



**Date: 13/6/24**  
**GRADE: XIIB**

**Marking Scheme-01 (2024-25)**  
**ENTREPRENEURSHIP (066)**

**Max marks: 20**  
**Time: 50 Minutes**

Sl.No	Questions	Marks
<b>SECTION A</b>		
1	b) Entrepreneurship	1
2	d) Political, Economic, Social, Technological, Legal and Ecological	1
3	d) Preparation	1
4	c) Natural resources	1
<b>SECTION B</b>		
5	Two essential characteristics of business. 1)Entrepreneur's presence 2)Economic Activity	2
6	First three steps in the process of idea and opportunity assessment. 1)Product identification 2)Application and use 3)Level of operation	2
7	Two categories of economic activities 1)Profession 2)Employment	2
8	The concept" business opportunity "and state two things the entrepreneur has to ensure before selecting an opportunity A)Good market for the product he is going to produce b)The rate of return on the investment is attractive to be accepted by him.	2
<b>SECTION C</b>		
9	The four ways are: a) Read trends- quote from paragraph that denotes read trend is - "He uses tech-tools like e-mail newsletters or websites and forums to keep on top out of all and get the information he wants" b) Talk trends- quote from paragraph that denotes talk trend is - "He takes advantage of social networking tools likedd social network websites and forums. He joined groups on the networks and see what people are buzzing about and about the latest trends". c) Watch trends- quote from paragraph that denotes watch trend is - "He spends some time simply observing. What people are eating, doing, wearing, using?	4

	What stores or restaurants draw crowds and which sit empty?" d) Think trends- quote from paragraph that denotes think trend is "He absorbs and mulls about what he has read, heard and observed, starts to make connections and observations that will lead to businessboosting insights.	
10	"The one-man control is the best in the world if that man is big enough to manage everything", four characteristics of the form of business identified in the above statement. 1)Individual ownership 2)Individual management and control 3)Individual Financing 4)No separate legal entity	4
	THE END	