



INDIAN SCHOOL SOHAR
UNIT TEST | (2022-23)
ENTREPRENEURSHIP (066)

CLASS: XII

DATE: 25/05/2019

SET 1

MAX.MARKS: 20

DURATION:45Min.

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 are popular demographic factors about entrepreneur that have been studied except?

a. Self-confidence	b. Gender	
c. Education	d. Family birth order	1

2. Which of the following is an element of sensing opportunities?

a. Ability to perceive	b. Insight into change	
c. Innovative quality	d. All of the above	1

3. In SWOT Analysis T stands for..... 1

4. 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

5. Rayan started his small-scale business of making 'Jam' along with few of his neighbors using their free time at home. They named their venture 'Yummy Jam'. They were able to supply the entire district. Their friends suggested that they should expand and start selling to other states. When he discussed the same to his wife, she suggested that they have to properly look into the environment by analysing the competitors. She suggested Rayan to

a) Organise fund	b) Tap useful resources	
c) Environment scanning	d) Image building	1

6. Explain the process of Innovation. 2

7. UKO industries have been one of the leading companies in automobile industry in India. The company decided to launch a new model car with new features like lane departure warning, power front passenger seat and panoramic sunroof. They are also looking into ideas to use ecofriendly recyclable materials for the body of the car which will cause less environmental damage. Identify and explain the two factors of PESTEL model from the above case study. 3

8. A) What is environment scanning? Explain the importance of environment scanning.

OR

B) Explain the process of market assessment. 4

9. A) Midhun was a young entrepreneur who wanted to start a new business with an initial investment of 25 lakhs. He was not sure of what business he has to undertake. His friend suggested seeking the help of professionals who would spot the latest trends in the market and give him an idea, but Midhun decided to do it by himself.

a) Why 'Midhun decided to do it by himself'? Identify the concept discussed in the above case.

b) Explain any three ways in which an entrepreneur can perform the activities related to the concept identified.

OR

B) Sindhya, a graduate of horticulture from Rajasthan university visited a barren land near to her native place. Sindhya 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. 6

*****The End*****

