INDIAN SCHOOL AL WADI AL KABIR

Class: XI	Department: Commerce
Worksheet: 3	Chapter: Entrepreneurial Journey

MULTIPLE CHOICE QUESTIONS:

1. Which of the following is the first step in developing an entrepreneurial venture?
a) Preparing a Business Plan
b) Evaluating Ideas
c) Environment Scanning
d) Financial Planning

2. Which feasibility study helps an entrepreneur estimate the investment required and expected returns?
a) Market Feasibility
b) Technical Feasibility
c) Financial Feasibility
d) Organisational Feasibility

3. Aarav plans to launch eco-friendly school bags. Before investing, he studies customer preferences, competitors, and expected demand. Which feasibility study is he conducting?
a) Technical Feasibility
b) Financial Feasibility
c) Market Feasibility
d) Organisational Feasibility

4. Which element of a business plan explains the organisational hierarchy and responsibilities?
a) Production Plan
b) Organisational Plan
c) Financial Plan
d) Marketing Plan

5. A business plan mainly serves as:
a) A legal document
b) A blueprint for future business operations
c) A government licence
d) A tax document

6. During a group meeting, every employee is encouraged to freely share ideas without immediate criticism. This technique is known as:
a) Focus Group
b) Market Survey
c) Brainstorming
d) Feasibility Analysis

7. Nisha regularly studies trade journals, customer reviews and market reports to identify business opportunities. Which idea generation technique is she using?
a) Creativity
b) Environment Scanning
c) Focus Group
d) Brainstorming

8. Which feasibility study focuses on plant, machinery, technology and production process?
a) Financial Feasibility
b) Market Feasibility
c) Technical Feasibility
d) Organisational Feasibility

9. Assertion (A): A business plan helps entrepreneurs monitor the progress of their venture.
Reason (R): A business plan provides measurable goals and strategies for implementation.
a) Both A and R are true and R is the correct explanation of A.
b) Both A and R are true but R is not the correct explanation.
c) A is true but R is false.
d) A is false but R is true.

10. Which of the following is NOT a type of feasibility study?
a) Market Feasibility
b) Technical Feasibility
c) Financial Feasibility
d) Promotional Feasibility

DESCRIPTIVE TYPE QUESTIONS:
(2/3 MARKS)
11. Define a feasibility study.
12. State any two benefits of evaluating business ideas before starting a venture.
13. Differentiate between Market Feasibility and Technical Feasibility.
14. State any four components included under the Business Venture section of a business plan.
15. Why do many business strategies fail despite careful planning?

(5 MARKS)
16.Rohan and Mehul wish to establish a healthy snack manufacturing unit. Before investing, they analyse customer demand, estimate production cost, study competitors, assess machinery requirements and identify sources of finance.
a) Which management tool should they prepare before starting the venture?
b) Explain any four purposes of this management tool.

17.GreenNest Pvt. Ltd. plans to manufacture biodegradable food containers. The founders are unsure whether the product will be accepted by restaurants and supermarkets. They also need to estimate investment, machinery and manpower.
Identify the different feasibility studies they should undertake and explain each.

18.Sana loves baking healthy desserts. Her products have become popular among neighbours through social media. She now wants to convert her hobby into a business.
a) Identify the source of her business idea.
b) Explain any three other sources of business ideas.
c) Why should she evaluate her idea before investing?

19. A startup called EcoSpark Innovations has developed a solar-powered backpack. During the first meeting, employees freely suggest marketing ideas. No suggestion is criticised until every member has contributed.
a) Identify the idea generation technique used.
b) Explain its features.
c) State any two advantages and one limitation of this technique.

20. Veda Organics has completed its business plan. However, after six months, the company fails to achieve its targets because departments work independently without coordination.
a) Why did the strategy fail?
b) Explain the importance of proper execution of a business plan.
c) Suggest four measures to improve execution.

21. Harvest Basket is planning to sell organic vegetables through an online platform. Before launching, the entrepreneur wants to understand customer expectations, logistics, technology requirements, investment needs and staffing.
Explain the four types of feasibility studies that Harvest Basket should conduct. Also mention how each will help the entrepreneur.

22.NovaTech Solutions has developed an AI-based attendance system for schools. Investors have shown interest, but they require a detailed business plan before funding the venture.
Prepare the contents of a business plan by explaining any eight important elements that should be included.