



INDIAN SCHOOL SOHAR
TERM I EXAMINATION (2024 - 2025)
ENTREPRENEURSHIP (066)

Class: XI

Date: 19/09/2024

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
3. Internal choice is given in the paper, there is no overall choice.
4. Attempt all parts of the questions together. Show your working notes clearly.

SECTION-A

1. The earthquake in Gujarat during the year 2001 led Manusukh Bhai Prajapati to this indigenous invention. [1]

(a) Blue pottery	(b) Mitticool refrigerators
(c) Haathi Chaap	(d) Uma food products
2. The labour cost per T-shirt is ₹ 25, the fixed cost per T-shirt is ₹ 35, and overheads, water and power used to make T-shirt is about ₹ 100 making the total cost per T-shirt to ₹ 160. A 50% profit margin makes the price per T-shirt to ₹ 240. The pricing strategy used here is _____. [1]

(a) skimming	(b) variable price
(c) base price and discount method	(d) cost plus profit pricing
3. Titan Industries of Tata Group, manufactures, distributes and targets their watches under different brand names that cater to different needs of their customers. Their 'Sonata' brand addresses the urban and rural segments of the customers while 'Fastrack' brand focuses on the Indian youth and 'Titan' by itself is designed for their customers in their mid-premium and 'Xylys' is targeted towards customers in the high-income group. Which marketing mix is used by 'Titan Industries'? [1]

(a) Price	(b) Place
(c) Promotion	(d) Product
4. 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]

(a) One – level channel	(b) Three – level channel
(c) Zero – level channel	(d) Two – level channel
5. Roadblocks to success should never deter the entrepreneur. Mixers when introduced did not have many customers but today, we find it be an essential part of kitchen accessories. Name the type of competency depicted here. [1]

(a) Initiative	(b) Leadership
(c) Persistence	(d) Information seeking
6. 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

7. Rahul was preparing for Civil Service examinations. He failed in his first attempt. He tried the second time and failed again. It happened a couple of times more. Again, he tried and this time he did it and achieved his goal. It's his _____ that made him accept his failures and made him not to give up. [1]

- (a) Self esteem (b) Creativity
(c) Innovation (d) Respect for work

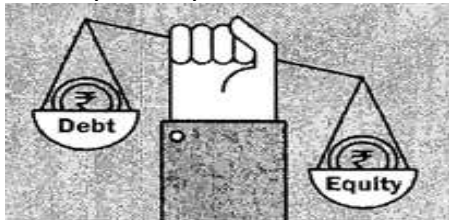
8. From the items given in **Column A** match the items in **Column B**: [1]

Column A	Column B
A. Demographic	(i) It refers all the affairs related to government affairs
B. Technological	(ii) It refers to GDP, national income etc.
C. Economic	(iii) It refers to the human population in terms of its size, density etc.
D. Political	(iv) It refers to changes that take place in the method of production

Alternatives:

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

9. Identify the myth related about entrepreneurship that has been clarified from the given picture: [1]



Alternatives:

- (a) Banks don't lend money to start-ups (b) Starting a business is easy
(c) It takes lot of money to finance a new business (d) Start-ups can't be financed with debt

OR

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.

- (a) Warehouse (b) Labelling
(c) Advertisement (d) Brand

10. Arrange the correct sequence involved for starting a business: [1]

- I. Launching the venture.
II. Preparing a business plan.
III. Developing a plan for growth in business.
IV. Looking for problems and challenges.

Alternatives:

- (a) IV, I, II, III (b) IV, II, I, III
(c) III, II, I, IV (d) IV, II, III, I

11. Maruti Vega Ltd. entered into the market with coloured Television and has now introduced products like air conditioners, washing machines etc. The company is not only offering the products but also handling complaints and offerings after sale services. Whenever the company is facing a problem they call a group of persons and they all sit together and generate a number of business idea by innovating alternatives ways of meeting the needs and solving the problem. Identify the method used by firm to generate ideas. [1]

- (a) Brain storming (b) Focus group
(c) Environmental scanning (d) Market research

12. P.C Mustafa was born in a poor family in a small village, Chennalode of Wayanad district of Kerala. His father was helper while his mother was uneducated. He grew up in the village had only one school and no road. But the only expertise he had was to make home cooked South Indian meals which [1]

motivated him and his cousins to start dosa and idli batter supplying business named “ID Fresh” with an investment of ₹ 25,000. PC Mustafa is known as one of the humblest and sincere business tycoons who help make home-cooked meals more convenient for home-makers and working professionals. The company owns and retails the ID brand of packaged food products that primarily comprises of idli and dosa batter made from rice, wheat and oats using traditional Indian cooking along with simple science of modern technology. Which type of entrepreneur is PC Mustafa?

- | | |
|-----------------------------|---------------------------|
| (a) Drone entrepreneurs | (b) Induced entrepreneurs |
| (c) Motivated entrepreneurs | (d) Pure entrepreneurs |

OR

The Walkman was first created because Sony’s co-founder Masaru Ibuka wanted to listen to music on long flights. The first model of Sony Walkman, the TPS – L2, was released in 1979 which was a portable, small cassette player with light headphone that ran on two or four AA batteries. People could carry around so that they can listen to music, while they are travelling and was a huge hit in 1980s. Its prototype was a tape recorder. Identify the type of entrepreneur Masaru Ibuka was?

- | | |
|-----------------------------|------------------------------|
| (a) Imitative entrepreneurs | (b) Innovative entrepreneurs |
| (c) Fabian entrepreneurs | (d) Drone entrepreneurs |

13. **Read the following statement: Assertion (A) and Reason (R): Choose the correct Alternative.** [1]

ASSERTION (A): Business ethics affects the business while social responsibility affects the entire society.

REASON (R): Business ethics ensures all norms and morals of the society are followed while social responsibility is about what is good/bad for the enterprise.

Alternatives:

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

14. Name the type of benefit of marketing ‘Determination of price according to the paying capacity of customers, can be classified into? [1]

- | | |
|------------------------------|------------------------------------|
| (a) Product oriented benefit | (b) Promotion oriented benefits |
| (c) Price oriented benefits | (d) Distribution oriented benefits |

15. Samir has decided to open a new business of supplying sports equipment to the Sports Authority of India. He decided to charge the least possible for his products and to source them from small scale units. He tried to urge Sudhakar to join his business. Before giving his final answer, Sudhakar wants to know about the business. Which element of the business plan should Sudhakar look into? [1]

- | | |
|--------------------------|----------------------|
| (a) General introduction | (b) Business venture |
| (c) Production plan | (d) Financial plan |

16. Identify the need for Entrepreneurship from the following statement: [1]

“Entrepreneurship is the yardstick to measure the level of development of a country”

- | | |
|---------------------------------------|-------------------------|
| (a) Life-line of a nation | (b) Increased profits |
| (c) Change of growth/Inclusive growth | (d) Provides innovation |

17. Dara is a large-scale retailer in fast fashion industry that uses huge quantities of fresh water for dyeing and finishing, process for all clothes. They also use chemicals for bleaching softening or making a garment that is water resistant and wrinkle free. The company accounts for 30% of pollution in fresh water bodies. Which macro environment factor is highlighted? [1]

- | | |
|-------------------|---------------|
| (a) Technological | (b) Economic |
| (c) Natural | (d) Political |

18. Mr. Patel is a creator of ‘Shine washing powder’ who worked as a factory chemist in Gujarat Mineral Development Corporation. He started making detergent in his kitchen for rural women of Gujarat. After sometimes of struggle he has become biggest detergent powder manufacturer. Mr. Patel performs the promotional function of _____. [1]

- (a) Financing the proposition
- (c) Detailed investigation

- (b) Discovery of an idea
- (d) Assembling the requirements

SECTION-B

- 19. Mr. Subhash Bhalla is the owner of 'Anupama Coffee Plantations' in Darjeeling. He uses organic method of agriculture. Identify and explain the category of entrepreneurs that belong to? [2]
- 20. Shamken Ltd has a project to export 50,000 units of dining chairs per month but their factory is viable only to produce 30,000 units of dining chairs per month. To make it up for the short fall, they outsource the production of the remaining units of dining chairs at the last minute from a small business unit nearby that may adversely affect the quality of chairs. This reduces their profitability from 80% to 40%. Identify and explain the types of feasibility studies could have avoided this shortfall? [2]
- 21. Do you think an intrapreneur is necessary for an organization? Support your answer with strong reasons. [2]
- 22. Differentiate between entrepreneur and an employee, on the basis of: [2]
 - (a) motive
 - (b) innovation

OR

Describe the following entrepreneurial functions of an entrepreneur.

- (a) Risk-bearing
 - (b) Organisation building
- 23. Demonetization led to shortage of cash across India but enabled digital solutions like Pay-TM, G-pay, and UPI apps for making transactions using a mobile phones. It disrupted the age-old ways of our parents and grandparents of making transactions through cash, provided flexibilities in making transactions without worrying about cash. Demonetization and the shortage of cash made people look for alternative ways to make transactions. Companies like Pay-TM and G-pay saw this as an opportunity and provided the flexibility in making transactions innovatively and creatively by simply using the mobile phone. Identify and explain core values are highlighted in this example? [2]

OR

Suggest and explain the promotion tool that an organization can undertake in the following:

- (a) Bourn Vita decided to promote its product through non personal means to a large audience to create and retain the demand for the product.
 - (b) Many young mothers are asking for a ban of a candy brand since worms were found in it. The company manufacturing the candy wants to reassure the customers that their product is safe for children.
- 24. "Attitude constitutes an important psychological attribute of individual which shape their behavior". Identify and explain the sources from where attitudes are acquired. [2]

SECTION-C

- 25. Traditionally women 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. Identify and explain any three challenges faced by women entrepreneurs in the present scenario. [3]
- 26. According to David McClelland, a regardless of culture, people are driven by three motives. Identify and explain the three motives that drive people. [3]

OR

Evaluate the basic and psychological needs of Maslow's Need Hierarchy theory.

- 27. You are the marketing manager of a company manufacturing toy cars. Explain briefly, the factors to be considered by you before finalizing the price of the toy car. [3]
- 28. Entrepreneurship journals, books, and available literature are filled with stories of entrepreneurs striking it rich because they had a great idea. These, however, tend to give a false impression about great workable ideas. Identify three such misconceptions and the realities behind such misconceptions. [3]
- 29. "Market Survey" is a useless expensive tool, and should it be dispense away with". Do you agree with the statement? Support your answer with reasons. [3]

PART- D

30. Saul mobile has been making disposable phones since 2015 and they have stores for selling them all over the country. These phones have the usage of 4000 minutes and company charge ₹ 300 for each disposable phone. But they need to have a proper selling process in place that can be consistent and align with the production process. [5]
- (i) Identify and explain the functions need to be undertaken by Saul Mobiles to get things done at both production and sales levels?
 - (ii) Briefly explain the process involved in discharging the above mentioned functions.
31. Despite the innumerable hurdles that he faced in a career spanning as the head of the diversified Bajaj Group, veteran industrialist Rahul Bajaj, the original Make in India proponent, lived by the dictum that “integrity and character matter. In addition, one needs courage to make difficult decisions and courage to oppose something to stand by what is right. Bajaj Group is an Indian multinational conglomerate founded by Jamnalal Bajaj in Mumbai in 1926 comprises 34 companies and its flagship company Bajaj Auto is ranked as the world’s fourth largest two and three – wheeler manufacturer. The consumer obtains the lowest possible price, and employees get fair wages for a day’s work, is the criterion of ethics in business, is what Rahul Bajaj, grandson of Jamnalal Bajaj, believed, a visionary business legend, who was the chairman emeritus and former managing director (until 2005). Bajaj fought against various struggles during Indian industry’s roughest phases –the license - permit – raj era – during which the politicians and the bureaucracy dictated every step you took, from setting up a factory to deciding its output and in some cases, even the price. “We faced competition head on and I concentrated on three things: I must have volume, the lowest cost and the best quality”. Bajaj’s journey could be viewed through three key prisms. “First, the lens of leadership.” Bajaj was a “visionary and clear on strategy, decisive, action-oriented and execution driven, and excellent with people and in building teams”. “Second, his journey captured the intricate and inseparable relationship between business, government and society. He symbolizes the evaluation of this relationship in India, in a world where environmental social and governance concerns are increasingly important to investors and other stakeholders. And finally “the prism of sustainability and the value of leaving a lasting legacy. **Source: India New England News, April, 2022** [5]
- Answer the following question based on the text given in the above article:
- (a) Name and explain the type of entrepreneur highlighted in the above article.
 - (b) Which business ethics were practiced by the entrepreneur? Identify the ethical approaches undertaken in the context of the article.
 - (c) Identify two and briefly explain any two competencies highlighted in the article.
32. Rithesh Agarwal has a business plan entering to a new market would definitely need a comprehensive business plan, while an entrepreneur who will be opening a new business of supplying Agricultural equipment to Agricultural Department. The plan must define the objectives, strategies, customer scenarios, and steps required to attain the objectives. Like the traveller, the entrepreneur must make some important decisions and gather information about external and internal factors so as to address the integration and coordination of effective business objectives and strategies related to his proposed venture. We know that planning is a process that never ends. It's an intellectual thinking process, with organized foresight, and a vision based on facts and experience, which is quite essential for an intelligent action. Planning bridges the gap between where we are standing and where we want to reach. He decided to charge least possible price for his products and to source them from small scale units. [5]
- As an entrepreneurship student identify and explain the basic processes and fundamentals to be followed in the execution of a business plan.
33. Madhu’s family has been running a renowned electronics store in Bangalore since the 1980s. They've always been a trusted name in the industry, known for their high quality products and excellent customer service. However, the COVID-19 pandemic has thrown their business into turmoil. Before [5]

the pandemic, their store was bustling with customers looking for the latest gadgets and appliances. But the lockdowns and restrictions severely impacted foot traffic, leading to a sharp decline in sales. As a result, Madhu's family has been struggling to keep their business afloat. The most significant challenge they face is paying the rent for their spacious showroom in a prime location. Madhu is now worried that their family's longstanding electronics store may not be able to survive in this challenging market environment. Using the above scenario as a reference answer the following questions:

- (a) Identify and explain the type of market is Madhu's family business is operating in?
- (b) Suggest the type of market to Madhu to enter into?
- (c) Explain in detail any three benefits of the suggested market.

34. "Every time I travelled, people asked me to bring them chips, Kharkra and pickles from all over the country" says Anuska. 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. Identify and explain the element of marketing mix that stated above. [5]

OR

Identify and explain in detail the factors affecting the internal environment of an organization.

- (A) Shaun purchased bottles of liquid detergent for his own personal use. The liquid detergent claimed that it could remove stubborn stains like coffee, ink, etc. Impressed with this claim Shaun tried washing his coffee-stained shirt. Unfortunately, even after using the product the stains remained the same. He advised all his friends to not use the product and even posted a negative review about the product on the internet. Due to this event the liquid detergent's brand image was affected.
- (B) E-commerce giant Flip-kart is all set to launch same day delivery in 20 cities across the country, with the company planning to roll out the service to all Indian cities in the coming months. This news has impacted Amazon, Snap-deal and Meesho.