



INDIAN SCHOOL SOHAR
TERM- II EXAM
ENTREPRENEURSHIP

Date: 07/01/2020
STD: XI

Max Marks: 70
Time: 3hrs

General Instructions:-

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

1. Name the most important core value which is found in majority of entrepreneurs. 1
2. There are two approaches to generate ideas. Which are they? 1
3. The business of Manish collapsed completely due to an earthquake in his city. Which factor is responsible for the loss caused to Manish? 1
4. Gross margin per unit is also referred to by another name. What is it? 1
5. When can a small-scale unit be known as an export-oriented unit? 1
6. Explain the term 'Fiduciary responsibility' with the help of an example. 2
7. 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. 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. From the information given above identify the type of entrepreneurs. 2
8. Price of a product revolves around two important components. Explain 2
9. Bill Wagner classified entrepreneurs on the basis of their personality. State four different types of entrepreneurs according to their personality. 2
10. What do you mean by venture capitalist? State any two characteristics. 2
11. "An enterprise may be defined as an undertaking or adventure involving uncertainty and risk and requiring innovation". Give the distinct features of an enterprise. 3
12. 'An entrepreneur should not forget that for success to be long lasting, he will have to follow some ethical standards in their business practices'. In the light of the given statement state some ethical practices that can be followed by a business. 3
13. 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.

- a) Identify the various attitudes possessed by Manish.
- b) State one value exhibited by Manish. 3
14. In market penetration strategy an enterprise attempts to increase the sale of its current products in the current markets by adopting certain approaches. Explain any three approaches. 3
15. Aryan is running a business manufacturing car tyres. He is now planning to diversify into the manufacturing of trucktyres. Advise him regarding the various financial needs he will encounter while diversifying and also the source of availing these needs. 3
16. Starting a venture is not an easy task. A series of activities needs to be planned and undertaken to create an enterprise. Discuss. 3
17. Suhash has decided to open a new business of supplying sports equipment's to sports authority of India. He decided to change least possible price for his products and to source them from small scale units. He tried to urge Samir to join his business. Samir wants to know about the business in detail.
- a) Which parts of business plan should Samir look into?
- b) State the values exhibited by Suhash. 3
18. Ms. Laxmi, who runs a stationary store, has the following transactions. Please help her with the Cashbook for her operations.
- (i) On 1st of January, she has Rs. 12, 500/- in cash and Rs. 25,000/- in bank account.
- (ii) On 3rd January, she makes a cash sale of Rs. 9, 500.
- (iii) On 4th January, she receives a cheque for Rs. 6,000 from Excel Company for sales made in December.
- (iv) On 6th January, she buys filing cabinets and makes a check payment of Rs. 5,000.
- (v) On 6th January, she makes cash payment of Rs. 15,000/- for various stationary purchased.
- (vi) On 7th January, she withdraws cash of Rs. 5,000/- from her bank account.
- (vii) On 8th January, she pays salary of Rs. 5,000/- to her sales staff.
- (viii) On 9th January, she pays the monthly rent of Rs. 2,500 by cheque.
- (ix) On 10th January, she deposits Rs. 5,000 in her bank account. 4
19. Sudhir is the marketing manager of a company manufacturing toy car. The factors to be considered by him before finalizing the price of the toy car. Explain.
20. Explain the concept of social entrepreneurship and social entrepreneurs. Why social entrepreneurs are the need of hour? 4
21. Mohan Private Limited just commenced with the business of Blue Pottery. Explain the auxiliaries required for the smooth functioning of their newly set enterprise. 4
22. Sunil is an enterprising youngster who wants to start a business of manufacturing men's accessories. He is facing shortage of funds. Suggest different sources of generating finance to the business. 6
23. Jerry ice cream has been well known for its products through India. They started manufacturing Choco bar and instant milk shake in the year 1998 and slowly built their brand. The company occupied the top position in terms of sales and it increased its production range also. By 2010 the competition was very tight, and it started losing their market. In their annual general meeting wherein the board of directors has suggested some strategies to regain the market share.

- a) Identify the problems which the company is facing now.
 b) Which are the different strategies they can adapt to regain their market share? 6

24. Sunil runs a sandwiches stall outside a shopping mall. Following information given below regarding the cost and revenue.

Capacity	₹ 200 sandwiches per day
Demand	₹ 150 sandwiches per day
Unit price	₹ 35 per sandwiches
Ingredients & material requirement per sandwiches	₹ 15 per sandwiches
Rent	₹ 200
Salary	₹ 2400
Other fixed overhead Expenses	₹ 1600
Electricity	₹ 500

Calculate the following:

- a) Total Fixed cost.
 b) Calculate Break Point (in units) and per month.
 c) Calculate new BEP (in units) and (in sales) if fixed overhead expenses increased by 100%. 6
