



Date:04/12/24 GRADE: XI	TERM 2 EXAMINATION (2024-25) ENTREPRENEURSHIP (066)	Max marks: 70 Time: 3 Hours
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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.

PART A		Marks allocated
1	<p>Read the following statement and choose the alternative that follows:</p> <p>Statement 1: E-business and E-commerce are same</p> <p>Statement 2: E-business has a wider scope but E-commerce is narrow in scope.</p> <ol style="list-style-type: none"> a. Both the statement is true. b. Both the statement is false. c. Statement 1 is true, Statement 2 is false d. Statement 2 is true, Statement 1 is false 	1
2	<p>Assertion (A) : The business men need to make competitive strategies to face new competition.</p> <p>Reason (R) : Strategies available before an enterprise helps to achieve its growth objectives.</p> <ol style="list-style-type: none"> a. Assertion and Reason is true and Reason is the correct explanation of Assertion. b. Assertion and Reason is true but Reason is not the correct explanation of Assertion. c. Assertion is true but Reason is false d. Assertion is false but Reason is true 	1

9	<p>When a group of persons are stimulated to creative thinking, it is called</p> <p>(a) Focus group (c) Both a and b (b) Brain storming (d) none of the above</p>	1
10	<p>Getting ideas from sales brochures, catalogues, advt.posters, etc is called</p> <p>a. Doing market research b. Environment scanning c. Gathering information from publication d. None of the above</p>	1
11	<p>“ The purpose of business is to create customers and customers do not have geographical boundaries”.The above statement was stated by:</p> <p>a. Carnot c. Joseph Schumpeter b. Peter Drucker d. Elon musk</p>	1
12	<p>Assertion (A): Pricing is a crucial and the most important element of marketing mix</p> <p>Reason (R): Price is the only element in marketing mix that produce revenue other elements produce costs.</p> <p>a. Assertion and Reason is true and Reason is the correct explanation of Assertion. b. Assertion and Reason is true but Reason is not the correct explanation of Assertion. c. Assertion is true but Reason is false d. Assertion is false but Reason is true</p>	1
13	<p>Public does not mean only customers, but it includes</p> <p>a. Shareholders c. intermerdiaries b. Suppliers d. All the above</p>	1
14	<p>Paid form of non-personal presentation and promotion of idea, goods or services by an identified sponsor is called as</p> <p>a. Advertising c. Sales promotion b. Public relations d. public relations</p>	1

PART B		
19	Entrepreneurs are the risk-takers. Mention the different types of risk taken up by an entrepreneur.	2
20	A social entrepreneur's most unique ability is to see a problem in the world and have the passion interest and belief that he or she can help solve. List the characteristics of a social entrepreneur.	2
21	Lateral integration is also known as allied integration. It is the integration of business units engaged in production of different kinds of products though they are allied in some way. Name the two types of integration with examples.	2
22	Differentiate between E-business and E-commerce.	2
23	Women entrepreneurship is not expanding with great pace due to the problems and constraints experienced by women entrepreneurs. What are the major challenges and barriers in the path of women entrepreneurs?	2
24	Who are accidental entrepreneurs and why they are called so?	2
PART C		
25	Nirma started its business in Gujarat then expanded at regional level and later on, at national level. In this case specify the intensification strategy used by the company.	3
26	Timber is converted into furniture, iron into steel, sugarcane into sugar, in these industries raw materials are converted into finished goods. What do you call these types of industries? Mention different types of these industries.	3
27	Differentiate between wholesale trade and retail trade.	3
28	Mr. Rajiv wants to buy LCD T.V. for his family. He has come to Jagota Electronics, Model Town. After coming to shop he got confused. Write the names of promotion tool which might have brought him to the shop and write about its importance.	3
29	Based on their job, explain how employees are classified.	3
PART D		
30	What is marketing research? Mention the characteristics of good marketing information. Enumerate the process of	5

	<p>marketing research.</p> <p style="text-align: center;">OR</p> <p>Explain any 5 factors to be kept in mind while fixing the price of a commodity or service.</p>	
31	<p>Explain the steps involved in planning resource mobilization.</p> <p style="text-align: center;">OR</p> <p>Integration occurs when prices among different locations or related goods follow similar patterns over a long period of time. Discuss briefly the various types of integration.</p>	5
32	<p>What is marketing mix? Enumerate the factors affecting the marketing mix.</p> <p style="text-align: center;">OR</p> <p>A fast food selling enterprise make food only for kids and young segment as they will be their prospective buyers. Explain the component of macro environment discussed here.</p>	5
33	<p>Starting a business takes a lot of research an entrepreneur can find information on almost any subject very rapidly using the internet's World Wide Web. An entrepreneur must communicate with many people, suppliers, distributors and a very quick and inexpensive way is through the internet. Discuss on the role of internet and social media for an entrepreneur from customer's point of view.</p> <p style="text-align: center;">OR</p> <p>Bill Wagner has identified the personality traits of successful entrepreneurs and classified them into seven types. Discuss any 5 types of entrepreneurs.</p>	5

34	<p>Read the passage carefully and answer the question that follows:</p> <p>The Story of Sowmya, the Entrepreneur</p> <p>Sowmya grew up in a village in Karnataka. Her parents came to Bangalore in search of a better job. While growing up, Sowmya saw her parents working very hard. Her father started working in a small shop which sold clothes and her mother started working as a cook in someone’s house. Sowmya wanted to support her family. She was now going to college and wanted to start making money. When she turned 18, Sowmya thought “What can I do, which will help me make more money and where people will keep buying from me again and again?” She noticed that the girls in her college cared about their health and did not want to eat chips and other unhealthy food . She started making healthy snacks and sold them to her friends in college. Her friends loved it, because not only was snack healthy, it was also very tasty. She then started selling her tasty-healthy snacks to people in her area.As the demand for her snacks increased, Sowmya asked her parents and friends to give her some money to buy a small machine which would help her in making more snacks. She started making 5 times the snacks. She started giving a small commission to her friends to sell these snacks in their own societies (Growing the business).After 2 years, Sowmya now sells her snacks in every small shop.She continued studying while doing the business and was able to pay her college fees from her own earning!</p> <p>a. How do you think Sowmya identified an opportunity?</p> <p>b. Opportunities are everywhere. You need to look for them/spot them. Do you have any ideas/have you seen any opportunity in your surrounding that you too can use to start a business? Write your idea below.</p>	2+3=5
	THE END	