



# INDIAN SCHOOL AL WADI AL KABIR

## DEPARTMENT OF COMMERCE

### ASSESSMENT II -2024-25

### ENTREPRENEURSHIP (066)

**DATE: 08/12/2024**

**MARKS: 70**

**CLASS: XI**

**Time: 3 Hours**

#### 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	Sunil is a young entrepreneur developing a mobile phone application for ambulance service on call. He is in the stage of launching the venture, developing a customer base, and adjusting marketing and operational plans as required. Identify the current stage of entrepreneurship process for Sunil. A. Planning B. Start-Up C. Growth D. Harvest	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. entrepreneur B. entrepreneurship C. enterprise D. innovation	1
3	Hiltech is local Smart television company, they have adopted the suitable technology from Japanese Company, GL to manufacture their products. What type of entrepreneur is Hiltech according to C Danhoff's classification: A. Innovative B. Drone C. Fabian D. Imitative	1
4	The desire for self-respect, self-esteem, reputation, prestige, status, fame, glory, and appreciation are examples of _____ need as per Abraham Maslow's theory of need hierarchy.	1

	<p>A. safety B. self actualisation C. belongingness D. esteem</p>	
5	<p>A 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. Which way of generating idea is defined above? A. Brain Storming B. Focus Group C. Environment Scanning D. Creativity</p>	1
6	<p>Seema has developed several business ideas but has limited fund to invest. She meticulously evaluates each idea to see which one make the most effective use of her capital and provide the best opportunity for growth. Which importance of evaluating ideas is mentioned above? A. To decide what is important B. To Identify Strengths and Weaknesses C. To make the best use of limited resources D. To minimize risks while maximizing return</p>	1
7	<p>Dropbox, Google Drive, or Microsoft OneDrive are all an example of _____ in modern day business activities. A. Smart Mobility B. Business Intelligence C. Artificial Intelligence D. Cloud Computing</p>	1
8	<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 Vijay is of the view that social entrepreneurs wealth creation is a means to an end. Who is correct? A. Both Akshay and Sanjay. B. Akshay C. Sanjay D. None of them</p>	1
9	<p>Who is the founder and leader of the Bhudaan Andolan (Land Gift Movement), he redistributed of more than 7,000,000 acres of land to aid India's untouchables and landless? A. Muhammad Yunus B. Vinobha Bhave C. Ela Bhatt D. Varghese Kurien</p>	1
10	<p>Kitchen King, a manufacturer of kitchen appliances sets up booth and kiosks in malls and lifestyle expo, where they showcase their product and demonstrate it to the visitors. Which tool of promotion mix is used by Kitchen King? A. Publicity B. Advertising</p>	1

	C. Personal selling D. Exhibitions & Demonstration	
11	Which one of the following is not a micro environmental factor? A. Government B. Supplier C. Competitor D. Customer	1
12	ASSERTION(A): There are two types of market survey: Census and Sample. REASON (R): The objective of both census and survey is to produce accurate information within the planned time span and keeping the expenditure to the minimum. A. Both assertion (A) and reason (R) are correct and R is a correct explanation of A. B. Both assertion (A) and reason (R) are correct but R is not the correct explanation of A. C. Assertion (A) is wrong; Reason (R) is correct. D. Assertion (A) is correct; Reason (R) is wrong.	1
13	Which one of the following is not a characteristic of good marketing information? A. Clarity B. Punctuality C. Extravagance D. Accuracy	1
14	Classic Leathers sell shoes for both men and ladies. What will be unit of sale for the shoes? A. pair B. dozen C. kilogram D. hour	1
15	ASSERTION(A): The cost of flour, sugar and baking powder for a bakery are examples of variable cost. REASON (R): Variable costs remains constant irrespective of the level of output. A. Assertion (A) is correct; Reason (R) is wrong. B. Both assertion (A) and reason (R) are correct but R is not the correct explanation of A. C. Assertion (A) and Reason (R) are wrong. D. Both assertion (A) and reason (R) are correct and R is a correct explanation of A.	1
16	The unit price of a cup of coffee ₹10. The unit cost of each cup which includes coffee powder, milk, sugar is ₹8. The gross profit for each cup earned by the coffee seller is _____. A. ₹18 B. ₹10 C. ₹8 D. ₹2	1

17	Column A	Column B	1
	(i)Start up	(a) Break-even point	
	(ii)Salary to permanent staff	(b) setting up the business	
	(iii)Total revenue = total expense	(c) fixed cost	
Identify the correct option to match the above data: A. (i) - (c); (ii) - (a); (iii) – (b) B. (i) - (b); (ii) - (a); (iii) – (c) C. (i) - (b); (ii) - (c); (iii) – (a) D. (i) - (a); (ii) - (c); (iii) – (b)			
18	Calculate the selling price for each unit a product if the variable cost is ₹14 per unit and the contribution is ₹6 per unit? A. ₹8 B. ₹20 C. ₹28 D. ₹12		1
SECTION B			
19	List any two managerial function of the entrepreneur.		2
20	Mr.Vikram Singhal is a highly successful businessman, ranking among the top 10 industrialists in India. His company Singhal Group of Industries operates in the field of fertilizers, steel, and 5G network. His son Virat Singhal, after completing his management degree from Oxford, decides to join the family business. Which type of entrepreneur is Virat Singhal? Define it.		2
21	Name any two pricing method that can adopted by an entrepreneur		2
22	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. State any four methods which will be explained to those trainees.  OR State any two ways of classifying product.		2
23	Distinguish between expense and expenditure.		2
24	Rajat is running a retail shop selling high -end customized furniture. He incurs certain fixed cost and variable cost to run the business. (i)Name the type cost incurred by Rajat to run the business on day to day basis. (ii) What is meant by unit price?		2
SECTION C			
25	Shreyas is planning to open a mobile and other electronic gadget repairing shop, but he is not aware of the core values an entrepreneur needs to possess in order to be successful. Shreyas father, Mr.Sudhir a CEO of an MNC explained him the core values those are possessed by dynamic entrepreneur Briefly discuss any three core values that Mr.Sudhir explained to Shreyas.		3

26	<p>It includes a description of the industry, current market, anticipated future market potential, competition, sales projections, potential buyers. (a) Name the type of feasibility study mentioned. (b) Define any other type of feasibility study.</p> <p style="text-align: center;"><b>OR</b></p> <p>State any three content of Production Plan under Business Plan</p>	3
27	<p>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 any three channels of distribution commonly used by marketers.</p>	3
28	<p>Shafiq and Sania run a café in Mumbai. They were once very popular among the youngsters, but of late they noticed a continuous decrease in their sales. Sania decided to conduct a market survey in order to find the cause of decline in sales and asked Shafiq if he knew about the steps involved in market survey. They are both unaware of the steps and now seek your advice. Explain the first three steps of market survey.</p>	3
29	Discuss the purpose of calculating break-even point for an enterprise.	3
<b>SECTION D</b>		
30	<p>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. In the light of the above information, discuss the advantages of entrepreneurship.</p> <p style="text-align: center;"><b>OR</b></p> <p>An entrepreneur needs to perform variety of functions. Commercial functions are one of them. Discuss different commercial functions of an entrepreneur.</p>	5
31	Discuss the purpose of preparing business plan that helps a business to organize its resources and measure the progress.	5
32	Explain the characteristics of social entrepreneur.	5
33	<p>In order to acquire valid and reliable information, a series of steps are likely to be used, which are referred collectively as the —Marketing Research Process. Explain the steps involved in such process.</p>	5
34	<p>Fun Toys Ltd. manufactures toy car using non-toxic components. The fixed expenses are ₹25,000 per month. The selling price for each toy car is ₹200. The direct material cost per car is ₹90 and direct labour cost per car is ₹60. (a) Calculate the break-even point for Fun Toys Ltd. (b) How many cars Fun Toys Ltd must sell if the target profit is ₹5,000.</p>	5