



Class: XI
Date: 22/05/2024

Max Marks: 20
Time: 40 Minutes

General Instructions:

1. This question paper contains 10 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. "They are the entrepreneurs who are also known as pure entrepreneurs. They are motivated by their desire for self-fulfillment and to achieve or prove their excellence in job performance. They undertake entrepreneurial activities for their personal satisfaction in work, ego, or status. Their strength lies in their creative abilities. They are the natural entrepreneurs in any society." Identify the type of entrepreneur: [1]
- | | |
|---------------------------|-----------------------------|
| a) Imitative entrepreneur | b) Spontaneous entrepreneur |
| c) Induced entrepreneur | d) Motivated entrepreneur |

OR

"The entrepreneur selects the factory sites, decides about the plant and machinery and contacts of raw materials". Which of the following promotional function of an Entrepreneur is highlighted in the above lines?

- | | |
|-------------------------------|------------------------------|
| a) Detailed investigation | b) Financing the proposition |
| c) Assembling the Requirement | d) Discovery of an idea |
2. Read the following statement: **Assertion (A) and Reason (R): Choose the correct alternative.** [1]

ASSERTION (A): Drone entrepreneurs focus on low –risk business with steady profits.

REASON(R): Drone entrepreneurs are risk – averse and prefer to avoid taking risks

Alternatives:

- | | |
|--|--|
| 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. | |
| a) Assertion (A) is false, but Reason (R) is true. | |

3. [1]



Identify the managerial function of entrepreneurs from the above image:

- | | |
|------------------|----------------|
| a) Communication | b) Motivation |
| c) Co-ordination | d) Supervision |

4. Which of the following statement is not correct:
- Directing function of entrepreneur is concerned with carrying out the desired plans.
 - The growth of a start-up depends more on an entrepreneur's talent than on the business he chooses. [1]
 - Innovative entrepreneurs are generally founded in developed countries.
 - Ghanshyam Das Birla is an example of first generation entrepreneurs.

5. From the items given in Column A match the items with Column B.

Column A	Column B
(i) Entrepreneur	(A) The process of creating an enterprise.
(ii) Entrepreneurship	(B) An activity undertaken to earn profit.
(iii) Enterprise	(C) Person responsible to set up a business or enterprise
(iv) Business	(D) A business organization formed.

Alternatives:

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

SECTION - B

6. Since childhood, Mahima Mehra leaned towards an eco-friendly living style. Her attitude helped to recognize how elephant dung can be a useful resource. She created Haathi Chaap - a brand which makes everything such as notebooks, photo albums, frames, bags, gift tags, stationery, coasters, etc. These all are made by using elephant dung and the range of their prices start from ₹ 10 to ₹ 500. This venture of Mahima Mehra debunks a myth related to entrepreneurship. Identify the myth and give reasons for your answer. [2]
7. Mehek, a dropout from 10th std is forced by her mother to start working as a domestic help. Mehek agrees on the condition to do only cooking in 2-3 houses. One family turns out to be Punjabi, the other is Gujarati and the third is Rajasthani. She cooked their kind of food for a year and to everyone's surprise, she expressed her desire to open up a small eating joint of her own. All alone, determined, she finally opens "Cuisine", a small eating joint with her savings and it became a hot spot because of the fusion food platter being offered. [2]
- Do you think Mehek is an entrepreneur?
 - Give reasons for your answers.

SECTION- C

8. "Innovation is the hallmark of entrepreneurship." Why is "innovation" referred as the basic function of an entrepreneur? [3]
9. Kanika considers that starting a business is very easy but it takes a lot of money to finance it. Is she right in her assumption? Support your answer by giving reasons. [3]

SECTION- D

- 10 Hina was manufacturing beauty products and was always on the lookout to improvise her products. She used social media and online surveys to understand the latest trend in customer needs and the overall cosmetics industry. Through the surveys, she understood that the customers prefer natural ingredients like multani mitti or neem in place of chemicals in beauty products. So she decided to take advantage of this situation. Discuss the promotional functions which she will require to plan and perform for the same. [5]

OR

Mahinder Singh wants to start a textile unit near Gurgoan. As an entrepreneur he needs to have some knowledge of accounting, finance, marketing and staffing. Explain the commercial functions which he require to plan and perform for the same.