



**Date: 04/12/23**  
**GRADE: XI**

**TERM 2 EXAMINATION (2023-24)**  
**ENTREPRENEURSHIP (066)**

**Max marks: 70**  
**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>		Marks allocated
1	<p>New ideas with which an entrepreneur adds value to a business can be of many kinds, including new products like-----</p> <p>a. New marketing ideas      c. new services like home delivery b. Cost reduction ideas      d. <b>all of the above</b></p>	1
2	<p>A ----- is a business that turns raw materials into finished products of fulfil customer needs.</p> <p>a. <b>manufacturing business</b>      c. service business b. trading business      d. all of the above</p>	1
3	<p>Being ----- helps an entrepreneur to take the first step of starting a new business and then trying new things to grow the business.</p> <p>a. <b>confident</b>      c. values b. qualities      d. none of the above</p>	1
4	<p>Microsoft by Bill Gates is an example of which type of entrepreneurship.</p> <p>a. <b>innovative</b>      c. agricultural b. social      d. joint</p>	1

5	The minimum financial interests that a woman has to have in woman entrepreneurship is a. <b>51 percent</b> b. 50 percent c. 49 percent d. 60 percent	1
6	Which of the following is not an example of self-employment? a. <b>Doctor working at a city hospital</b> b. The doctor doing private practice c. shop owner d. café owner	1
7	Who is considered the father of entrepreneurship? a. <b>Joseph Schumpeter</b> b. Bill Gates c. Paul Reynolds d. Elon musk	1
8	Which of the following type of entrepreneurs is suitable for medical, technology, finance, legal and consulting fields? a. <b>Trailblazers</b> c. Go-getters c. Managers d. Motivators	1
9	----- is a process in which a number of persons sit together and generate a number of business ideas by innovating alternative ways of meeting the needs and solving problems. a. market research b. <b>brainstorming</b> c. environment scanning d. all of the above	1
10	Which of the following type of feasibility is concerned details on how to deliver a product or service? a. market feasibility c. <b>Technical feasibility</b> c. financial feasibility d. organizational feasibility	1
11	"Great ideas appear out of nowhere" it is <b>a. misconception related to business idea</b> b. feature of business idea c. reality related to business idea d. importance of business idea	1
12	Who among the following has described the personality of entrepreneurs as trailblazers, go-getters, managers, motivators? a. C Danhof b. Bill Wagner c. Richard Cantillon d. Abraham Maslow	1

13	What does GPS stands for? a. <b>Global Positioning Systems</b> c. Global Problem Solver b. Giant Positioning system      d. Great Problem Solver	1
14	Ela Bhatt is the founder of ----- a. Selco college      c. Barefoot b. Amul Diary      d. <b>SEWA</b>	1
15	The inventor of X-rays is a. <b>Wilhem Roentgen</b> c. Alexander Fleming b. Percy Spencer      d. George Crum	1
16	----- refers to carrying on business activities both industrial and commercial through computernetwork i.e., internet, wherever internet can reach that place has become a probable market. a. E-Commerce      c. <b>E-business</b> b. Traditional market      d. Modern market	1
17	----- facilitate the work of consummating exchange in the market. a. Supplier      c. Consumer b. <b>market intermediary</b> d. Producer	1
18	Which of these is not a category of external forces that affects a business? a. competitive forces      c. <b>technological forces</b> b. economic forces      d. socio-economic forces	1
<b>PART B</b>		
19	Mention any 4 advantages of Entrepreneurship. <b>Excitement, Originality, Independence, Rational salary</b>	2
20	Rahul is an entrepreneur endowed with entrepreneurship skills, can you explain what you have understood by the term 'entrepreneur' and entrepreneurship. <b>Entrepreneurship is the systematic innovation of opportunity that may offer economic ans social transformation.Entrepreneur develops and owns his own enterprise.</b>	2

21	Who is an Innovative Entrepreneur? <b>One who introduces new products, new market, new techniques of production eg walt disney</b>	2
22	What is market research? Which are the different tools that can be used during a research? <b>Systematic analysis of information pertaining to all factors affecting the production. The different research tools that can be used are questionnaire, personal and telephonic interview, direct mailed questionnaire, email questionnaire.</b>	2
23	What is micro-environment? Name the factors affecting the micro-environment? <b>The internal environment operating in the market that are close or within the organization is called as the micro-environment.</b> <b>The factors affecting the micro-environment are Producer, Supplier, consumer, competitor, marketing intermediaries</b>	2
24	Which are the 7 personality types of entrepreneurs? <b>Trailblazers, go-getters, managers, motivators, authoritarians, collaborators, diplomats</b>	2
<b>PART C</b>		
25	What is Feasibility study?. Explain the 2 types of feasibility. <b>Identifying problems and opportunities systematically before venturing into a business.</b> <b>Market feasibility, technical feasibility, financial feasibility, organizational feasibility.</b>	3
26	Explain any 3 limitations faced by women entrepreneurs. <b>Patriarchal society, lack of opportunities, social barriers, attitude of creditors towards women</b>	3
27	Kareem an engineering graduate from Coimbatore began an unit to produce submersible pumps. He started the enterprise with enthusiasm, but when he faced with some difficulties in the execution of their plans he lost confidence and finally gave up the venture. Identify the barriers of entrepreneurship discussed in this case and explain any two other barriers.	3

	<b>Environmental and personal barriers. Environmental barriers include social economic cultural and political barriers. Personal barriers include motivational and perceptual</b>	
28	Stat any 3 differences between traditional and modern market? <b>Traditional market has specific place and different market for different goods.Modern market face global competition no specific place conducted over internet.</b>	3
29	Explain any 3 steps in market survey? <b>Planning the survey, the field work, analysis and interpretation of data, report making.</b>	3
	<b>PART D</b>	
30	Briefly summarise the purposes of a business plan  OR Define the characteristics of social entrepreneurs  <b>Provides blue print of an action, helps in raising the factors of production, organize and direct the activities of the business venture, helps in measuring the progress of venture, communicates to investors, lenders, etc initiating the programmes of business</b>  OR <b>Social catalyst, socially aware, opportunity seeking, innovative, resourceful, accountable</b>	5
31	Explain the various types of risks faced by an entrepreneur.  OR Explain the role of E-commerce.  <b>Internal risks- human factors, technological factors, physical factors.</b> <b>External risks-economic, natural , political, change in taste and preference</b>  OR <b>Quick solution to doubts, updated information, extending markets, shortening of distribution channels, saving time and costs, less risk in payment, easy to launch new products, lower personnel cost.</b>	5

32	<p>Rehman an entrepreneur knew the importance of marketing research but he needs clarification on the good aspects of marketing research. Can you help him with a few characteristics that make the marketing research a good research.</p> <p style="text-align: center;">OR</p> <p>What are the main steps involved in marketing research?</p> <p><b>Relevance, clarity, completeness,punctuality, objective, confidentiality.</b></p> <p style="text-align: center;">OR</p> <p><b>Defining a market problem, prepare list of information, develop research design, select research instrument,summarise the findings , prepare research report.</b></p>	5
33	<p>'We can appoint an employee but not an entrepreneur'. In the light of this statement describe difference between an employee and an entrepreneur.</p> <p><b>An entrepreneur is visionary owner of the business takes risk and earns profit works for himself.employee works for salary does not own risk, works for the employer</b></p>	5
34	<p>.Read the following passage and answer the following questions</p> <p>Bhavik and Ratul were two students studying hotel management course in a city college. They hailed from Kolkata a metropolitan city and Pune respectively. They became good friends during the course of their education. Bhavik hailed from an upper class family with his parents in influential Government jobs. Ratul hailed from lower middle class family with his single parent which means his mother depend on farming for their livelihood. They both shared a long ambition to become successful in their life working independently.</p> <p>They were both intelligent and creative and both were intent on starting a restaurant in one of their respective places by the name khana Khazana. Ratul wanted to start the restaurant in Pune but Bhavik felt that since people of Pune already have so many options, they won't explore a new one. But Ratul was strong in his view.</p>	3+2

	<p>a.To become an successful entrepreneur what characteristics do you think Bhavik and Ratul should display?</p> <p>b. In this passage what is the type of entrepreneur you have identified. Justify your answer.</p> <p><b>a. Passion for business, trustworthiness, flexible fearless, timely decision</b></p> <p><b>b. First generation entrepreneurs, they donot have any business background</b></p>	
	THE END	