



INDIAN SCHOOL SOHAR
TERM II EXAMINATION (2023-2024)
ENTREPRENEURSHIP (066)

No. of printed pages:5

Class: XI
Date:13/02/2024

Max Marks: 70
Time: 3 Hrs

General Instructions:

1. This question paper contains 34 questions.
2. The question paper contains 4 sections - A, B, C and D
 - 2.1. Section A contains multiple choice questions
 - 2.2. Section B - 2 marks; Answers to these questions may be from 30-40 words.
 - 2.3. Section C - 3 marks; Answers to these questions may be from 50-75 words.
 - 2.4. Section D - 5 marks; Answers to these questions may be from 120-150
3. Internal choice is given in the paper, there is no overall choice.

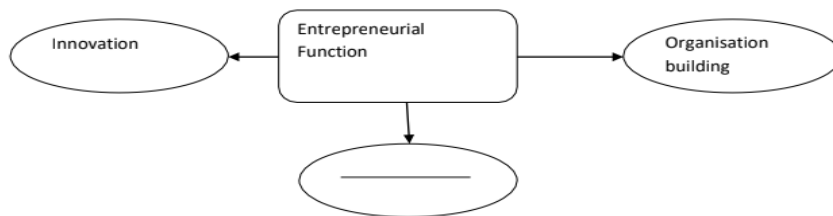
SECTION: A

1. This is a part on the product which will devote its name, contents, ownership, expiry date and manufacturing date. Identify the element of marketing discussed in the above line. [1]

a) Packaging	b) Labelling
c) Advertisement	d) Brand
2. Long-term finance is generally required for a period ofyears. [1]

a) 3 or more	b) 10 or more
c) 5 Or more	d) 4 or more
3. State whether the following statement is **True or False** and specify the reason for your answer. [1]
 “Forces that comprises macro environment are secondary forces”.
4. Depreciation of ₹ 6000 on machinery costing ₹ 60000 is an example of [1]

a) Expense	b) Expenditure
c) Cost	d) Working capital
5. Identify the missing entrepreneurial function. [1]



- | | |
|------------------|----------------|
| a) Organizing | b) Production |
| c) investigation | d) Risk taking |
6. Washing detergent in a laundry or a car wash unit, polishing material in a polishing unit, and hair shampoo in a saloon are examples oftype of costs? [1]

a) Unit cost	b) Unit Price
c) Variable cost	d) Fixed cost
 7. Entrepreneurs will start their industrial unit by means of their own innovative skill and expertise. They usually combine different technologies to produce marketable products or services for the consumers. They are essentially innovators having no entrepreneurial background. Identify the type of entrepreneur. [1]

- a) Professional entrepreneur
- b) Spontaneous entrepreneur
- c) Fabian entrepreneur
- d) First generation entrepreneur

8. Read the statements given below and choose the most appropriate option. [1]

Assertion (A): Business ethics comprises of the study of proper business policies and practices.

Reason (R): Business ethics are often guided by law.

Alternatives:

- a) Both (A) and (R) are true and (R) is the correct explanation of (A).
- b) Both (A) and (R) are true but (R) is not the correct explanation of (A).
- c) (A) is true but (R) is false.
- d) (A) is false but (R) is true.

9. Hair oil was available only in tins and introducing it in plastic small packs has become convenient for customers to carry and use. This is an example of [1]

- a) Innovation
- b) Creativity
- c) Motivation
- d) Entrepreneurship

10. Express Tours is a travel agency that books air tickets on a commission basis. During the last year, there has been a drastic decrease in business as most of the customers have shifted to another travel agency Paulo Tours and Travels which provides tickets within half an hour via the internet. Identify the primary force which is being overlooked by Express Tours. [1]

- a) Supplier
- b) Consumer
- c) Competitor
- d) Market intermediary

11. [1]



Identify the managerial function of entrepreneurs given in the above picture.

- a) Planning
- b) Communication
- c) Motivation
- d) Coordination

12. Read the statements given below and choose the most appropriate option. [1]

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.

Alternatives:

- a) Both (A) and (R) are true and (R) is the correct explanation of (A).
- b) Both (A) and (R) are true but (R) is not the correct explanation of (A).
- c) (A) is true but (R) is false.
- d) (A) is false but (R) is true.

13. Kinetic Engineering Limited is the flagship company of Firodia Group of companies, one of the pioneering groups in automobiles in India, founded in 1972 by Mr. H. K. Firodia. The company encourages employees to use their time efficiently for innovation in its upcoming products. The Kinetic Zing model of bicycle was the idea of an employee working in the corporation. This is an example of: [1]

- a) entrepreneurship
- b) values
- c) attitudes
- d) intrapreneurship

14. Ram is a tea stall owner. He uses the following ingredients to make tea from 1 liter of milk. Based on the information given below calculate total cost of production. [1]

Particulars	amount
One Litre Milk =	₹ 50/
Two Litre Water =	₹ 5 /
Sugar (300 gms) =	₹ 35 /
Tea leaves (100 gms) =	₹ 25 /
Fuel =	₹ 10 /

a) ₹ 125

b) ₹ 100

c) ₹ 150

d) ₹ 75

15. Read the statements given below and choose the most appropriate option. [1]

Assertion (A) : Excess funds cannot damage the financial fortune of a business.

Reason(R): Decisions regarding funds must be taken with careful planning

Alternatives:

a) Both (A) and (R) are true and (R) is the correct explanation of (A).

b) Both (A) and (R) are true but (R) is not the correct explanation of (A).

c) (A) is true but (R) is false.

d) (A) is false but (R) is true.

16. State whether the following statement is **True or False** and specify the reason for your answer. [1]
 “Strength of spontaneous entrepreneurs lie in their creative abilities”.

17. Karuna has just completed her internship at a prestigious fashion institute in Switzerland. She now plans to open an up-market boutique in Mumbai, the fashion capital of India. Her friends advise her that before venturing out into the business, she should first assess the market potential. State the technique which will help Karuna. [1]

a) Market survey

b) Field work

c) Online interview

d) Market research

18. _____ is a productive method for generating ideas with an unstructured discussion in which one idea leads to another. [1]

a) Environment Scanning

b) Focus groups.

c) Brainstorming

d) Creativity and creative problem solving

OR

Consultancy charges, travel, office lighting and advertising expenses are categorized under which type of costs?

a) Variable cost

b) Fixed cost

c) Operational cost

d) Start-up cost

SECTION: B

19. What are material resources? What are the important decisions to be taken by an entrepreneur while planning material resources? [2]

OR

Selecting the right number of people and right kind of people with appropriate skills at the right place and the right time to do work for which they are economically most suitable, needs on the part of entrepreneur. A careful, comprehensive, in-depth, and scientifically evolved strategy for selection of personnel is required for a business firm. State first four steps involved in the process of selection of personnel.

20. What do you mean by one time cost? Explain. [2]

21. "Performing sellers sustain and succeed in the market". Justify the statement. [2]

OR

This is the amount of money paid by the buyer to own a product or service. Few methods and policies

are individually and collectively used in these decisions. Identify the concept and explain what are the methods used for these decisions.

22. These are set of beliefs that provide standards which guide behaviour of entrepreneurs and this determine what people consider to be good or bad for a civilized society. [2]
a) Identify the concept mentioned in the above lines.
b) Explain any three factors related to the identified concept
23. This is a controlled process for identifying problems and opportunities, determining objectives, describing situations, defining successful outcomes, and assessing the range of costs and benefits associated with several alternatives for solving a problem.” [2]
a) Identify the concept given in the above paragraph.
b) Explain two different types of the above identified concept.
24. It is an organization designed to accelerate the growth and success of entrepreneurial companies through an array of business support and services. [2]
a) Identify and explain the organisation mentioned in the above lines.
b) Explain how the identified concept promotes the growth of start- ups.

SECTION:C

25. Define intangible resources. What are the various categories of intangible resources? [3]
26. It is offering great opportunities especially to developing countries. It is helping them to enter the prosperous global markets. This focus on computer-to-computer interactions, is helping business in discovering new cost-effective opportunities not only locally but also internationally. [3]
a) Identify and explain the concept given in the above context.
b) Explain any two points on its role for the promotion of the business community.
27. According to David McClelland, “Regardless of culture or gender, people are driven by three motives”. [3]
Identify and explain in detail any three human motives.

OR

Explain Maslow’s Need Hierarchy theory of motivation.

28. Traditionally women concentrated their family life and were satisfied with the 3 K’s –Kitchen, Kids and Knitting. Apart from the household activities they were engaged mostly in agriculture or at the most in families trade activities. But with the development of small-scale industries, there was an extension of kitchen activities of women from 3 K’s to 3 P’s viz. pickles, papad and powder. With the spread of education and awareness they shifted to 3 E’s engineering, electronics and energy and the journey continues. But in their success journey they have to face lots of obstacles and challenges. Explain any three challenges faced by women entrepreneurs in the present scenario. [3]
29. Explain in detail three new forms of business which are created because of technological changes. [3]

SECTION:D

30. It is fun to think of yourself as a business owner, to dream about your successes and to talk about your ideas. But when you have to answer the specific questions of a business plan, you must make decisions about the direction of your business that may show you that this idea is not likely to be successful. Think like an entrepreneur and explain any five elements in a proposed business plan. [5]
31. In 1971, a few women handcart pullers approached Ela Bhatt, head of the women’s wing of the textile labor association, in Ahmadabad, with problems like low and erratic wages, poor working conditions etc., Bhatt was aware that most of the women did petty jobs, working as garment makers, vegetable vendors, handcart pullers, milkmaids, hawkers etc., to supplement their family income. About 97% of the women lived in slums and 93% were illiterate. Bhatt soon realised that the women in the informal sector were unorganised, unprotected, economically weak, and had no bargaining power. In 1972, the garment workers formed their own co-operative. They were the first group to be organised under SEWA. By 1977, six other groups- used garment dealers, handcart pullers, vegetable vendors, junk-

smiths, milk producers and miscellaneous workers- formed their own co-operatives for self-help.

- a) Identify and explain the type of entrepreneurship mentioned in the paragraph given above.
- b) Explain in detail any four characteristics of the identified entrepreneur.

32. After completing IIT, Shubham wants to have his own startup, but he has no idea about the commercial function of an entrepreneur. He approaches his friend to help him with a management function to be performed. His friend gave him an idea about the commercial functions to be performed. Explain in detail the commercial functions of an entrepreneur. [5]

OR

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.

- a) Explain the various categories of manpower required by an enterprise.
- b) How can Meghna can efficiently utilize human resource in her organisation.

33. Roshan runs a pizza stall outside a shopping mall. Following information is given below regarding the cost and revenue of pizza stall. [5]

Particulars	Amount
Capacity	200 pizzas
Demand	150 pizzas
Unit price	₹300/-
Ingredients and raw materials required	₹175/-
Rent	₹2000
Salary	₹2500
Other fixed expenses	₹1500
Electricity	₹500

Calculate:

- a) Total fixed cost
- b) Calculate Break Even Point in units
- c) Calculate BEP in rupees.
- d) Calculate BEP in units and in rupees if unit price is increased by 30%.
- e) Calculate BEP in units, if the fixed expenses are increased by 10% and unit price is increased by ₹ 500

34. Rajesh was a chemical engineer working for a company selling insect killer spray. He was aware how this product could harm the health of the users and was constantly looking for ways to improve the product. Filled with innovative zeal, he worked hard and developed a mosquito repellent which produces sonic waves to drive away mosquitoes. It is non-smoky and does not emit any kind of fragrance or odor. It was safe to use as the sonic waves do not affect human beings or plants. He decided to name his product as 'Dengularia Free'. The product was to be packed in a corrugated box with an extension cord as free gift. Its price was fixed at ₹ 260 per unit. A replacement warranty for one year will be given as an introductory offer. He decided to sell this product through agents who will sell to both, the wholesalers and retailers depending upon the market to be catered. [5]

- a) Identify and explain the concept by quoting the lines from the above paragraph.
- b) Explain any three components of above identified concept.

