



Read the following article written on the basis of motivation of employees and answer the questions from Q.8 to Q.11.

“Human is a passive element that does what he is told” put forward in classical management approaches, the approach to the labor force in the 21st century is quite different. The intense competition in today’s working life puts the continuity of the organizations at risk and the organizations need more performance and productivity in order to maintain continuity in ecology and this causes pressure on the employees of the organization. In modern organizations, the human is an active labor force which can be affected by many factors, sensitive to all kinds of attitudes and behaviors, develops attitude according to an organization, performs individual performance on demand and always follows alternative organizations. Therefore, if performance and productivity are required within an organization, it is absolutely necessary for the labor force to be externally motivated. External motivation is the motivation that represents the driving force in organizations. The importance of which has been understood more with the human factor, motivation is a concept that has been known since ancient times but has begun to be studied in the period after the classical management approach. Motivation has tremendous value because of the benefits it provides. Therefore, it is of capital importance for managers, teachers, religious leaders, coaches, health care providers and parents in putting people to action. People can be motivated either because they value an activity or because of strong external factors. Therefore, researchers who have come to realize its importance following the periods when people were seen as machines have also scientifically studied motivation and developed various theories.

- 8. Which motivation represents the driving force in an organization?  
a) Internal motivation                                        b) External motivation  
c) Self-motivation    d) Inter motivation    **(1)**
  
- 9. According to which assumption Maslow’s theory of motivation is developed?  
a) Human behavior    b) Achievement  
c) Financial needs    d) Unsatisfied Needs    **(1)**
  
- 10. Which is the lowest level of need of a human being?  
a) Safety    b) Belongingness  
c) Physiological    d) Esteem Needs    **(1)**
  
- 11. Desire for self-respect and reputation coming under which type of needs in motivation theory?  
a) Safety    b) Belongingness  
c) Physiological    d) Esteem Needs    **(1)**
  
- 12. .... are protected by patents and trademarks. **(1)**
  
- 13. Given below are the functions and its types. Match the following: -

| Column A: Functions |                       | Column B: Type of Function |                           |
|---------------------|-----------------------|----------------------------|---------------------------|
| i                   | Accounting            | A                          | Promotional activity      |
| ii                  | Leadership            | B                          | Entrepreneurial functions |
| iii                 | Discovery of ideas    | C                          | Commercial functions      |
| iv                  | Organization building | D                          | Managerial functions      |

- (a) i-C, ii-D, iii-B, iv-A                                        (b) i-B, ii-A, iii-D, iv-C
  - (c) i-C, ii-A,iii-D,iv-B                                        (d) i-C, ii-D, iii-A, iv-B                                        **(1)**
14. BEP=..... = ..... **(1)**
15. Which dimensions of the product is depicted in the picture given below.



- a) Packaging & Labelling    b) Logo & Brand name    c) Design and Range    c) Trademark    **(1)**
16. The producers take the help of agents who in turn, supply to wholesalers and then through the retailers, the goods ultimately reach the consumers. The channel is common where the producers have to distribute a limited product line to cover a wide market.  
State the type of distribution channel mentioned in the above lines. **(1)**
17. .... really becomes the key revenue of the business. **(1)**
- a) Price    b) Promotion    c) Cost    d) Advertisement    **(1)**
18. Assertion (A): short-term finance helps to meet working capital of a business.  
Reason (R) : There are various sources from where finance can be arranged.
- a. Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion(A)
- b. Both Assertion (A) and Reason (R) are true but Reason (R) is not the correct explanation of Assertion (A)
- c. Assertion (A) Is true but Reason (R) is false.
- d. Assertion (A) is false but Reason (R) is true. **(1)**

## SECTION B

19. Identify the type of entrepreneurs:
- a) "The local mobile company entrepreneur is using the same technology as big companies, to manufacture their products."
- b) "Those who are motivated by their desire for self-fulfillment and to achieve or prove their excellence in job performance." **(2)**
20. It includes building valuable contacts and networks and garnering the interest, support and in-kind contributions, important to organisation. Organisations should make adequate preparations for it to ensure they are maximizing all opportunities.
- a) Which plan is mentioned in the above lines?
- b) State first two steps of the identified plan. **(2)**
21. State any two differences between fixed cost and variable cost.
- OR**
- State any two differences between E-business and E-Commerce. **(2)**
22. A FMCG company is offering a number of consumer products like packaged foods, beverages, toiletries, dry goods, cosmetics etc. identify the element of marketing mix being referred here
- a) Identify the marketing mix mentioned above.
- b) State any two dimensions of the identified marketing mix. **(2)**
23. These resources are neither felt nor seen, far from being touched or preserved but helps immensely in providing a strong foothold to enterprise. It is a resource which enables a business to continue to earn a profit that is in excess of the normal basic rate of profit earned by other business of similar type.
- a) Identify the above mentioned resource.
- b) Explain any two categories of identified resource. **(2)**
24. What are the various sources of finance available for an entrepreneur to raise finance for Start-ups?
- OR**
- The most influential force which rules the market is the 'Consumer'. Consumer satisfaction is the foundation stone of a successful business. Explain. **(2)**

## SECTION C

25. What do you mean by external environment? Explain any two external forces.

**OR**

What do you mean by Business incubation? How do incubators help start-ups get funding? **(3)**

26. Define the following terms:

(i) Trading Entrepreneurs

(ii) Corporate Entrepreneurs

(iii) Agricultural Entrepreneurs **(3)**

27. Meghna is a sole proprietor. Over the past decade, her business has grown from operating a corner neighborhood - shop, selling accessories such as artificial jewelry, bags, hair clips and nail art to a retail chain with three branches in the city. Although she looks after the varied functions in all the branches, for better management of the business she is thinking to convert her existing business into some other form of business. She also has plans to open branches countrywide. But now she is feeling that she may not be able to effectively manage a large business because of her deteriorating health. So she decided to increase her company's manpower. Help Meghna by explaining various categories of manpower required by an enterprise. **(3)**

28. Leela Bordia as an entrepreneur faced a series of problems right from the beginning till the enterprise functions. Being a woman itself poses various problems to a female entrepreneur. The problem of Indian women pertains to her responsibility towards family, society and huge workload. Women in rural areas have to suffer still further. The attitude of society towards them and constraints in which they have to live and work are not very conducive.

Which are the limitations faced by women entrepreneurs?

**OR**

It is the possibility of some unfavorable occurrence in business. It is the chance of loss and there is always a possibility of loss in business even though the businessman exposed to it may not be aware of it.

a) Identify the concept given in the above lines.

b) Explain any three internal factors giving rise to such situations in a business. **(3)**

29. This has been the story of a young engineer who was born in Calicut and was later known as the father of the White Revolution and was honored with some of the most prestigious Government awards like Padma Vibhushan, Ramon Magsaysay and Krushi Ratna. He breathed his last on 9th December 2012, but he will always be remembered for his immense contribution to the farmers, to the Amul Brand and to the millions of consumers of dairy products.

a) Who is the man behind AMUL dairy project?

b) The identified person in the above question is considered as which type of entrepreneur?

c) Explain any two characteristics of the identified entrepreneur. **(3)**

## SECTION D

30. The following information relates to a company, which produces a single product.

Direct labour per unit:- ₹ 22

Direct material per unit :- ₹ 12

Variable overhead per unit :- ₹ 6

Fixed costs :- ₹ 4,00,000

Selling price per unit: - ₹ 60

a) Use the figures above to show the minimum number of units and rupees that must be sold for the company to break even.

b) How break even analysis will help entrepreneurs? **(5)**

31. It has been observed that some societies are more entrepreneurial than others. These societies promote and encourage entrepreneurial behaviour and as a result they grow up more number of

entrepreneurs as compared to other societies. The importance of entrepreneurship to the society in general and its economic development in particular. All governments encourage and promote entrepreneurship in all sections of the society.

In spite of all their efforts, some societies are unable to produce sufficient numbers of entrepreneurs. There are certain factors which either support entrepreneurship or act as barriers to entrepreneurship.

Explain in detail which are the barriers faced by an entrepreneur. **(5)**

32. "Starting a venture is not an easy task. A series of activities needs to be planned and undertaken to create an enterprise." Discuss them briefly.

**OR**

"Entrepreneurship is a twin bladed sword for the economy". Give your arguments for and against the statement. **(5)**

33. Abradeep is preparing a business plan for his new venture electronic cycles which will be battery operated with guidance from his uncle, a mechanical engineer. But his uncle is presently not maintaining all the records and hence, Abradeep does not know under which heading to put the information regarding administrative structure, form of ownership etc. He approaches his friend, Amreen, a lawyer for help. Amreen guides him and helps to prepare the plan.

a) Identify the component of Business Plan, under which the above items to be mentioned.

b) Write any other four components and its sub elements. **(5)**

34. "Every time I travelled, people asked me to bring them chips, Kharkra and pickles from all over the country" says Anouska. Finally, she and her colleague, Sumeet, decided to make a business out of it. They launched a Facebook page, asked people what they wanted and they came up with a list of about 100 places and tied up with two dozen vendors to begin with. They were servicing people from Jaipur who wanted spices from Kerala, people from Panipat who wanted halwa from Jammu and people from Delhi who ordered for fresh tea leaves from Darjeeling.

Through their business they wished to bridge the gap between sellers and buyers. The business is now worth millions.

a) Identify the element of marketing mix stated above.

b) Explain the identified marketing Mix.

**OR**

Areeba Hotel in Kerala was facing a problem of low demand for its rooms due to off-season. The Managing Director of the hotel, Mrs. Shambhavi was very worried. She called upon the Marketing Manager, Mr. Shukla for his advice. He suggested, that the hotel should announce an offer of 3 Days and 2 Nights hotel stay package with free breakfast and one-day visit to Heritage Village. The MD liked the suggestion very much.

a) Identify the element of marketing mix being referred here.

b) Explain elements of identified marketing mix. **(5)**

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