

**SAMPLE PAPER 2****Class: XI****ENTREPRENEURSHIP (066)****M.M: 70
TIME: 3Hrs****General Instructions:**

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

	SECTION A	
1	<p>It is the psychological process of creating an urge among the subordinates to do certain things or behave in the desired manner. Its importance can be realised from the fact that the performance of a worker depends upon his/her ability and this function. It must be productive, competitive, comprehensive and flexible, and it must consider the psychological, social, safety, ego and economic needs of the worker. Identify the function</p> <p>Communication Co-ordination Motivation leadership</p>	1
2	<p>It constitutes 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.</p> <p>Attitude Entrepreneurial Values Competency Motivation</p>	1
3	<p>Karsan Bhai Patel, the creator of Nirma Washing Powder, who was working as a factory chemist in Gujarat Mineral Development Corporation, started making detergent powder in his kitchen for poor rural women of Gujarat and selling his product by visiting different villages. His efforts culminated in the whitish yellow detergent powder named Nirma. The idea behind was need and the problem of the society that could not afford other brands of detergent powders because of their high cost. Today, Nirma is one of the world's biggest detergent powder manufacturer. The brand sells over 8 lakh tonnes annually. It holds 40% of the Indian market, with a turnover of more than Rs. 2500/- crores. This is creative effort and risk-taking ability of a person who turned out to be an entrepreneur. The strength of being capable is the plus point in an entrepreneur.</p> <p>From the example given above identify the function of the entrepreneur.</p> <p>Organization building Discovery of an idea Detailed investigation Financing the requirement</p>	1

4	<p>It is rather the first step in the enterprise. An entrepreneur has to be keen observer of the society, the commercial trends, the product types, the change dynamics and the consumer trends. Once he/she decides to take the first step, what matters is the speed with which he/she is going to function.</p> <p>From the information given above, Identify the competency of an entrepreneur.</p> <p>Innovative and Creativity Problem solving Persistence Initiative.</p>	1
5	<p>Induced entrepreneurs enter into entrepreneurship because of various governmental supports provided in terms of financial assistance, incentives, concessions and other facilities to the people who want to set up of their new enterprises. From the information given above, Identify the type of an entrepreneur.</p> <p>Motivated Induced Spontaneous Professional</p>	1
6	<p>In-----, group of persons sit together and generate a number of business ideas by innovating alternative ways of meeting the needs and solving problems. It is usually an unstructured discussion in which one idea leads to another. This is a very productive method for generating as many ideas as possible.</p> <p>(a)brain storming (b)focus group (c)creativity (d)environment scanning</p>	1
7	<p>----- feasibility study defines the legal and corporate structure of the business (may also include professional background information about the founders and what skills they can contribute to the business).</p> <p>(a)Technical (b)Organisational (c)Market (d)Financial</p>	1
8	<p>----- is one of the elements of business plan which describes the Products and services offered, Pricing policies, Promotional strategies, Logistics for distribution, Channels of distribution.</p> <p>(a)Human Resource Plan (b)Financial Plan (c)Appendix (d)Marketing Plan</p>	1
9	<p>Assertion: Entrepreneurship combines the passion of a social mission with an image of business-like discipline, innovation, and determination.</p> <p>Reason: The social entrepreneur participates in profit seeking business ventures if only to use the profits generated to create valuable social programs for the whole community.</p> <p>(a)Assertion and reason are correct and is a correct explanation of assertion. (b) Assertion and reason are correct and is not a correct explanation of assertion. (c)Both assertion and reason are wrong (d)Assertion is wrong; reason is correct.</p>	1

10	<p>Akshay and Sanjay are arguing on the difference between entrepreneur and social entrepreneur. Akshay is of the opinion that the final objective the social entrepreneur is only creation of wealth but Sanjay is of the view that social entrepreneurs wealth creation is a means to an end.</p> <p>Who is correct?</p> <p>A. Both Akshay and Sanjay. B. Akshay C. Sanjay D. None of them</p>	1
11	<p>It is an organized and in-depth approach, which includes all the research activities involved with extracting out carefully the information for not only the first time but directly from the sources.</p> <p>(a)Survey (b)Secondary research (c)Primary research (d)None of these</p>	1
12	<p>It is the task of moving the goods and services from the place of production to the place of their consumption. It creates both place and time-utility to a product.</p> <p>(a)Insurance (b)storage (c)advertisement (d)transportation</p>	1
13	<p>It is an Unpaid mention of the enterprise, its product, and brand by the news media in newspaper, journals, radio or television. It is an uncontrolled form of promotion.</p> <p>(a)Personal selling (b)Exhibitions (c)Public Relations (d)Publicity</p>	1
14	<p>This cost is incurred by virtue of the fact that one has started a business and are operating it. These are ongoing costs not affected by changing sales volume. In other words, whether a business is producing and selling or not, one has to spend money for these items.</p> <p>(a)Fixed cost (b)Variable cost (c)Startup cost (d)All of these</p>	1
15	<p>It is the difference between the value of the tangible assets of the business and the actual value of the business (what someone would be prepared to pay for it). It is generally not present in case of new entrepreneurs.</p> <p>(a)Patent (b)Copyright (c)Goodwill (d)Trademark</p>	1
16	<p>Assertion: Retained profits is a technique of financial management, under which all profits of a company are not distributed amongst the shareholders as dividend, but a part of the profits is retained and reinvested in the business.</p> <p>Reason: Debenture is a owners fund.</p>	1

	<p>(a)Assertion and reason are correct and is a correct explanation of assertion.</p> <p>(b) Assertion and reason are correct and is not a correct explanation of assertion.</p> <p>(c)Both assertion and reason are wrong</p> <p>(d)Assertion is wrong; reason is correct.</p>	
17	<p>Which one of the following is not a micro environmental factor?</p> <p>A. Government</p> <p>B. Supplier</p> <p>C. Competitor</p> <p>D. Customer</p>	1
18	<p>Classic Leathers sell shoes for both men and ladies. What will be unit of sale for the shoes?</p> <p>A. pair</p> <p>B. dozen</p> <p>C. kilogram</p> <p>D. hour</p>	1
	SECTION B	
19	<p>The entrepreneur has to introduce new combinations of the means of production, new product, new market for a product and new sources of raw material. They introduce something new in any branch of economic activity. He/she foresees a potentially profitable opportunity and tries to exploit it.</p> <p>From the details given below, identify the function of the entrepreneur.</p> <p>Explain organization building as a function.</p> <p style="text-align: center;">OR</p> <p>Entrepreneurship involves a lot of risk taking. Yet, it can pay off very well, with rewards such as profits, the opportunity to be your own boss and make your own decisions. At the same time there are many disadvantages too. Explain any two disadvantages of being an entrepreneur.</p>	2
20	<p>Attitudes 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. Explain any two sources of attitude.</p>	2
21	<p>Amidst of rapidly changing environment, it may seem that evaluating ideas are a big waste of time. One may think that if one takes time to evaluate one's entrepreneurial ideas one will miss the quickly closing window of opportunity. However, there are good reasons why idea evaluation is an important step in researching the venture 's feasibility-justify by giving three reasons.</p>	2
22	<p>Research is not restricted to only finding out information about the market for a product, instead it is concerned with providing information, which will act as an aid to decision-making for a wide range of business activities from a new product development right through to after sales services. This systematic gathering, recording and analyzing of data about 'problems' is not an easy task. 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>List the first four steps of market research</p>	2
23	<p>These resources are neither felt nor seen, far from being touched or preserved but helps immensely in providing a strong foothold to enterprise. The intangible possession is a resource which enables a business to continue to earn a profit that is in excess of the normal basic rate of profit earned by other business of similar type.</p>	2

	From the information given above, define any two types of the intangible resources.	
24	Define the term Break Even point. OR Define: Resource Mobilisation	2
	SECTION C	
25	Generating ideas is an innovative and creative process. Initially it seems difficult to think of many ideas and it will take some time, not only in the beginning stages of the entrepreneurial venture but also throughout the life of the business. Explain any three ways of generating ideas.	3
26	Although enterprises are as different and unique as the entrepreneurs who create them, most of them appear to work through a process. Explain the process of entrepreneurship. OR Economic growth depends on the rate of innovation in the economic field, which in turn, depends on the number and quality of entrepreneurs in the society. Thus, entrepreneur is an agent of progress in the society. The reason for slow progress of our Indian economy during the first four decades of independence is that, the Indian entrepreneur has been shy. But as our economy has been progressing, we have seen an upsurge in the number of entrepreneurs emerging in all fields, but more needs to be done for increased economic growth in our country. In the light of the above given information, explain the need for entrepreneurship.	3
27	Some research studies have revealed four core values that are generally possessed by dynamic entrepreneurs. Explain the core values possessed by an entrepreneur.	3
28	Social entrepreneurship is necessary to mitigate the financial repercussions among vulnerable. With pay cuts and job losses happening all over the world, the need of the hour are ideas, innovations, creative solutions and fresh perspectives that can cater to the changing market demands, emerging economies and a new world, economic order. Social entrepreneurship is which combines the passion of a social mission with an image of business-like discipline, innovation, and determination”. In the light of the above statement explain any three characteristics of the above identified concept.	3
29	Pricing is the process of determining what company will receive in exchange for its products. It decides the preferences of the buyer too in the market. Pricing is undoubtedly one of the most important decision areas of marketing. Price and sales volume together decide the revenue of any business. Determination of a perfect price by a firm decides not only the marketing strategy but it may act as a boon or a bane for the product's future. Thus, Price Mix is the determination of Money Value of any product or service. In the light of the above given information, explain any three importance of pricing.	3
	SECTION D	
30	Physical Distribution is the task of moving the goods and services from the place of production to the place of their consumption. It creates both place and time-utility to a product. In fact, channels of distribution are like pipelines which take the right quantities of the right product to the right location, where the target consumers want them at the right time. Explain the channels of distribution commonly used by marketers.	5
31	Everything in life have relative advantages and disadvantages; entrepreneurship is no exception. As a matter of fact, entrepreneurship involves a lot of risk taking. Yet, it can pay off very well, with rewards such as profits, the opportunity to be your own boss and make your own decisions.	5

	In the light of the above information, discuss the advantages of entrepreneurship.	
32	<p>Explain in detail the steps involved in market survey.</p> <p style="text-align: center;">OR</p> <p>Explain the six elements of promotion mix.</p>	5
33	<p>The following information relates to a company, which produces a single product.</p> <p>Direct labour per unit- Rs. - 22/-</p> <p>Direct materials per unit - Rs.42/-</p> <p>Variable overheads per unit - Rs.6/-</p> <p>Fixed costs - Rs. 4, 00,000/-</p> <p>Selling price per unit - Rs. 110/-</p> <p>Using the figures given above, calculate the minimum number of units that must be sold for the company to break even in units and in rupees.</p> <p>Calculate the sales target in order to achieve a profit of Rs 1,60,000.</p>	5
34	Discuss the micro environmental factors that affect a market condition.	5