



General Instructions: -

- (i) Objective questions carrying 1 mark each. Choose the correct answer from the given options.
- (ii) Answers to questions carrying 2marks each and should not exceed 50 words.
- (iii) Answers to questions carrying 3marks each and should not exceed 75 words.
- (iv) Answer to questions carrying 4 marks each and should not exceed 150 words.
- (v) Answers to questions carrying 6marks each and should not exceed 250 words.

1. Which of the following factors is to be considered while selecting a product or services?

a) Competition	b) Cost of production	
c) Profit possibility	d) All of the above	1

2. An individual who initiates, creates and manages a new business can be called

a) A leader	b) A manager	
c) A professional	d) An entrepreneur	1

3. Which is the first stage of process of innovation?

a) Resource organization	b) Analytical planning	
c) Commercial application	d) Implementation	1

4. Niharika started her small-scale business of making Pickles along with few of her neighbors using their free time at home. They named their venture 'Pickle House'. They were able to supply the entire district. Their friends suggested that they should expand and start selling to other states. When she discussed the same to her husband, he suggested that they have to properly look into the environment analysing the competitors. He suggested Niharika to

a) Formulate policies	b) Tap useful resources	
c) Environment scanning	d) Image building	1

5. Which of the following factors does the macro-environment not include?

a) Political and regulatory factors.	b) Customer needs in a given market.	
c) Social and demographic factors.	d) Technological changes	1

6. Explain the stages of enterprise model with the help of a diagram. 2

7. SONY industries has been one of the leading companies in Mobile phone industry in India. The company decided to launch a new Model 'X01' which will have inbuilt latest software to encourage hands free use and enhance the customer experience through 3D photos. They are also looking into ideas to use ecofriendly recyclable materials for the body of the phone which will cause less environmental damage. Identify and explain the two factors of PESTEL model from the above case study. 3

8. A) Explain the process of creativity.

OR

B) Explain the steps involved in idea and opportunity assessment. 4

9. A) Sushama, a graduate of horticulture from Bangalore university visited a barren land near to her native place. Sushama was fond of mangoes and was inquisitive to understand the reason why mangoes could not be grown there. She was informed by the local authorities that the land was infertile for raising mangoes. She took this as a challenge and believed in its success. Best quality mangoes are now the beauty mark of the barren piece of land.

- a) Identify and explain the 'idea field' from where the idea has been generated.
- b) Also explain and give one example each for four other idea fields which may generate useful product ideas.

OR

B) "One of the keys to business success is to anticipate what the market will want or need." Since it is not possible for the entrepreneur to see into the future, but there are some best ways to identify new trends in the market. This best way will help the entrepreneur to understand the market and produce goods or services accordingly

- a) Identify the concept discussed in the above lines
- b) Explain any three ways in which an entrepreneur can perform the activities related to the concept identified. 6

