



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

SAMPLE PAPER 2 -2023-24

ENTREPRENEURSHIP (066)

CLASS: XI

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	<p>A manufacturing company has been using an outdated machinery for a long time. To stay competitive, they decide to modernize their factory by investing in new and advanced equipment.</p> <p>However, this machinery is expensive and requires a significant amount of money. For this purpose, the company decides to take a loan. They expect it to take more than a year but less than five years to fully pay off the loan.</p> <p>According to the information provided, what is the duration of the financial loan?</p> <ol style="list-style-type: none">a. Long termb. Short termc. Medium termd. Broad term	1
2	<p>Indians are boycotting the Maldives as a vacation destination due to negative remarks made by Maldivian ministers regarding Indian tourism standards. Consequently, a significant number of Indians have opted to cancel their planned trips to the Maldives.</p> <p>This decision by the Indian tourism is adversely affecting the Maldivian tourism sector, since a huge portion of tourists in the Maldives are mostly from India.</p> <p>From the above case, identify the external force affecting the Maldivian tourism sector.</p> <ol style="list-style-type: none">a. Technologicalb. Politicalc. Culturald. Demographic	1

3	Capacity	25 children per day	1
	Unit Price	₹. 100	
	Material Requirement per child	₹. 10	
	Rent	₹. 3000	
	Salary	₹. 5000	
	Administrative Expenses	₹. 300	
	Electricity Charges	₹. 700	
<p>From the above given details: Choose the correct option which shows the Total Fixed Cost</p> <p>a. ₹ 9000 b. ₹ 8300 c. ₹ 7500 d. ₹ 8000</p>			
4	Name any two institutions involved in Entrepreneurship Development program.		1
5	<p>Eastman Kodak, in its film business, has been worrying about the growing potential of Fuji — the Japanese film maker. 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.</p> <p>The above case reflects _____ element of internal environment.</p> <p>a. Producer b. Costumer c. Competitor d. Supplier</p>		1
6	What is the effect of acquiring outdated, obsolete, worn-out machinery, or sick plants?		1
7	<p>Joyalukkas a famous jewellery brand sells expensive jewellery through their own retail outlets and showrooms.</p> <p>Identify the channel of distribution adopted by Joyalukkas.</p> <p>a. Direct Channel b. Indirect channel c. Two level channels d. Three level channels</p>		1
8	<p>These groups of individuals provide information about proposed products or services in a structured setting. In this method of idea generation, a moderator is in charge of whatever issues are being examined.</p> <p>Identify the method of idea generation mentioned above.</p>		1
9	<p>Jenna, a diligent business development intern, has dedicated the past two years to her role at Logitech. She feels comfortable in her work environment and has established meaningful connections with her co-workers. She is familiar with her team and feels a strong sense of belongingness.</p>		1

	Identify the universal needs as proposed by Abraham Maslow in the above case.	
10	<p>_____ is the only element in the marketing mix that produces revenue, the other elements produce cost.</p> <ol style="list-style-type: none"> Product Price Place Promotion 	1
11	<p>These types of entrepreneurs have inherited the business from their grandparents and parents who have been entrepreneurs. This model is very commonly found in India.</p> <p>Identify the type of entrepreneur.</p> <ol style="list-style-type: none"> First generation Entrepreneurs Inherited Entrepreneurs Second Generation Entrepreneurs Third Generation Entrepreneurs 	1
12	<p>A social entrepreneur has a quality of continuously asking himself that, “Am I creating value for the people I am serving? Do I understand their needs?”</p> <p>Which of the following characteristic of social entrepreneur is highlighted above?</p> <ol style="list-style-type: none"> Socially aware Social catalyst Accountable Opportunity seeking 	1
13	<p>Kellogg’s, the world’s biggest cereal maker, first entered the Indian market in 1994. Having Ready-to-Eat food was not a cultural phenomenon in India in the 1990s. Persuading Indian consumers to drink cold milk instead of hot milk while consuming breakfast cereals was a major challenge for Kellogg’s.</p> <p>Indian breakfasts are often spicy and hot; Kellogg’s was suggesting the polar opposite by serving a dish that was bland, soft, and cold. Kellogg’s attempted to shift Indians’ breakfast preferences by portraying their regular breakfast as unhealthy. This backfired because Indian women have been feeding their families the traditional breakfast for decades. Due to this approach, Kellogg’s initially struggled to get a strong foothold in the Indian market</p> <p>Identify the macro environment affecting Kellogg’s</p> <ol style="list-style-type: none"> Cultural forces Natural factors Economic factors Demographic forces 	1
14	<p>It is the process of getting resource from the resource provider using different mechanisms, to implement the organization’s work for achieving the pre-determined organizational goals.</p> <p>Identify the concept from the above given statements</p> <ol style="list-style-type: none"> Human resources Material resources Manning table Resource mobilization 	1

15	<p>Which of the following statement is incorrect regarding Feasibility Study</p> <ol style="list-style-type: none"> List in detail all the things they need to make the business work. Identify logistical and other business-related problems and solutions. Develop promotion strategies to convince a bank or investor that their business is worth considering as an investment. Serve as a solid foundation for developing their business plans. 	1
16	This stage of the entrepreneurial process can involve producing prototypes or test marketing services.	1
17	How do the social entrepreneurs improve the standard of living of the society?	1
18	<p>Richa had been suffering from hair fall issues since her teenage years. She consulted many Trichologists however; the problem had remained unsolved. She would get angry when someone suggested a product or any home remedy as she was fed up trying them all. She would even avoid going to parties or any social gatherings in order to avoid unwanted recommendations. One day while Richa was grocery shopping, she met one of her schoolmates Rachna.</p> <p>Rachna had been the head girl in Richa's school and she admired her strength, bold outlook and positive nature. In between conversations Richa mentioned her hair fall issues to Rachna. Immediately Rachna recommended an anti-hair fall shampoo to Richa. But instead of being agitated as she normally would, Richa accepted the recommendation and immediately purchased a bottle of the anti-hair fall shampoo.</p> <p>Which concept is highlighted in the given example?</p> <ol style="list-style-type: none"> Attitude Competency Skills Markets 	1
PART B		
19	<p>'Performing Sellers' sustain and succeed in the market. State any two reasons.</p> <p style="text-align: center;">OR</p> <p>Differentiate between competitors and suppliers as primary forces of market.</p>	2 2
20	Mention any two factors which help in determining the resources required.	2
21	List the any four sub elements to be included under the element of Human Resource Plan in a proposed business plan.	2
22	<p>Amazon is a multinational company that started as an online bookstore and has expanded to sell a vast array of products, including electronics, clothing, books, and more. Customers can browse and purchase items through the Amazon website or mobile app, and the company facilitates the entire transaction process, including payment and delivery.</p> <p>From the above given case: Identify and explain the type of market is Amazon operating in.</p>	2 2

	OR Give three points of differentiation between the Traditional Market and Modern Markets.	
23	State any four qualities of entrepreneur.	2
24	<p>Steve Sasson worked as an engineer at Eastman Kodak. In the 1970s, Sasson was assigned a project to explore the potential of a new technology: Digital Imaging. Despite Kodak being a dominant player in the film and camera industry, Sasson saw an opportunity to innovate something great for his company.</p> <p>He developed the first digital camera in 1975. This device captured images digitally, a groundbreaking concept at the time. Although Kodak was known for its traditional film-based products, Sasson's entrepreneurial spirit and vision led to the creation of a technology that has now become very important to the photography industry.</p> <p>Identify and explain the role played by Steve Sasson in the above case.</p>	2 2
PART C		
25	<p>Sharayu, the marketing head for a mosquito repellent brand, has proposed a strategy to boost sales. She recommends hiring a team of employees who will engage in door-to-door visits to potential customers. Their role will be to explain the product and persuade customers to make a purchase. This approach is intended to complement other strategies employed by the company to increase sales.</p> <p>From the above case:</p> <ol style="list-style-type: none"> a. Identify the technique of promotion mix recommended by Sharayu. b. Explain any other two techniques of promotion mix. 	3
26	<p>Marketing research is the systematic and objective search for an analysis of information relevant to the identification and solution of any problem in the field of marketing.</p> <p>In the light of the above statement, explain the role of Marketing research in a business environment.</p> <p style="text-align: center;">OR</p> <p>To help acquire valid and reliable information, a series of steps are likely to be used, which are referred collectively as the —Marketing Research Process.</p> <p>Keeping in view the above statement, explain the steps which will be undertaken before the selection of the research instrument to be used, selection of sample type and size.</p>	3 3
27	<p>These resources are neither felt nor seen, far from being touched or preserved but helps immensely in providing a strong foothold to enterprise.</p> <p>From the above given statement:</p> <ol style="list-style-type: none"> a. Identify the business resource mentioned b. Explain any two types of the business resource identified in (a) 	3

28	<p>Explain the concept of Smart Mobility.</p> <p style="text-align: center;">OR</p> <p>The Living Room is a retail store which sells furniture. During the off-season, when furniture sales typically decline, the company provides a significant discount on its products to boost sales.</p> <p>The company collects detailed sales data during the off-season discount period using its new form of business system. The data which is collected includes information such as the types of furniture that sold the most, customer demographics, peak buying times, and the effectiveness of various marketing channels.</p> <p>Identify and explain the new form of business adopted by The Living Room.</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="240 680 1377 911"> <tr> <td data-bbox="240 680 808 758">Fixed Cost</td> <td data-bbox="808 680 1377 758">₹ 20,000</td> </tr> <tr> <td data-bbox="240 758 808 835">Variable cost per unit</td> <td data-bbox="808 758 1377 835">₹ 10 per unit</td> </tr> <tr> <td data-bbox="240 835 808 911">Selling Price per unit</td> <td data-bbox="808 835 1377 911">₹ 15 per unit</td> </tr> </table> <p>Calculate B.E.P (in sales) if Selling Price increases by 10%</p>	Fixed Cost	₹ 20,000	Variable cost per unit	₹ 10 per unit	Selling Price per unit	₹ 15 per unit	3
Fixed Cost	₹ 20,000							
Variable cost per unit	₹ 10 per unit							
Selling Price per unit	₹ 15 per unit							
PART D								
30	<p>Nigel is preparing to launch a health drink, and he is meticulously focusing on various aspects such as product packaging, labeling, intermediary channels, and promotional strategies. However, Nigel has overlooked one important element of marketing mix.</p> <p>a. Identify the element of marketing mix overlooked by Nigel. b. Highlight the importance of the element identified in (a)</p>	5						
31	<p>Shreya wants to start a textile unit near Gurgaon. Discuss the commercial functions which she will require to plan and perform for the same.</p> <p style="text-align: center;">OR</p> <p>Entrepreneurs are considered as the backbone of an economy. Do you agree with the statement? Justify your answer.</p>	5 5						
32	<p>Explain the immediate two steps to be undertaken by an organization once the survey has been planned.</p>	5						
33	<p>The ways by which human resources can be developed depends upon the total structure, local climate and motivational factor like providing rewards.</p> <p>In the light of the above statement, explain in detail the responsibilities of human resources towards the different types of staff in an organization</p>	5						
34	<p>Differentiate between feasibility study and business plan.</p>	5						

