



INDIAN SCHOOL AL WADI AL KABIR

First Unit Test- 2023-24

Entrepreneurship (066)

Date: 18/05/2023

Time Allowed: 1 hour

Class: XI

Maximum Marks: 30

General Instructions: -

- 1) All questions in both the sections are compulsory.
- 2) Marks for questions are indicated each.
- 3) All parts of a question should be answered at one place.

Q. No.	SECTION A	Marks
1	A typical entrepreneur earns less money than he/she otherwise would have earned, working for someone else Ans: True	1
2	"They are highly ambitious are normally not satisfied by slow progress in their jobs." This applies for which entrepreneurs?	1
3	All the three were doing the same work, then what differentiates them? Ans: Attitude towards the work.	1
4	What is important to do a piece of work effectively and efficiently? Ans: right and positive attitude	1
5	Whose answer reflected a positive attitude? Ans: the third labourer. This is because when he replied stating that he is building a mansion it reflected a right and positive attitude.	1
6	The word Entrepreneur was coined by <u>Richard Cantillon</u>	1
7	Name the motivation theory stated by Maslow. Ans: Maslow's Hierarchy of Needs Theory	1
8	According to McClelland's Need for Achievement Theory, people with high need for affiliation usually derive pleasure from being loved and tend to avoid the pain of being rejected. Ans: True	1
9	The main need for entrepreneurship State in any country is for <u>Economic Development</u>	1

10	This stage of the entrepreneurial process involves examining work experience and relating it to potential opportunities Ans: Self – discovery	1
11	Mila owns a textile business. She has been running the business in the exact same way her father and grandfathers did. She is set in a routine and does not want to change. Name any one quality of an entrepreneur that you would like Mila to inculcate? Ans: any one quality of an entrepreneur	
12	Kinetic Engineering Limited is the flagship company of Firodia Group of companies, one of the pioneering groups in automobiles in India, founded in 1972 by Mr. H. K. Firodia. The company encourages employees to use their time efficiently for innovation in its upcoming products. The Kinetic Zing model of bicycle was the idea of an employee working in the corporation. This is an example of: <u>Intrapreneurship</u>	

	SECTION B	Marks
13	<p>Since childhood, Mahima leaned towards an eco-friendly living style. Her attitude helped to recognize how elephant dung can be a useful resource. She created Haathi Chaap - a brand which makes everything such as notebooks, photo albums, frames, bags, gift tags, stationery, coasters, etc. These all are made by using elephant dung and the range of their prices start from Rs 10 to Rs 500.</p> <p>This venture of Mahima debunks a myth related to Entrepreneurship. Identify the myth and give reasons for your answer.</p> <p>Ans: The above case debunks the myth that, Most entrepreneurs start businesses in attractive industries.</p> <p>It debunks this myth because Mahima tried to venture into an area which many people had not heard about. She decided to create a product out of elephant dung. This made her product very unique as compared to the businesses which sell food products, clothing, jewellery, etc. Haathi Chaap was a totally different venture in a different industry.</p> <p style="text-align: center;">OR</p> <p>Do you think Intrapreneur is necessary for an organisation? Support your answer with strong reasons.</p> <p>Ans:</p> <p>Yes, I agree that an Intrapreneur is necessary for an organisation. The reasons are as follows:</p> <ul style="list-style-type: none"> • It is the best way to retain talented staff and help them to develop their product otherwise, most of them will just quit and develop these ideas on their own. 	2

	It will be a win-win situation for both the organisation and the talented employee as the organization will get a new product or service. The employee gets to see his dream product/ service come true.	
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SECTION C		Marks
14	<p>Explain the types of entrepreneurs based on their motivating factors.</p> <p>Ans:</p> <ul style="list-style-type: none"> • Spontaneous Entrepreneurs • Induced Entrepreneurs • Motivated Entrepreneurs 	3
15	<p>Discuss the need for entrepreneurship in the country</p> <p>Ans: any 3</p> <ul style="list-style-type: none"> • Life-line of a nation • Innovation • Change of growth/ Inclusive growth • Increased profits • Employment opportunities • Social benefits 	3

SECTION D		Marks
16	<p>Explain the commercial functions of entrepreneur.</p> <p>Ans:</p> <ul style="list-style-type: none"> • Production • Finance • Marketing • Personnel • Accounting 	5
17	<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>Read the above given case study carefully and answer the questions given below:</p> <p>a. Which concept is highlighted in the given passage?</p>	5

Ans: Sources of attitude

b. Explain the identified concept in detail with an example.

Ans:

- Direct personal experience
- Group Associations
- Influential to Others
- 1 mark for example