



INDIAN SCHOOL AL WADI AL KABIR
DEPARTMENT OF COMMERCE

SAMPLE PAPER 1-2024-25

Class: XI

ENTREPRENEURSHIP (066)

M.M: 70

General Instructions:

1. This question paper contains 34 questions.
 2. The question paper contains 4 sections - A, B, C and D
- Section A contains multiple choice questions
Section B - 2 marks; Answers to these questions may be from 30-40 words.
Section C - 3 marks; Answers to these questions may be from 50-75 words.
Section D - 5 marks; Answers to these questions may be from 120-150
Internal choice is given in the paper, there is no overall choice.

SECTION A		
1.	This managerial function involves making appointments for the positions created by the organisational process. It is concerned with the human resources of an enterprise. Identify the function A.Planning B.Staffing C.Directing D.Leadership	(1)
2.	An _____ is the business organization that is formed and which provides goods and services, creates jobs, contributes to national income, exports and contributes to the overall economic development. A. Entrepreneurship B.Entrepreneur C.Enterprise D.Intrapreneurship	(1)
3.	They are also known as pure entrepreneurs, who 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. Identify the type of entrepreneur. A.Induced Entrepreneurs. B.Drone Entrepreneurs. C.Professional Entrepreneurs. D.Spontaneous entrepreneurs.	(1)
4.	_____ constitute an important psychological attribute of individuals which shape their behaviour. It may be defined as the way a person feels about something-a person, a place, a commodity, a situation or an idea.	(1)

	A.Ethics B.Behaviour C.Attitude D.Moral	
5.	<p>These entrepreneurs are very competitive, ambitious and goal-oriented—so much so that they tend to be aggressive and sometimes take a steamroller approach. They are restless and energetic, with a strong drive and a sense of urgency, regardless of the task at hand.</p> <p>Identify the type of entrepreneur defined above.</p> <p>A.Motivated B.Spontaneous C.Industrial D.Technical</p>	(1)
6.	<p>Statement 1: Feasibility study provides a blueprint of actions to be taken in future.</p> <p>Statement 2: Business Plan is road map of activities to be taken up by a business.</p> <p>A. Both the statement are true.</p> <p>B. Both the statement are false.</p> <p>C. Statement 1 is true, Statement 2 is false</p> <p>D. Statement 1 is false, Statement 2 is true</p>	(1)
7.	<p>Fixed Cost ₹ 75,000 Variable cost per unit ₹ 30 Selling price per unit ₹ 50.</p> <p>Using the information given above, what would be the new Variable Cost if there is a decrease of 10%</p> <p>A. ₹ 25</p> <p>B. ₹ 26</p> <p>C ₹ 27</p> <p>D. ₹ 3</p>	(1)
8.	<p>_____ is the ability of an organization to collect, maintain, and organize data. This data produces large amounts of information that can help develop new opportunities. Identifying these opportunities, and implementing an effective strategy, can provide a competitive market advantage and long-term stability.</p> <p>Name the information collection method.</p> <p>A.Business Intelligence</p> <p>B.Cloud computing</p> <p>C.Smart Mobility</p> <p>D.E business</p>	(1)
9.	<p>Which one of the following is not part of Financial Plan?</p> <p>A.Pricing policies</p> <p>B.Break-even analysis</p> <p>C.Fixed capital requirements</p> <p>D.Working capital requirement</p>	(1)
10.	<p>Which of the following creates both place and time-utility to a product?</p> <p>A.Product</p> <p>B.Price</p> <p>C.Physical Distribution</p> <p>D.Promotion.</p>	(1)

11.	Which of the following is not a pricing method? A.Penetration Pricing Method. B.Fixed Capital Pricing. C.Skimming Price Method. D.Market Rate Method.	(1)
12.	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? A. General introduction B. Business venture C. Production plan D. Financial plan	(1)
13.	Excess of Unit Price over Unit Cost is known as _____. A.Selling Price B.Gross Profit C.Fixed cost D.Variable cost.	(1)
14.	Salary, rent, office lightings are not affected by changing volume of production and sales. Identify the type of cost described above. A.Fixed Cost B.Variable cost C.Startup cost D.None of these.	(1)
15.	These resources are made by human through his abilities and skills. They are available to an organisation in the form of buildings, plants, machineries etc. required for running of an enterprise. Identify the type of resource. A.Financial Resource B.Human Resource C.Intangible D.Material Resource	(1)
16.	This constitutes of people who have technological expertise and are frequently required for machinery selection, installation, supervision and operation. A. Administrative manpower B. Managerial staff C. Trained technical manpower D. Non-managerial staff	(1)

17.	<p>In a recent interview Bollywood actress Deepika Padukone mentioned about a Bhutanese dish, Ema Datshi which is made out of cheese and chilies. Her mention of this dish has created a demand for the dish in India. Her fans are willing to try the dish even if it does not match their preference.</p> <p>Which source of attitude is highlighted in the case above?</p> <p>A. Group association B. Direct personal experience C. Influential to others D. Small association</p>	(1)
18.	<p>Yahoo Tours is a travel agency that books Railway 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 Miranda Tours and Travels which provides tickets within half an hour through the internet. Identify the external force which is being overlooked by Yahoo tours.</p> <p>A. Demographic environment B. Cultural environment C. Technological environment D. Social environment</p>	(1)
SECTION B		
19.	<p>This feasibility study includes a description of the industry, current market, anticipated future market potential, competition, sales projections, potential buyers.</p> <p>(a) Identify the type of feasibility mentioned above. (b) State any other type of feasibility study.</p> <p style="text-align: center;">OR</p> <p>Distinguish between Feasibility study and Business Plan.</p>	(2)
20.	<p>(a) List two types of market survey. (b) State the objectives of types of market survey.</p>	(2)
21.	<p>Equity refers to the capital invested in an enterprise by its owners. State the types/methods of equity financing apart from equity shares.</p>	(2)

22.	<p>Research & Solutions is a firm engaged in the business collecting data for its clients. Recently the company has recruited 20 employees as data collecting agents. The firm has initiated training programme to educate them about different methods of surveying.</p> <p>State any four methods which will be explained to those trainees.</p> <p style="text-align: center;">OR</p> <p>A product means something more than a physical commodity. It has many dimensions requiring due consideration to be given to each.</p> <p>State any such four dimensions of the product.</p>	(2)
23.	<p>Razzaq is a native of the beautiful valley of Kashmir. His family owns an apple orchard. During his summer break, he decides to help his family at the orchard. He observed that a lot of time was lost in plucking apples. Being of an innovative mind, he worked on solving the above problem and made a simple plucking device attached with a net and a knife. This saved considerable amount of time and money. From the above case can it be rightly said that Razzaq is an innovator and problem solver? Give reasons for your answer.</p>	(2)
24.	<p>Ravi joined Medix Pvt Ltd, a media company, as an intern. Unfortunately, three years have passed, and he has not yet been offered a permanent position within the organization.</p> <p>According to Maslow, identify and explain the need which unfulfilled in the above case.</p>	(2)
SECTION C		
25.	State any three differences between entrepreneur and employee.	(3)
26.	<p>Shanaya and Bree run a cafe. They were once very popular among the youngsters, however, as of lately they noticed a continuous decrease in their sales. Shanaya decided to conduct a market survey in order to find the cause of decline in sales. But Bree felt market surveys are useless and expensive and will not be of much help. a. Do you agree with Bree's statement, "Market surveys are useless and expensive" b. Give any two points explaining the importance of Market survey</p>	(3)
27.	<p>A much ignored resource, which is otherwise quite crucial, is intangible resources. 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>Explain three categories of such resource.</p>	(3)
28.	<p>Explain the following Entrepreneurial Competencies: a) Persistence b) Leadership c) Systematic planning</p> <p style="text-align: center;">OR</p> <p>Explain any three essential attitudes of an entrepreneur?</p>	(3)

29.	<p>Muhammad Yunus, the founder of the Grameen Bank and winner of the 2006 Nobel Peace Prize, found a solution to the plight of poor Bangladeshis who are unable to acquire funds to start their own business – microcredit. He lent \$27 of his personal funds to a group of poor women, who quickly started a sewing business that was able to generate enough income to help them pay back the loan, and more importantly, to rise above poverty.</p> <p>Like the Grameen model, there have been instances of various self-help groups in India, which foster various models of sustainability. The success of AMUL in at Anand in Gujarat eventually led to the creation of various co-operative societies across the country.</p> <p>Muhammad Yunus is a social entrepreneur who aims for value in the form of large-scale transformational benefit that accrues either to a significant segment of society. Explain the characteristics of such entrepreneurs.</p>	(3)
SECTION D		
30.	<p>Explain the tools of promotion mix with examples</p> <p style="text-align: center;">OR</p> <p>Explain the steps involved in Marketing Research Process.</p>	(5)
31.	<p>Karan, manufactures toy car using non-toxic components. His fixed expenses are ₹ 25,000 per month. He sells the car for ₹ 200 each and the variable cost per car is ₹150.</p> <p>(a) Calculate the break-even point for Karan’s business.</p> <p>(b) How many cars Karan have to sell if his target profit is ₹ 5,000 ?</p> <p style="text-align: center;">OR</p> <p>The following information relates to a company, which produces a single product. Direct labour per unit ₹22. Direct materials per unit ₹12. Variable overheads per unit ₹6. Fixed costs ₹4, 00,000. Selling price per unit ₹60.</p> <p>Use the figures above to show the minimum number of units that must be sold for the company to break even.</p>	(5)
32.	Explain any four structured approaches that might be adopted to generate ideas.	(5)
33	<p>The basic objective of a market survey is to collect information on various aspects of the business. As it involves gathering, recording and analyzing the data regarding the utility and marketability of the product.</p> <p>Explain the points to judge the importance of market survey.</p> <p style="text-align: center;">OR</p> <p>Price is the only element in the marketing mix that produces revenue, the other elements produce cost. Thus, it is essential that we know the significance of pricing.</p> <p>In the light of above statement explain the significance/importance of pricing.</p>	(5)

34.	<p>The Indian economy has been progressing. An upsurge has been seen in the number of entrepreneurs emerging in all fields. Moreover, the Government of India has been providing funds to the budding entrepreneurs.</p> <p>In the light of the above statement highlight the need for entrepreneurship.</p> <p style="text-align: center;">OR</p> <p>Mehak wants to start a textile unit near Gurgaon. Discuss the commercial functions which she will require to plan and perform for the same.</p>	(5)
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