



Date: 29/7/24
GRADE: XI

MONTHLY TEST -01 (2024-25)
ENTREPRENEURSHIP (066)

Max marks: 20
Time: 50 minutes

General Instructions:

1. There are 10 questions in the question paper. All questions are compulsory.

Qn. No		Marks allocated
1	1. Which of the following is a characteristic of a successful entrepreneur? a) Risk aversion b) Lack of innovation c) Good communication skills d) Fear of failure	1
2	Who is an entrepreneur? a) Someone who starts a business b) Someone who manages a business c) Someone who takes calculated risks to start and run a business d) Someone who works for a salary	1
3	. Assertion (A): An entrepreneur's main objective is to maximize profits. Reason (R): Entrepreneurs prioritize social impact over profits. Alternatives: a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A). b) Both Assertion (A) and Reason (R) are true and Reason (R) is not the correct explanation of Assertion (A). c) Assertion (A) is true but Reason (R) is False d) Assertion (A) is False but Reason (R) is true	1
4	True or False: Entrepreneurs are always successful in their first venture. Justify your answer	1
SECTION B		
5	"What is the most essential function of an entrepreneur in a startup, and how does it impact the success of the venture? Justify your answer with a real-life example of a successful entrepreneur."	2
6	What are the 5 levels of Maslow's Hierarchy of needs?	2

7	"What are the three most important qualities of a successful entrepreneur, and why?"	2
8	What are the various categories of entrepreneurs, and how do they differ?	2
SECTION C		
9	<ul style="list-style-type: none"> a. What is entrepreneurship? b. How do entrepreneurs and employee differ in their attitudes, behaviours and motivation? 	1 3
10	<p>Based on the passage below answer the questions that follows.</p> <p>Howard Schultz joined Starbucks in 1982, and transformed the company into a global coffee giant. Schultz's entrepreneurial vision focused on creating a unique customer experience, emphasizing corporate social responsibility, and building a strong brand. He introduced espresso-based drinks, expanded the menu, and implemented a customer loyalty program. Schultz's leadership and innovative strategies led to rapid growth, taking Starbucks from 11 stores to over 30,000 worldwide.</p> <p>Schultz's entrepreneurial success can be attributed to his ability to adapt to changing market trends, foster a strong company culture, and prioritize employee satisfaction. He pioneered corporate social responsibility initiatives, such as ethical sourcing and environmental sustainability. Schultz's commitment to innovation and customer experience enabled Starbucks to maintain its market leadership and establish a loyal customer base.</p> <ol style="list-style-type: none"> 1. What were some of the key strategies Schultz implemented to achieve rapid growth and success at Starbucks? 2. What can be attributed to Schultz's entrepreneurial success, according to the passage, and how did he prioritize these aspects in his business approach? 	2 2
THE END		