



INDIAN SCHOOL AL WADI AL KABIR

Class: XI	Department: Commerce
Subject: Marketing	PART A-EMPLOYABILITY SKILLS
Worksheet no: 01	Chapter 3 – Entrepreneurship Skills (Employability Skills)

Q.No.	
1	Entrepreneurship is a process of developing a business plan, launching, and running a business using innovation to meet customer needs and to make a profit
2	The word Entrepreneurship is derived from _____ (a) Latin (b) English (c) French (d) None of the above
3	A _____ business is one that converts raw material(s) into finished product(s) to meet the demands of the customer. (a) Trading (b) Services (c) Manufacturing (d) Procurement
4	Gupta Pharmacy sells medicines produced or manufactured by different pharmaceutical companies. Gupta pharmacy is a type of Trading business .
5	Amar is a painting contractor. It is an example of _____ (a) Trading (b) Services (c) Manufacturing (d) Procurement
6	Ramya and Ramu both own plant shops. Ramu sits at his shop every day. When customers come, he sells to them. Ramya walks around and gets customers to her shop. She also sells seeds and flowers with her plants. Who is Entrepreneur out of Ramya and Ramu and why? Ramya is entrepreneur as she is working to grow her business. She has also added a different idea to her business.
7	Rohit runs a special hair salon in Mumbai. Young boys come to him and ask him to give a Justin Beiber haircut. Rohit doesn't know about this haircut so he searches on the Internet and finds the pictures. What value does Rohit have? The values Rohit possess include Resourcefulness and open mindedness
8	Shalu makes special Indian snacks and goes doorto-door in her town to sell it to different people. Only 1 in 10 people to whom she goes, buys her products. What value does Shalu have? (a) Open Mindedness (b) Perseverance (c) confidence

	(d)All the above
9	_____refers to one’s tendency to respond in a certain way towards a certain idea, object, person, or situation (a)Attitude (b)Behaviour (c)confidence (d)None of the above
10	Dr.Ravi has his own clinic. He is a _____ Person. (a)Self Employed (b)Wage Employed (c)Both a and b (d)None of the above
11	<u>Problem-solving</u> is the process of thinking, through which entrepreneurs can come up with many solutions to improve their business.
12	_____means to come up with ideas that others have not thought of before. (a)Innovation (b)Open mindedness (c)Critical Thinking (d)Creativity
13	For a school project, Kiran was asked to make something which would make the life of her parents easy. She thought of solving the problem her father faced with the handcart. She thought of a great idea to make it easy for him to move through narrow lanes. She made a steering system for hand-carts, which is controlled by hand, and can be used to lift and rotate the cart. (a)Innovation (b)Open mindedness (c)Critical Thinking (d)Creativity
14	A <u>business idea</u> is a solution that an entrepreneur thinks of, to serve the customer
15	Someone who is good at dance and likes dancing, can start a dance-training institute. It is an example of (a)Vocation Driven Ideas (b)Interest-Driven ideas (c)Event-Based Ideas (d)Location-Based Ideas
16	Many people start a business based on what they are interested in and what they have studied. It comes under (a) Event-Based Ideas (b)Interest-Driven ideas (c) Vocation Driven Ideas

	(d) Location-Based Ideas
17	People in small towns do not have electricity supply at all times, and therefore their children cannot study after sunset. This is an Example of _____ type of Customer needs (a) Served needs (b) Partially Served Needs (c) Unknown Needs (d) Unserved and Known needs
18	The need of travelling from one place to the other is taken care of by both, private bus services and government bus services. It is an example of _____ needs (a) Served needs (b) Partially Served Needs (c) Unknown Needs (d) Unserved and Known needs
19	_____ is an exercise that entrepreneurs do to understand whether there is a market for what they have to offer (a) Market Survey (b) Customised Survey (c) Customer Survey (d) None of the above
20	People 10 years ago did not know that it will be possible to make videocalls across cities or countries. But through innovation, entrepreneurs and innovators found the technology to make this happen. Identify the customer need? (a) Unserved and Known Needs (b) Unserved and Known Needs (c) Unknown Needs (d) Partially served Needs
21	_____ means products and services which are similar to what is already being sold. (a) Quality (b) Substitutes (c) Survey (d) Products
22	_____ means growing the business by attracting more customers. (a) Growth (b) Segmentation

	(c) Differentiation (d) Scaling Up
23	The three principles which can be followed to grow a business are (a) Setting goals, Objectives, Quality (b) Adding substitutes, Values, Quality (c) Adding substitutes, Confidence, Scaling up (d) Adding substitutes, Quality, Scaling up