



Date: 12 /2/24
GRADE: XI

FINAL EXAMINATION (2023-24)
ENTREPRENEURSHIP (066)

Max marks: 70
Time: 3 Hours

General Instructions:

1. The question paper contains 34 questions . All questions are compulsory
2. The question paper is divided into four sections- Section A, B, C and D
3. In Section A question number 1 to 18 carry 1 mark each
4. In Section B question number 19 to 24 carry 2 marks each.
5. In Section C question number 25 to 29 carry 3 marks each
6. In Section D question number 30 to 34 carry 5 marks each
7. There is no overall choice. However, an internal choice has been provided in Section B, C, D of question paper. A candidate has to attempt any one of the alternatives in such questions.

	PART A	Marks allocated
1	Entrepreneur	1
2	Innovation	1
3	Manufaturing	1
4	Drone	1
5	Joint	1
6	social	1
7	All of the above	1
8	Distribution channels	1
9	Scanning the environment	1
10	All of the above	1
11	Brand identity	1

12	Go-getters	1
13	Market research	1
14	Networking social media	1
15	All of the above	1
16	All of the above	1
17	Marketing mix	1
18	Diversification	1
	PART B	
19	An entrepreneur takes risk and enjoys profit , he is the owner of the firm and his working schedule has no restricted time. Whereas the employee works for the firm within the timings. He neither takes risk nor enjoys the profit . He is the income earner OR Brain storming, group discussions	2
20	An entrepreneur should be innovative. He can introduce the new methods of production, new products, new markets etc	2
21	An entrepreneur can use his creativity, he enjoys profit	2
22	His attitude, family support, Government policy OR Personal marketing/attracting customers through discounts etc	2
23	Multiple areas of focus as a part of comprehensive marketing plan OR Fabian entrepreneurs have moderate and steady progress and they grow their company gradually	2
24	Colonel Sanders	2
	E	

25	Maslows hierarchy of need is a motivational theory in psychology. Lowest in the pyramid is psychological needs, safety needs, belongingness and love need, esteem needs, self-actualization. Lowest level should be satisfied first	3
26	Financial management, finding sources of finance, distribution of goods and services	3
27	.Advertising, product differentiation,	3
28	Innovation, perserverance, hardworking, accountable	3
29	Respect for women, education and skill training to be provided, helping women entrepreneur financially OR Social entrepreneur uses his skill to bring about social welfare and also balanced profit. Helps in the development of the society.	3
PART D		
30	Horizontal and vertical integeation	5
31	Fixed cost and variable cost	5
32	Innovative, imitative, Drone	5
33	Feasibility study to understand whether a business venture is feasible or not. It helps to reduce the risk	5

34	i. Neetha Ambany, Sudha Murthy ii. Challenges faced by women entrepreneur-male dominated society, lack of skill training, financial support	2 3
THE END		