



INDIAN SCHOOL SOHAR
FINAL EXAMINATION (2024-2025)
ENTREPRENEURSHIP (066)

Class: XI

Date: 23/02/2025

Max. Marks: 70

Time: 3 Hours

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 words.
3. Internal choice is given in the paper, there is no overall choice.

SECTION – A

1. 'Care and Clean' manufactures shampoos and hair oils and they packed in 200 ml and 500 ml bottles. Faced with fall in demand, they decided to pack them in sachets of 10 ml and 20 ml. This represents the core value: [1]
 - a) innovation and creativity
 - b) respect for work
 - c) quest for outstanding performance
 - d) none of the above
2. Identify the way of generating idea highlighted in the given picture? [1]



- a) Environment scanning
 - b) Market research
 - c) Brainstorming
 - d) Focus group
3. The pharmaceutical company needs to weigh on financial implication of transitioning to robotics and automation in production of medicines. Identify the macro environment factor highlighted in the given example? [1]
 - a) Political factor
 - b) Social factor
 - c) Natural factor
 - d) Technological factor

OR

An operation manager at a manufacturing plant notices that production has been slow, and workers are not meeting the set targets. The manager decides to analyze the situation, monitor work progress, and implement corrective actions to improve performance. Identify the managerial function is that the operation manager is using to address the issue?

- a) organizing
 - b) controlling
 - c) planning
 - d) coordinating
4. Ravi invested in a startup that focused on eco-friendly packaging. However, the market for such products initially showed little interest, and the company was losing money. Ravi was advised to consider shutting down the business. Instead, he chose to keep pushing forward, rebranding the products, and educating the market about the importance of sustainable packaging. After a few years, the business saw significant growth. Identify the competencies of an entrepreneur indicated in the [1]

example.

- a) Information seeking
- b) Persistence
- c) Initiative
- d) Systematic Planning

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

Assertion (A): Social entrepreneurs affect the whole society at large and are instrumental in bringing about fundamental changes by reforming social systems and creating sustainable improvements.

Reason (R): A social entrepreneur targets the reserved and advantaged sections of the society.

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 correct but (R) is false.
- d) (A) is wrong but (R) is correct.

6. Sanders had no formal culinary training or experience but his only experience he was cooking for his siblings as a child and working at a number of odd jobs in the restaurant business. He got himself loans to confidently start his line of famous fried chickens all over United States. Identify the type of entrepreneur is Sanders? [1]

- a) Spontaneous entrepreneurs
- b) Induced entrepreneurs
- c) Motivated entrepreneurs
- d) Pure entrepreneurs

OR

Vijayamba transportation company wants to improve its fleet management and optimize routes to save fuel and time. They decide to implement a GPS tracking system that will provide real-time data on the location and movement of their vehicles. Identify technology does the company use to improve its operations in this case?

- a) Cloud computing
- b) Smart mobility
- c) Artificial intelligence
- d) Information collection

7. Sona makes decorative items at home and is very talented. She sells her items through Instagram and Facebook. The resin art nameplate by Sona is the most purchased online. Per piece costs Sona ₹300 and she sells it at ₹500. The fixed costs per month are ₹1,000. What is the contribution margin per unit? [1]

- a) ₹800
- b) ₹500
- c) ₹200
- d) ₹700

8. Moca, beverages manufacturing company, runs all its operations globally and, this process it done through various local channels. The company manufactures and sells concentrates, beverages bases, and syrups to bottling operators. It still however, owns the brand and is responsible for consumer brand initiative. The bottling partners manufactures, package and distribute the final branded beverages to vending partners, who then sells products to consumers. Identify the channel of distribution used by Moca. [1]

- a) Zero-level
- b) One-level
- c) Two -level
- d) Multi-level

9. Mahesh works in a MNC and gets a monthly salary of ₹40,000. He is not happy with his job and wants to start his own venture. His wife is not in favour of this idea and says that there are many disadvantages to this. This disadvantage can be: [1]

I. Irregular income	II. Erratic work schedule
III. Fewer benefits	IV. Freedom

Alternatives:

- a) Only I
- b) Only III
- c) I,II and III
- d) All of these

10. Sober Corporations are planning to launch a new products in their existing product line. The top management has made all the strategies and has decided that the price of the new product would initially be set at a low margin to attract customers and gain their confidence. The pricing strategy [1]

highlighted above is:

- a) Skimming
- b) Penetration
- c) Cost-plus
- d) None of these

11. A startup in the food delivery sector is considering joining a business incubator. They are seeking to expand their business quickly and are interested in finding ways to connect with potential investors and clients. The incubator offers a program tailored to the food and hospitality industries, but the team is uncertain about the kind of support it will receive. Which of the following is INCORRECT about the support provided by business incubators? [1]

- a) Business incubators help startups refine their business models and identify opportunities for growth.
- b) Some incubators provide legal services, including intellectual property protection and contract drafting.
- c) Business incubators only focus on providing physical space and office resources to startups.
- d) Mentorship and guidance on market strategies are a key component of most business incubation programs.

12. From the items given in **Entrepreneur** match the items with **Inventions** [1]

Entrepreneur	Inventions
A. Vinobha Bhawe	(i) Jaipur rugs
B. Ela Bhatt	(ii) Bhudaan Andolan
C. Harish Hande	(iii) Barefoot college
D. Nand Kishore Chaudhary	(iv) Selco India
E. Bunker Roy	(v) Self- Employed Women's Association

Alternatives:

- a) A-iv, B-iii, C-i, D-ii, E- v
- b) A -ii, B-v, C-iv, D-i, E-iii
- c) A- v, B-ii, C-i, D-iii, E-iv
- d) A -iii, B-i, C-ii, D-iv, E-v

13. Rina, a young woman, has recently started her own business producing handmade eco-friendly bags. She is passionate about her product and wants to expand her business. However, despite her enthusiasm, she faces significant challenges. She finds it difficult to access financial support from banks and other financial institutions, as they require strong collateral and a credit history, which Rina does not possess. Identify the problem faced by Rina as a woman entrepreneur in this context. Which of the following is the primary problem faced by Rina as a woman entrepreneur? [1]

- a) Lack of business ideas
- b) Unavailability of skilled labour
- c) Lack of market demand
- d) Attitude of creditors towards women

14. CHX engineers conducted a study on procurement and installation of solar power cells that will provide electricity to a school and college in a rural village. They assessed the workings of all solar cells along with supporting equipment like irradiation sensor, data-logger, transformers, distributors, etc. As the installation will go on phase wise, with Phase I being setting solar power cells on a school and college, the engineer need to work out a reporting detailing any problems in electricity generation. Phase II electrification process will involve installing solar cells in the entire village for which the engineers need to decide the capacity of solar cells required. A report will be prepared for the same as well. Which type of study is CHX preparing? [1]

- a) Market feasibility study
- b) Organisational feasibility study
- c) Financial feasibility study
- d) Technical feasibility study

15. Diversity and inclusiveness in hiring should be a priority. A varied workforce entails a diverse range of viewpoints, concepts and methodologies. This promotes diversity in the workplace, which can enhance the financial performance. The company's target pool should think that when sourcing and recruiting prospectus, it does so without prejudice or bias. The best method to prove this theory is to employ a varied of group of workers. Which resource is highlighted in the above text? [1]

- a) Physical resource
- b) Human resource
- c) Financial resource
- d) Intangible resource

16. Sandeep always believed that a successful entrepreneur should work long hours, sacrifice personal time, and focus solely on business. However, after joining a community of entrepreneurs who emphasized work-life balance, his attitude towards entrepreneurship began to change. Identify the source of attitude influenced Sandeep's towards entrepreneurship? [1]
- Direct personal experience
 - Group association
 - Influential others
 - Social trends
17. Maruti Udyog, a car manufacturing company, started its business with Maruti 800 and slowly launched Omni, Maruti Gypsy, Wagon R, Grand Vitara, etc. and offered various after sale services, availability of spare parts, etc. Identify element of marketing mix stated above: [1]
- Price mix
 - Promotion mix
 - Product mix
 - Place mix
18. Read the statements given below and choose the most appropriate option. [1]
- Assertion (A):** Organising and management are the main functions of an entrepreneur.
- Reason (R):** Every decision regarding an enterprise is taken by an entrepreneur himself/herself, whether it is related to lines of business to expand or to employ more capital.
- Alternatives:**
- Both (A) and (R) are true and (R) is the correct explanation of (A).
 - Both (A) and (R) are true but (R) is not the correct explanation of (A).
 - (A) is correct but (R) is wrong.
 - (A) is wrong but (R) is correct.

SECTION – B

19. The main purpose of Amazon market research is to identify “winning” products, or those that may produce high sales, by examining market trends, the goal is to look for goods you can purchase at a bargain and then resell for a profit at pricing that is competitive. [2]
- For instance, you could be able to sell pairs of shoes for 10 per piece, but if the quality isn't that great, your consumers will complain and you'll wind up with low sales. You must therefore seek out those “winning” products that not just sell well and garner favourable evaluations.
- Identify and explain the concept from the above example.
 - Explain the importance of identified concept.
20. The following information is provided by the manufacturer of toy trains for children. The manufacturer wants to calculate the break – even points (in terms of units and sales) of the business. Help him to calculate Break- even points (in terms of units and sales). [2]

	Particulars	Amount (₹)
1.	Rent, salaries and other fixed expenses	₹25,000.
2.	Selling price per unit	₹200
3	Variable cost per unit	₹150.

OR

Determine the total start-up costs from the following costs incurred by a manufacturing business.

	Particulars	Costs (₹)		Particulars	Costs (₹)
1.	Registration	1,00,000	5.	Employee welfare	2,600
2.	Advertising	50,000	6.	Insurance premium	5,000
3.	Rent	22,000	7.	Land	5,00,000
4.	Advance rent	11,000			

21. “It is a more in-depth review of business opportunity including market research and due diligence” In light of the given statement, write a short note on opportunity assessment. [2]
22. Eastman Kodak, in its film business, has been worrying about the growing competition from Fuji – the Japanese filmmaker. But in reality, Kodak faced a much greater threat. From the recent invention of the “filmless camera” sold by Canon and Sony, which takes video still pictures to be shown on a TV receiver. ‘What greater threat is there to a film business than a filmless camera!’ [2]

Identify and explain the factor or force of internal market environment highlighted in the above text.

23. Kartar wants to start a business after completing his studies however he does not have any business idea. He thinks that a great idea related to a business venture will appear out of nowhere. [2]
(A) Is Kartar justified in his thinking? Explain.
(B) Identify and explain any two misconceptions related to a business idea.
24. Yusuf is a young entrepreneur and operates his own business of spare parts. He wants to hire some staff for the store because he is planning to expand his scope of operations. He has contacted few people to get some human resource but is not sure about a suitable way for the same. [2]
As a human resource consultant, advise some ways to procure professional services for the same.

SECTION - C

25. Ayesha is a young entrepreneur who has just started her own fashion accessories brand. She has a strong passion for fashion and believes in creating unique designs. However, when she shared her idea with some of her family members and friends, many of them were skeptical about her venture. Some of them told her that starting a business is only for those with large amounts of money, others said that she would face immediate failure because most businesses fail within the first few years. Despite these discouraging remarks, Ayesha continued working on her business and, after a year, she started seeing steady growth in her sales and customer base. In the case of Ayesha, several myths about entrepreneurship have been mentioned. [3]
(A) Identify and explain two myths from the above context.
(B) Explain any one more myths related with entrepreneurship.
26. Samir has decided to open a new business of supplying sports equipment to Sports Authority of India. He decided to charge least possible price for the products and to source them from small scale units. He tried to urge Sudhakar to join the business. Before giving his final answer, Sudhakar wants to know about the business. [3]
(A) Identify the part of business plan should Sudhakar look into?
(B) Explain two elements of business plan.

OR

Ananya, a young entrepreneur, recently founded GreenSpark Innovations, a company that manufactures eco-friendly and biodegradable packaging materials. She had a brilliant idea but limited resources. To get the company off the ground, Ananya needed to mobilize human, financial, and physical resources. For the venture she has to hire skilled workers, Ananya secured funding by approaching financial institutions and using her savings. Explain the steps Ananya should take to mobilise the various resources for her entrepreneurial venture.

27. Ravi is a young entrepreneur who has started a business to manufacture eco-friendly packaging materials. He identified this need after noticing an increase in government policies against single-use plastics. Ravi carefully planned the production process, acquired funding from investors, and hired a small but skilled team to execute his plan. As his business grew, Ravi kept innovating by introducing biodegradable and water-soluble packaging materials. He constantly monitored customer feedback and made changes to improve the product quality. [3]

Answer the following questions in the context of above case.

- (A) Identify and explain the type of functions that are demonstrated by Ravi in this case?
(B) How does Ravi's focus on innovation contribute to the success of his business.
(C) Identify the risk-taking activities undertaken by Ravi in this case
28. Prakruti is a company that uses thrown-away, waste plastic to make roads from Films, Carry Bags, Cups having thickness up to 60 microns (PE,PP and PS) Hard foams (PS) of any thickness. Soft Foams (PE and PP) of any thickness. These roads have better durability compared to traditional asphalt concrete roads, they can withstand water better, have smoother surfaces, and develop lesser cracks and potholes which means lesser maintenance costs. This contributes to the infrastructure development of the rural area with minimum environmental damage. The environmental benefits are added-on to this. [3]
(A) Identify and explain the type of entrepreneur in the above context. Quote lines to justify

your answer.

- (B) Explain any two features of identified entrepreneur in the context of the above example. [3]
29. Rajat is a sales manager who has achieved his sales target one month in advance. This achievement was displayed on the notice board and the CEO of the company awarded him a certificate for the best performance. On the other hand Prajat, another salesman in the same company did not meet his sales target and was warned about being laid off, if his targets were not met. But Prajat, does not have a good house to stay and is sick all the time and doesn't have enough money for food and medicines. He sends all his money to his ailing parents but his mother needs money for an operation. The company provides medical reimbursements to only those who achieve their sales targets.
- (A) According to Maslow's Motivational theory, Identify the need of Rajat and Prajat were satisfied /not satisfied here in the above case?
- (B) Identify and explain the subsequent need that Rajat could satisfy?

SECTION – D

30. 'Sugar-on' is a company engaged in the production of sugar. While deciding on the price per kg of sugar they totally disregarded the regulations laid down by the government regarding this product. The government had fixed rationing on this product @₹28 per kg, but 'Sugar-on' decided to sell it for ₹32 per kg. [5]
- (A) Identify and explain the factor determining the price of the product that has been overlooked by the company? Explain all other factors of this category.
- (B) Pricing decisions are considered as crucial for the entrepreneurs. Explain any two significance of pricing decision.

OR

Sunny, a young entrepreneur, has started a home-based bakery called Sunny Bakes that specializes in customized cakes and pastries. Despite having unique designs and delicious recipes, Sunny is finding it challenging to attract enough customers to sustain the business. Sunny is considering the following promotional strategies:

- (A) Social Media Marketing: Creating a dedicated Instagram and Facebook page to showcase cake designs and interact with potential customers.
- (B) Discount Offers: Providing a 20% discount on the first purchase for new customers.
- (C) Word of Mouth: Encouraging satisfied customers to recommend Sunny Bakes to their friends and family.
- (D) Event Sponsorship: Offering free cakes for community events to increase brand visibility.

Answer the following questions:

- (A) Identify and explain the components of the promotional mix used by Sunny Bakes in the above case.
- (B) Which promotional strategy do you think will have the most immediate impact on sales? Why?
- (C) If Sunny had a limited budget, which two promotional strategies should be prioritized? Justify your answer with reasons.
- (D) Suggest one additional promotional method Sunny could use to attract more customers and explain how it would benefit the business
31. Entrepreneurship is a source of innovation, job creation and economic growth, as such it is pivotal to attract the young and the educated to become entrepreneurs. Undergraduates are an important source of nascent entrepreneurs in the future and consequently it is interesting to explore their intention for opportunity entrepreneurship. However, there is intellectual disagreement whether entrepreneurs are born or made. This is a post-positivist study, cross-sectional and the level of analysis is individual. Hierarchical regression analysis shows that family business background and gender explained largest and significant incremental variance in students' entrepreneurial intention. Consequently, the findings from this study lend support to the notion that entrepreneurs are more likely born. [5]
- Knowledge generated from this study is valuable in the design of entrepreneurship education, training and development policy to promote opportunity entrepreneurship.

Source: *International Journal of Entrepreneurship and Small Business*, January, 2015.

- (A) Identify and explain the concept highlighted in the above paragraph?
 - (B) Explain the need for entrepreneurship.
- 32.** A start-up company, GreenFuture Tech, specializes in manufacturing eco-friendly electronics. The company recently secured a major investment and is planning to set up its first manufacturing unit. The factory will be located in a semi-urban area with limited infrastructure. GreenFuture Tech is keen on maintaining sustainability as a core value in its operations. The company must carefully plan for physical resources, including machinery, raw materials, storage facilities, office spaces, and utilities, to ensure smooth and efficient operations. Identify and explain the factors to be consider before finalizing the acquisition of physical resources **[5]**
- 33.** Sapna purchased a book from Sangam Book Stores. While reading the book, she found that 20 pages were missing. She informed about this discrepancy to the owner of the store, who assured Sapna that he is willing to replace the book, if the publisher replaces the same. After a week, the publisher has refused to replaces the book. **[5]**
- (A) Is the publisher's behavior ethical? Support your answer with reasons.
 - (B) Explain the meaning of ethical entrepreneurship.
 - (C) Explain how business ethics is important for an entrepreneur?
- 34.** Deepika Sharma is a software engineer with a passion for fitness. She notices a gap in the market for customized fitness tracking applications for women that focus on mental wellness alongside physical health. Driven by this idea, she decides to start her entrepreneurial journey. Starting a venture is not an easy task. A series of activities need to be planned and undertaken to create an enterprise. Identify and explain the various steps to be followed by a Deepika Sharma to start her new venture. **[5]**