



**INDIAN SCHOOL AL WADI AL KABIR  
DEPARTMENT OF COMMERCE**

**FINAL ASSESSMENT -2023-24**

**ENTREPRENEURSHIP (066)**

**DATE: 03 /03/2024**

**MARKS: 70**

**CLASS: XI**

**TIME: 3 Hours**

**General Instructions:**

1. This question paper contains 34 questions.
2. The question paper contains 4 sections - A, B, C and D
  - 1.1. Section A contains multiple choice questions
  - 1.2. Section B - 2 marks; Answers to these questions may be from 30-40 words.
  - 1.3. Section C - 3 marks; Answers to these questions may be from 50-75 words.
  - 1.4. Section D - 5 marks; Answers to these questions may be from 120-150
3. Internal choice is given in the paper, there is no overall choice.

<b>PART A</b>								
<b>Q. No.</b>		<b>Marks</b>						
1	<p>It is the amount of money that an individual or business is required to contribute from their own funds when seeking a loan or financial assistance, particularly from a bank or financial institution.</p> <p>Identify the concept of owner's fund explained in the above statement.</p>	1						
2	<p>Sugar Cosmetics, a renowned beauty brand, strategically utilizes various online shopping platforms such as Nykaa, Flipkart, and Amazon to distribute and sell their products. They have realized that in order to increase the sales they will have to accept these online shopping sites.</p> <p>Identify the type of market Sugar cosmetics is operating in</p> <ol style="list-style-type: none"><li>a. Traditional</li><li>b. E-Commerce</li><li>c. Modern</li><li>d. 21<sup>st</sup> century</li></ol>	1						
3	<table border="1" style="width: 100%; border-collapse: collapse;"><tbody><tr><td style="width: 50%;">Fixed Cost</td><td style="width: 50%;">₹ 75,000</td></tr><tr><td>Variable cost per unit</td><td>₹ 30</td></tr><tr><td>Selling price per unit</td><td>₹ 50</td></tr></tbody></table>	Fixed Cost	₹ 75,000	Variable cost per unit	₹ 30	Selling price per unit	₹ 50	1
Fixed Cost	₹ 75,000							
Variable cost per unit	₹ 30							
Selling price per unit	₹ 50							

	<p>Using the information given above, what would be the new Variable Cost if there is a decrease of 10%</p> <p>a. ₹ 25 b. ₹ 26 c. ₹ 27 d. ₹ 3</p>	
4	<p>Dropbox, Google Drive, or Microsoft OneDrive are all an example of _____ new form of business</p> <p>a. Business intelligence b. Cloud computing c. New technology d. Information technology</p>	1
5	<p>Mr. Sukuna a businessman based in Japan, owned a chemical factory named Disman. His factory would let out harmful chemicals in the Hirose River of the Sendai city. Mr. Satoru, an environmental expert raised concerns regarding the same and immediate action was taken against Mr. Sukuna's chemical factory.</p> <p>Identify the external business environment affecting Mr. Sukuna.</p> <p>a. Political force b. Cultural force c. Natural forces d. Economic force</p>	1
6	<p>This constitutes of people who have technological expertise and are frequently required for machinery selection, installation, supervision and operation.</p> <p>a. Administrative manpower b. Managerial staff c. Trained technical manpower d. Non-managerial staff</p>	1
7	<p>Keya operates a jewelry store, through social media platforms for product promotion. Customers make online purchases through her website and Instagram page, and Keya provides direct delivery of the products to her customers.</p> <p>Identify the channel of distribution.</p>	1
8	<p>Which of the following type of feasibility is concerned with details on how to deliver a product or service?</p> <p>a. Market feasibility b. Technical feasibility c. Financial feasibility d. Organizational feasibility</p>	1
9	<p>In a recent interview Bollywood actress Deepika Padukone mentioned about a Bhutanese dish, Ema Datshi which is made out of cheese and chilies. Her mention of this dish has created a demand for the dish in India. Her fans are willing to try the dish even if it does not match their preference.</p>	1

	<p>Which source of attitude is highlighted in the case above?</p> <ol style="list-style-type: none"> <li>Group association</li> <li>Direct personal experience</li> <li>Influential to others</li> <li>Small association</li> </ol>	
10	<p>The Govt. of India announced demonetization of Rs. 500 and Rs. 1000 currency notes with effect from the midnight of November 8, 2016.</p> <p>Which aspect of the external business environment is being discussed here?</p> <ol style="list-style-type: none"> <li>Cultural</li> <li>Legal</li> <li>Natural</li> <li>Economic</li> </ol>	1
11	<p>Tsai Chen-Chin started KLC, a fast-food outlet in Shanghua, a city in China. This outlet serves everything from burgers to fries. However, the brand name and its products resemble KFC, an American brand. Imitative entrepreneur</p> <p>From the above case, it can be rightly said that Tsai Chen-Chin is a _____</p> <ol style="list-style-type: none"> <li>Imitative entrepreneur</li> <li>Innovative entrepreneur</li> <li>Fabian entrepreneur</li> <li>Drone entrepreneur</li> </ol>	1
12	Name any one social entrepreneur	1
13	<p>Robin manages a stationary store where he offers a variety of attractive stationery items to customers. He purchases his products in small quantities from Simon, who, in turn, purchases in bulk directly from the manufacturers.</p> <p>Identify the level of channel of distribution.</p> <ol style="list-style-type: none"> <li>Zero level</li> <li>One level</li> <li>Two level</li> <li>Three level</li> </ol>	1
14	<p>To begin with, the total work to be done is divided and grouped into packages; we call it a _____</p> <ol style="list-style-type: none"> <li>Job</li> <li>Teamwork</li> <li>Planning</li> <li>Personnel</li> </ol>	1
15	<p>In a _____ a moderator focuses the group discussion or whatever issues are being examined</p> <ol style="list-style-type: none"> <li>Brainstorming</li> <li>focus group</li> <li>Creativity</li> <li>Innovation</li> </ol>	1
16	<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,</p>	1

	stationery, coasters, etc. These all are made by using elephant dung and the range of their prices start from Rs 10 to Rs 500. This venture of Mahima debunks a myth related to Entrepreneurship. Identify the myth.	
17	_____ should be the ultimate goal of the social entrepreneurs a. Profit b. Getting good deals c. Market share d. Social improvement	1
18	Without any prior entrepreneurial background, Alex and Maya decided to start a company focused on eco-friendly products. With Alex' expertise in material science and Maya's background in renewable energy, they combine different technologies to create a line of sustainable and biodegradable packaging solutions.  Identify the type of entrepreneur in the above given case. a. First generation entrepreneur b. Second generation entrepreneur c. Third generation entrepreneur d. Fourth generation entrepreneur	1
<b>PART B</b>		
19	Explain the term: Resource Mobilization	2
20	Distinguish between Feasibility Study and Business plan on the basis of: a. Meaning b. Completion c.	2
21	Distinguish between Micro environment and Macro Environment  <b>OR</b>  Market Research is considered to be an asset for an organization. Explain the first two steps for conducting market research.	2
22	Mention any four qualities of a surveyor.	2
23	There are certain myths associated with entrepreneurship. State and discuss any two myths.	2
24	Rhys joined Medix Pvt Ltd, a media company, as an intern. Unfortunately, three years have passed, and he has not yet been offered a permanent position within the organization.  According to Maslow, identify and explain the need which unfulfilled in the above case.	2
<b>PART C</b>		
25	Suggest and explain the promotion tool that an organization can undertake in the following:  a. Shylo, a cosmetic company, wants to interact with target customers directly and demonstrate the proper usage of their products.	3



