



INDIAN SCHOOL AL WADI AL KABIR

Final Assessment 2024-25

ENTREPRENEURSHIP (066)

Date: 20.02.2025

Time: 3 hours

Class: XI

Marks: 70

General Instructions:

1. The question paper contains 4 sections - A, B, C and D
2. Part A contains multiple choice questions
3. Part B - 2 marks; Answers to these questions may be from 30-40 words.
4. Part C - 3 marks; Answers to these questions may be from 50-75 words.
5. Part 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.

PART A		
Q. No.		Marks
1	The fourth factor of production according to economist is _____. A. Land B. Capital C. Labour D. Entrepreneur	1
2	Which step in the process of entrepreneurship includes looking for needs, wants and problems? A. Raising Start-up capital B. Identifying opportunities C. Self-discovery D. Growth	1
3	Satish has developed an app to help the patients in need of medicine and he is concerned with the delivering of medicine and other life-saving drugs from the pharmacy to the patients. Identify the commercial function Satish is focusing to. A. Marketing B. Production C. Accounting D. Finance.	1

4	<p>Dhirubhai was flown to Jamnagar and shown a piece of barren land, he was informed that the land was not fertile enough for mango crop. Dhirubhai took it as a challenge and told those officials that it was for the reason why mangoes ought to be grown there. After just a few years, the entire land of about 2000 acres had been converted green and 6000 tonnes of mango crop was harvested from the same land.</p> <p>Identify the entrepreneurial function from the above paragraph.</p> <p>A. Innovation B. Organisation building C. Risk taking D. Assembling the requirement</p>	1
5.	<p>A person who adopts or copy an idea or strategy which is used by the most successful entrepreneurs is called as _____ according to C Danhoff.</p> <p>A. innovative entrepreneur B. imitative entrepreneur C. drone entrepreneur D. fabian entrepreneur</p>	1
6	<p>Aparna is conducting a systematic study of existing health and wellness apps to understand current market demands and identify gaps for the new app idea.</p> <p>Which idea generation method is she using?</p> <p>A. Market Research B. Brainstorming C. Focus Group D. Environment Scanning</p>	1
7	<p>Assertion: A feasibility study serves as a foundation for developing a business plan.</p> <p>Reason: Business plan provides a blueprint of actions to be taken in future.</p> <p>A. Both Assertion and Reason are wrong B. Assertion is correct and Reason is wrong C. Both Assertion and Reason are correct and Assertion is a correct explanation of Reason. D. Both Assertion and Reason are correct but the Assertion is not a correct explanation of Reason.</p>	1
8	<p>Pacemaker was invented by:</p> <p>A. John Hopps B. George Crum C. Wilhem Roentgen D. Alexander Fleming</p>	1
9	<p>Assertion (A): E-business is offering great opportunities to entrepreneurs in developing countries.</p>	1

	<p>Reason (R): Its growing popularity is because of the role it plays specially for the promotion of the business community.</p> <p>a. Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A)</p> <p>b. Both Assertion (A) and Reason (R) are true but Reason (R) is not the correct explanation of Assertion (A)</p> <p>c. Assertion (A) is true but Reason (R) is false.</p> <p>d. Assertion (A) is false but Reason (R) is true.</p>	
10	<p>"ABC Ltd." deals in making hair care products. The company decided to launch a new product. They also decided to charge a price to cover the cost of producing a product plus a reasonable profit.</p> <p>Identify the pricing strategy adopted by ABC Ltd.</p> <p>A. Penetration pricing</p> <p>B. Skimming pricing</p> <p>C. Cost-plus pricing</p> <p>D. Discount method pricing</p>	1
11	<p>Due to the enforcement of Euro-IV emission Act to control the pollution, Maruti Limited had to phase out the production of 'Esteem' model of cars.</p> <p>Identify the macro environment highlighted in the above information:</p> <p>A. Political</p> <p>B. Economic</p> <p>C. Cultural</p> <p>D. Technological</p>	1
12	<p>Electro mart manufacturer of refrigerators, washing machines, etc. sell their products to retailers, who then sell the same to consumers.</p> <p>Which distribution channel is used by Electro Mart?</p> <p>A. Zero level</p> <p>B. One level channel</p> <p>C. Two Level channel</p> <p>D. Three level channel</p>	1
13	<p>Livo Ltd. has launched a new smartphone and is focusing on direct interaction with potential customers. Their sales team is engaging with customers in retail stores, explaining the features and offering hand-on demonstrations.</p> <p>Which promotional tool is used by Livo Ltd.</p> <p>A. Advertising</p> <p>B. Publicity</p> <p>C. Personal selling</p> <p>D. Public Relations</p>	1

14	Gross profit equals __ (1) __ minus the __ (2) __. A. unit cost, unit price B. unit price, unit cost C. unit of sale, unit cost D. unit cost, unit of sale	1
15	Identify the item in which expenses cannot be fixed in nature: A. salary B. insurance premium C. rent D. raw material	1
16	This category of human resource is the brain box of the enterprise. Framing policies, objectives goals etc. for the enterprise, ensuring their implementation and finally getting the work done from workers is the field area of this category. Identify the type of human resource referred above. A. Managerial Staff B. Non-managerial staff C. Trained Technical Manpower D. Administrative Manpower	1
17	The success of any enterprise lies in the capacity and ability of the entrepreneur to: (1) Mobilize the resources (2) Organize the resources (3) Manage them efficiently and effectively as they are always scarce with reference to their demand. Which of the above statements are true about the utilisation of resources? A. (1) and (3) B. (2) and (3) C. (1) and (2) D. (1); (2) and (3)	1
18	_____ is the difference between the value of the tangible assets of the business and the actual value of the business. Though it is generally not present in case of new entrepreneurs. Identify the intangible resource defined above. A.Reputation B.Goodwill C.Trademark D.Brand	1
PART B		
19	Prakash is the owner of a small eatery operating in the suburbs of Delhi. He is making just enough to make his ends meet. Since, his eatery was in a strategic location, quite close to a	2

	<p>school, he got an offer from Freezo ice -cream to install an ice -cream freezer and sell their products from his shop. But Prakash refused to embrace this opportunity.</p> <p>(i) Name the category of entrepreneurs Prakash belong to?</p> <p>(ii) Define this type of entrepreneur identified in (i)</p>	
20	<p>State any two elements mentioned under Production Plan for a proposed Business plan.</p> <p style="text-align: center;">OR</p> <p>State any two elements mentioned under Financial Plan for a proposed Business plan.</p>	2
21	<p>E-business's growing popularity is because of the role it plays especially for the promotion of the business community.</p> <p>In the light of the above statement, state any two importance of E business.</p>	2
22	State the difference between an expense and cost.	2
23	What is the difference between Entrepreneurship and Social Entrepreneurship?	2
24	State the concept of physical resources with example.	2
PART C		
25	<p>Describe any three managerial functions of an Entrepreneur.</p> <p style="text-align: center;">OR</p> <p>Briefly describe the significance of entrepreneurship for a nation.</p>	3
26	Briefly explain the importance of evaluating ideas.	3
27	<p>Name the unit of sale for each of the following items.</p> <p>(i)Textile shop selling suit pieces.</p> <p>(ii)Plumber</p> <p>(iii)Real Estate Developer selling apartments</p> <p>(iv)Fruit vendor</p> <p>(v)A gas station selling diesel</p> <p>(vi)A bakery selling muffins.</p>	3
28	<p>Discuss the steps involved in market survey.</p> <p style="text-align: center;">OR</p> <p>Discuss the first three steps involved in market research.</p>	3
29	Describe the concept financial resource based on its sources and the term of finance.	3

PART D		
30	Explain the features of a feasibility plan.	5
31	Maslow's Hierarchy of Needs Theory is based on the assumption that people are motivated by a series of five universal needs. These needs are ranked, according to the order in which they influence human behaviour, in hierarchical fashion. Explain this theory with the diagram.	5
32	Discuss the characteristics of social entrepreneur.	5
33	<p>The fixed cost for an electronic store is ₹50,000. The selling price per unit is ₹30 per unit and the variable cost per unit is ₹20 per unit.</p> <p>(i) Calculate the Break-even no. of units (ii) Also, prove: Total revenue = Total cost</p> <p style="text-align: center;">OR</p> <p>A Café sells a mug of coffee of ₹200. The variable cost of preparing a mug of coffee is ₹140. The fixed cost for the café is ₹12,000.</p> <p>(i) Calculate the break-even point. (ii) If the café want to earn a profit of ₹3,000, how many mugs they need to sale?</p>	5
34	<p>Price is the only element in the marketing mix that produces revenue, the other elements produce cost. Thus, it is essential that we get a good picture of the significance of pricing. Discuss the significance of pricing.</p> <p style="text-align: center;">OR</p> <p>The internal environment refers to the forces operating in the market and are within the organisation.</p> <p>In the light of the above statement explain the micro environmental factors.</p>	5