



INDIAN SCHOOL AL WADI AL KABIR

Class: XI	Department: Commerce
Subject: Entrepreneurship	Chp 2 – An Entrepreneur
Worksheet no: 01	Objective and Application Based Questions

Q.1. Choose the appropriate option and fill in the blanks:

- _____ has given the four classifications of entrepreneurs.
 - Maslow
 - McClelland
 - Steve Jobs
 - C. Danhof**
- Walt Disney who started huge theme parks such as the Disney Land is an example of _____ type of an entrepreneur
 - Imitative
 - Drone
 - Innovative**
 - Fabian
- They usually copy or adopt suitable innovations made by innovative entrepreneurs. They are adaptive and more flexible. They are organisers of factors of production rather than creators. The imitative entrepreneurs are also revolutionary and important. They contribute to the development of underdeveloped economies. Who are they?
 - Imitative entrepreneur**
 - Drone entrepreneur
 - Innovative entrepreneur
 - Fabian entrepreneur
- They are not ready to make changes in their existing production methods even if they suffer losses. They resist changes. Who are they?
 - Imitative entrepreneur
 - Drone entrepreneur**
 - Innovative entrepreneur
 - Fabian entrepreneur
- _____ are termed as laggards.
 - Imitative entrepreneur
 - Drone entrepreneur**
 - Innovative entrepreneur
 - Fabian entrepreneur
- 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:

- a. Entrepreneurship
- b. Values
- c. Attitudes
- d. Intrapreneurship**

Q.2. Name the following:

1. Enlist the features of attitude

Ans:

- Affects behaviour
- It is invisible
- Attitudes are required
- Attitudes are pervasive

2. Name the motivation theory stated by Maslow.

Ans: Maslow's Hierarchy of Needs Theory

3. List the core values of an entrepreneur

Ans:

- Innovation and creativity
- Independence or self-reliance
- Respect for work
- Quest for outstanding performance or achievement orientation

4. List the types of Entrepreneurs.

A. According to the classification of C. Danhof

- Innovative Entrepreneurs
- Drone Entrepreneurs
- Imitative Entrepreneurs
- Fabian Entrepreneurs

B. According to motivation

- Spontaneous Entrepreneurs
- Induced Entrepreneurs
- Motivated Entrepreneurs

C. Depending on type of business

- Business Entrepreneurs
- Trading Entrepreneurs
- Industrial Entrepreneurs

- Corporate Entrepreneurs
- Agricultural Entrepreneurs

D. Other types

- First Generation Entrepreneurs
- Second Generation Entrepreneurs
- Third Generation Entrepreneurs

Q.3. State whether the following statements are True or False:

1. 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. – **TRUE**
2. An entrepreneur should not support a budding Intrapreneur since he could be a competition for his business. – **FALSE**
3. Competency is a set of defined behaviours that provide a structured guide enabling the identification, evaluation and development of the behaviours in an individual. – **TRUE**
4. "People have a natural tendency to maintain consistency between attitude and behaviour. Attitudes can lead to intended behaviour if there is no external intervention." According to this statement can it be concluded that attitude does not affect on behaviour – **FALSE**
5. "Innovation Time Off" is an Intrapreneurship program introduced by Google. - **TRUE**

Q.4. Application Based Questions:

1. "Innovation Time Off" is an Intrapreneurship program introduced by Google. The main aim of Google was to support its employees to come up with their innovative ideas in the 20% time off provided to them.
Is this beneficial to Google? Give reasons for your answers.

Ans:

- 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.
 - 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.
2. Read the following case and answer questions given below
A young man was passing through a site of construction. He saw three labourers working at the site. He went to one of them and asked, 'What are you doing here?'
The worker answered,

‘Don’t you see? I am making a living. I am working to earn.’

The young man moved towards the second man and asked him the same question.

Pat came reply “Don’t you see? I am constructing a wall.”

The young man moved towards the third man and repeated the question.

The laborer replied “Don’t you see? I am building a beautiful mansion.”

Questions:

- a) All the three were doing the same work, then what differentiates them?
 - b) What is important to do a piece of work effectively and efficiently?
 - c) Whose answer reflected a positive attitude?
3. 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.

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.

Read the above given case study carefully and answer the questions given below:

- Which concept is highlighted in the given passage?

Ans: The concept highlighted above is Attitude and its sources.

Attitudes consist of an important psychological q of individuals which shape their behaviour. It may be defined as the way a person feels about something-a person, a place, a commodity, a situation or an idea.

- Explain the identified concept in detail with an example

Ans: The sources of attitude are as follows:

1. Direct personal experience:

The quality of a person's direct experience with the attitude object determines his/her attitude towards it.

For e.g., if a worker

- finds his/her job challenging,
- always tries to understand supervisors and co-workers
- very cooperative
- he/she will have a positive attitude towards his/her job

2. Group Associations:

People are influenced by other members in the group to which they belong. Attitudes can be targeted by this influence. Their attitudes toward products ethics warfare and a many other subjects are influenced strongly by groups that they value and with who they do or want to associate. Several groups, including family, work, and peer groups, and cultural and sub-cultural groups, are important in affecting a person's attitude development.

3. Influential to Others:

A consumer's attitude can be formed and changed through personal contact with influential persons such as respected friends, relatives and experts. Opinion leaders are examples of people who are respected by their followers and who can strongly influence the attitudes and purchase behaviour of followers.

To take advantage of this type of influence, advertisers often use actors who act similar to their audiences. People tend to like others who are similar to themselves because they believe that they share the same problems, form the same judgments and use the same criteria for judging products. For e.g., the ad of a specialised shampoo to solve dandruff problems, etc.