This help was part of an operation, later known as Operation Flood – which was done to replicate the Anand working pattern across India.

- a. Identify which type of entrepreneur is Dr.Kurien?
- b. Explain any three characteristics from the above identified concept 4

31. Identify the different types of cost.

- a. It is a derived value of money consumed to produce a current or future outcome.
- b. It is the cost which is incurred initially a business is started.
- c. It is a payment for the purchase of an asset like buying machinery, paying dues for items bought on credit, a distribution to the owners, buying raw material, paying for advertising, salaries. 4
- d. This cost are those which vary as a total cost to the organization when output varies.

32. A company generally does not distribute all its earnings amongst the shareholders as dividends. A portion of the net earnings may be retained in the business for use in the future.

- a. Identify the source of finance.
- b. Explain any other three sources of finance which is identified in this point (a). 4

SECTION E

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

- a. Identify the concept of marketing mix discuss in this para.
- b. Explain six elements of the concept identified in point (a). 6

34. 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
