



INDIAN SCHOOL AL WADI AL KABIR

FIRST UNIT TEST-XII -2023-24 ENTREPRENEURSHIP (066)

Date:18.05.2023

Time: 1 Hour

Marks: 30

Instructions:

- 1.The question paper contains 4 sections - A, B, C and D***
- 2. Section A contains Multiple choice questions, write the selected option number along with the answer.***
- 3. Section B - 2 marks***
- 4. Section C - 3 marks***
- 5. Section D - 5 marks***
- 6. Internal choice is given in the paper, there is no overall choice.***

SECTION A		
1.	A young man, Arvind wants to start a business. He is not sure of the type of business he should start. His friends suggested him to seek the help of professionals. He contacted a professional who asked Arvind to pay a big amount for consultancy. Therefore, he decided to search for the reports and industry updates himself. He started looking for the required information on different websites regularly. Identify the way Arvind spotted the trend. A. Watch trend B. Read Trend C. Talk trend D. Think Trend	1
2.	'First School Ltd.' is an acclaimed infrastructure development company. It designs the buildings for educational institutions in a unique way to give the maximum benefits of nature to the different stakeholders in the institution. Generally, the buildings have been designed by them in such a way that during	1

	<p>the day maximum sunlight is utilized and solar panels conserve solar energy for the rest of the day. This helps to conserve electricity, reduce carbon monoxide emission and reduce the electricity bill.</p> <p>Which macro environmental factor is considered by First School Ltd.?</p> <p>A. Legal B. Social C. Political D. Ecological</p>	
3.	<p>The process of converting an idea into an opportunity and then into an enterprise is called as _____.</p> <p>A. Creative process B. Environment Scanning C. Sensing entrepreneurial opportunities D. Trend Analysis</p>	1
4.	<p>Krunal opened a car repairing shop on Delhi-Agra highway.</p> <p>Which idea field does it refer to?</p> <p>A. Service Related B Trading related C. Natural Resource D. Creative efforts</p>	1
5.	<p>Assertion: Mutual agency as a characteristic of partnership states that each partner is liable for the acts performed by the other partners. Reason: The partners of a firm have unlimited liability.</p> <p>A. Assertion is true but Reason is false. B. Both Assertion and Reason are true, but Reason is not the correct explanation of Assertion C. Both Assertion and Reason are true, but Reason is not the correct explanation of Assertion D. Both Assertion and Reason are false.</p>	1
6.	<p>Kapil has decided to start his venture in manufacturing plastic toys. He wants to get a road map for himself as to how to proceed and also wants to avail loan from financial institution. This requires him to prepare a _____.</p> <p>A. Business Plan B. Feasibility Study Report C. Annual Report D. Market Survey Report</p>	1
7.	<p>Ankit and Ritesh have started a car rental company named Vehicles 24x7 Pvt Ltd. How many more members they can have for their company?</p> <p>A. 50 B. 198 C. 200</p>	1

	D. 48	
8.	<p>Camcord Ltd. was into manufacturing security cameras for household and commercial buildings. Their Research and development team came up with a new idea of manufacturing drones as security cameras which will give a 360-degree view of the entire building. They needed huge finance for the same. The company MD, Abhay Mittal heard about HFCL, a finance organization who are ready to invest in new ideas. He sought an appointment with them and instructed his team members to prepare a business plan to be presented before the HFCL. His plan was to make an informative power point presentation showing key graphs of financial trends. It was meant to trigger discussion among the members.</p> <p>Which format of business plan is Abhay Mittal and his team needs to prepare?</p> <p>A. Elevator Pitch B. A pitch deck with oral narrative C. A written presentation for external stakeholders D. An internal operational plan</p>	1
SECTION B		
9.	<p>It is described as an attractive economic idea which could be implemented to create a business, earn profits and ensure further growth.</p> <p>(a) Identify the concept described above. (b) List any two elements of the concept identified in (a).</p>	2
10.	Briefly explain any two benefits that a business environment.	2
11.	<p>Gautami started her business of manufacturing designer furniture in Lonavala. Her business was a huge success and she thought of starting a designer studio involving huge capital in Mumbai as well as in Pune. Her friends wanted to join hands with her and open the same. They approached a chartered accountant and he suggested them to form a private company as according to him this form of company is more desirable.</p> <p>State any four privileges of a private company that make it a more desirable than a public company.</p>	2
SECTION C		
12.	<p>Arun started a packing factory in the small plot of land inherited from his father. Arun is very enthusiastic and concerned about environmental issues and health has planned to sale food grade plastics for packing edible oils and tetra pack for dairy industries as a start-up. He contributed Rs.2,00,000 from his personal fund and obtained a loan of Rs.3,00,000 from the bank by mortgaging the land.</p> <p>(a) Advise him, where he must disclose the source of his fund, under Financial Plan while preparing the Business Plan. (b) Mention any other two components of Financial Plan.</p>	3

	<p style="text-align: center;">OR</p> <p>Deepika wanted to pitch in to reduce the financial crisis prevailing in her house and thought of working as a cook. She started working in three different households, one Punjabi, one Gujrati and one South Indian family. She soon realised that all the three households have different cuisine. All the families greatly appreciated the time frame within which she had mastered the local cuisine. After working for them for a year, she decides to open a small eating joint of her own along with two of her friends named Apna Bhoj. They decided to share profits equally and every partner is supposed to act honestly and give proper accounts to other partners. Soon the eatery became a hotspot because of the fusion platter which was being offered.</p> <p>(i)Identify the kind of business organization which was set up by Deepika and her friends. (ii)Quoting the lines from the paragraph, state the features of this form of business organization.</p>	
13.	<p>The Indian economy has been subjected to a series of positive economic reforms since 1991 which had created a better working environment for foreign companies and has made it possible for foreign investors to operate in the country more easily. Taking into consideration the polity in India as a whole, the bureaucracy complications and the regulatory FDI controls and regulations, it is safer for it to enter India only via a joint venture or a strategic alliance with an Indian company that can provide a buffer from possible political tension. Furthermore, it can face some opposition from the existing competitors like CCD, Barista, etc. It has opportunity to increase its revenues based on increasing demand for speciality coffee, which is due to a growing coffee culture and a growing middle class around the world. Also, the company has the opportunity to widen its array of more healthful products to attract health-conscious consumers to its cafés. The company also has the opportunity to improve its supply chain efficiency based on new technologies used by coffee farmers. However, the rising availability of home-use speciality coffee machines is a threat to the company because it increases the availability of substitutes to its products. The company also has planned to offer most of its products in recyclable packaging. However, increasing employment regulation, especially in developing countries, threatens its access to the labour market.</p> <p>Quoting the lines from the above paragraph, identify the any three macro environmental factors that a coffee selling company should consider to enter the Indian market.</p>	3
SECTION D		
14.	<p>Explain the steps involved in the creative process.</p> <p style="text-align: center;">OR</p> <p>Explain the factors involved in sensing opportunities</p>	5

15.	One of the oldest, simplest and most commonly used forms of business organization which is owned financed, controlled and managed by only one person is called as sole proprietorship. Discuss any five characteristics of this form of business.	5
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