



**INDIAN SCHOOL AL WADI AL KABIR
DEPARTMENT OF COMMERCE**

SAMPLE PAPER-1 2023-2024

ENTREPRENEURSHIP (066)


TIME: 3 Hours

MARKS: 70

General Instructions:

1. This question paper contains 34 questions.
2. The question paper contains 4 sections - A, B, C and D
 - 1.1. Section A contains multiple choice questions
 - 1.2. Section B - 2 marks; Answers to these questions may be from 30-40 words.
 - 1.3. Section C - 3 marks; Answers to these questions may be from 50-75 words.
 - 1.4. 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.

PART A								
Q. No.		Marks						
1	Name any two state level organizations which provide information about the infrastructural facilities.	1						
2	<p>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.</p> <p>Identify the primary force which is being overlooked by Express Tours</p> <ol style="list-style-type: none">a. Supplierb. Consumerc. Competitord. Market intermediary	1						
3	<table border="1" style="width: 100%; border-collapse: collapse;"><tbody><tr><td style="width: 50%;">Fixed Cost</td><td style="width: 50%;">₹ 50,000</td></tr><tr><td>Variable cost per unit</td><td>₹ 20</td></tr><tr><td>Selling price per unit</td><td>₹ 15</td></tr></tbody></table> <p>Using the information given above, what would be the new Selling Price if there is an increase of 10%</p> <ol style="list-style-type: none">a. ₹ 16.5b. ₹ 12.5	Fixed Cost	₹ 50,000	Variable cost per unit	₹ 20	Selling price per unit	₹ 15	1
Fixed Cost	₹ 50,000							
Variable cost per unit	₹ 20							
Selling price per unit	₹ 15							

	<p>c. ₹ 15.5 d. ₹ 16</p>	
4	<p>_____ is considered as the Father of Green Revolution in India.</p> <p>a. Verghese Kurien b. M.S. Swaminathan c. Ella Bhat d. Keith Kellogg's</p>	1
5	<p>In the channel of distribution, I am the last point of sale.</p>	1
6	<p>To run the enterprise, the entrepreneur needs a group of staff which gives support services to managerial, professional and trained staff. They do not contribute to production directly but only provide assisting services in the maintenance of the enterprise. Identify the category of manpower.</p> <p>a. administrative manpower b. Managerial staff c. Professional manpower d. non-managerial staff</p>	1
7	 <p>Identify the element of promotion in the above given image:</p> <p>a. Sales promotion b. Advertising c. Public relation d. Publicity</p>	1
8	<p>Under this method of idea generation, a humongous amount of information from popular news magazines, reviews, government and consumer publications, trade publications, commercials, etc. will have to be scanned.</p> <p>a. Brain storming b. Creativity c. Environment scanning d. Market research</p>	1
9	<p>Raju has been working at Krishi General Stores since the past 2 years on a temporary basis. He has a big family to feed who are dependent on him. Raju has been requesting the owner</p>	1

	<p>of the store to hire him on a permanent basis but the owner has been giving him vague answers. Due to this Raju has been having sleepless nights. He is worried as to how will he manage to take care of his family?</p> <p>State in which level of Need as propounded by Maslow in his Motivational Theory.</p>	
10	<p>An entrepreneur conducting market research for a new fitness product decides to scientifically recruit investigators with a background in health and wellness. These investigators are trained in survey methodologies and are familiar with the terminology used in the fitness industry to ensure they can effectively gather relevant information.</p> <p>Which step of Market Survey has been highlighted in the example given above?</p> <ol style="list-style-type: none"> Planning the survey Fieldwork Analysis and interpretation of data Report making 	1
11	<ol style="list-style-type: none"> _____ are termed as laggards. Imitative entrepreneur Drone entrepreneur Innovative entrepreneur Fabian entrepreneur 	1
12	<p>Businesses will compete on _____ to differentiate themselves</p> <ol style="list-style-type: none"> Products Services Social media posts Analytics 	1
13	<p>Hamson's, a renowned chocolate brand was faced with a challenge after a customer discovered a worm in their chocolate bar. The brand swiftly responded, issuing a press release stating it as an imitation product of poor quality which has illegally used their logo. The company emphasized their commitment to quality control and urged consumers to purchase from authorized retailers to ensure authenticity.</p> <p>Which element of marketing mix is reflected in the above given example?</p> <ol style="list-style-type: none"> Product mix Price mix Place mix Promotion mix 	1
14	<p>This resource may be thought of as "the total knowledge skills, creative abilities, talents and aptitudes of an organizations workforce as well as the values, attitudes & benefits of an individual involved."</p> <ol style="list-style-type: none"> Human resources Physical resources Financial resources Material resources 	1
15	<p>Which of the following feasibility study is conducted to know the competition, sales projection, potential buyers, etc.?</p> <ol style="list-style-type: none"> Market feasibility Financial feasibility Technical feasibility 	1

	d. Organizational feasibility	
16	Barkha owns a textile business. She has been running the business in the exact same way her father and grandfathers did. She is set in a routine and does not want to change. Name any one quality of an entrepreneur that you would like Barkha to inculcate?	1
17	Ratan Tata shifted the manufacturing plant for Nano Cars from Singur to Sanand due to unforeseen complexities. Which type of competency is shown here? a. Risk taking b. Innovation c. Problem Solving d. Persistence	1
18	“People have a natural tendency to maintain consistency between attitude and behaviour. Attitudes can lead to intended behaviour if there is no external intervention.” State whether it is correct or incorrect to conclude that attitude does not affect on behaviour	1
PART B		
19	Differentiate between E-Commerce and E-Business. OR According to the American Market Association:- "At every point where a specific commodity is concentrated for sale a market is found". The definition above, gives the traditional meaning of market and emphasizes on two important elements. Explain the elements.	2 2
20	John, an aspiring entrepreneur, decided to start a tech manufacturing company that produces state-of-the-art consumer electronics. He realized the importance of assessing the 'place' or location for his enterprise. He carefully managed the construction of the manufacturing facility, acquiring necessary machinery, and ensuring a skilled workforce. John successfully established his tech manufacturing company. Identify and explain the holistic approach that allowed John’s enterprise to operate efficiently and produce high-quality consumer electronics.	2
21	List the any four sub elements to be included under the element of Business Ventures in a proposed business plan.	2
22	Define product mix. Mention any four dimensions of the product to be considered by the entrepreneur? OR Mention the price-oriented benefits of marketing mix to an entrepreneur.	2 2

23	<p>Riya, a young baker, recognized the trend for healthy baked goods in her community. With her savings of Rs. 15,000, she bought basic baking equipment and ingredients. Realizing the need for a professional oven, she approached a local bakery willing to rent out theirs.</p> <p>Riya then collaborated with a health-conscious café owner to showcase her products. Her baked goods became a sought-after choice among health enthusiasts, leading to a profitable venture.</p> <p>Do you agree that Riya exhibits strong entrepreneurial skills? Justify your answer.</p>	2
24	<p>“Innovation Time Off” is an Intrapreneurship program introduced by Google. The main aim of Google was to support its employees to come up with their innovative ideas in the 20% time off provided to them.”</p> <p>Is this beneficial to Google? Give reasons for your answers.</p>	2
PART C		
25	<p>Explain and justify in detail the channels of distribution to be undertaken for the following:</p> <ol style="list-style-type: none"> a. Gold jewellery b. Stationary 	3
26	<p>Nokia, once a dominant force in the mobile phone industry, faced a sharp decline in its sales due to its resistance to adapt to evolving consumer preferences. While competitors embraced the smartphone revolution, Nokia hesitated to move in that direction. As other companies adopted Android technology and improved their products, Nokia was stuck with its old products. Due to this decision, Nokia failed in the market.</p> <p>From the above case:</p> <ol style="list-style-type: none"> a. Identify the secondary force which led to the fall of Nokia b. Explain any two secondary forces affecting an organization apart from the force identified in (a) <p style="text-align: center;">OR</p> <p>Marco & Co. is a manufacturing company which is well known for their trendy and fast fashion. They have always sold their products through their retail stores. However, due to the increase in online shopping the CEO of Marco & Co. decided to venture into E-business. Unfortunately, the other members on the board are not sure of this decision.</p> <p>Imagine you are the CEO. Explain the importance of e-business to the board members.</p>	3
27	<p>What are material resources? While planning state the important decisions to be made by the entrepreneur.</p>	3

28	<p>Sales data during an off-season discount is an example of which new form of business which is created because of technological changes. Explain the identified concept.</p> <p style="text-align: center;">OR</p> <p>In case of a phone and a laptop of Apple Inc., whatever photo, is clicked, it automatically gets updated on to the laptop.</p> <p>Identify and explain the new form of business given in the example mentioned above.</p>	3 3						
29	<p>The following information relates to 'Gupta' who is running a sandwich stall selling different types of sandwiches</p> <table border="1" data-bbox="240 537 1377 768"> <tr> <td data-bbox="240 537 808 615">Fixed Cost</td> <td data-bbox="808 537 1377 615">₹ 10,000</td> </tr> <tr> <td data-bbox="240 615 808 693">Variable cost per unit</td> <td data-bbox="808 615 1377 693">₹ 5 per unit</td> </tr> <tr> <td data-bbox="240 693 808 768">Selling Price per unit</td> <td data-bbox="808 693 1377 768">₹ 10 per unit</td> </tr> </table> <p>Calculate B.E.P (in units) if Variable cost increases by 10%</p>	Fixed Cost	₹ 10,000	Variable cost per unit	₹ 5 per unit	Selling Price per unit	₹ 10 per unit	3
Fixed Cost	₹ 10,000							
Variable cost per unit	₹ 5 per unit							
Selling Price per unit	₹ 10 per unit							
PART D								
30	<p>"Market Survey" is a useless expensive tool". – Do you agree with the statement? Should it be dispensed away with? Support you answer with reasons.</p>	5						
31	<p>What are the different types of managerial functions? Explain any five functions.</p> <p style="text-align: center;">OR</p> <p>Although enterprises are as different and unique as the entrepreneurs who create them, most of them appear to work through a process.</p> <p>Discuss the steps involved in entrepreneurial process after the ideas are generated and evaluated.</p>	5 5						
32	<p>Determination of the price of a product is a very crucial decision' Why? Support your answer with reasons</p>	5						
33	<p>Although there is no singular process to manage the execution of a business plan, there are basic processes and fundamentals to be followed. Enlist them.</p>	5						
34	<p>"Procurement of physical resources is not easy". Giving reasons, state what is required to be planned for this procurement.</p>	5						