



CLASS XI - ASSESSMENT I -2023-24

DATE: 01/10/2023


ENTREPRENEURSHIP (066)

MARKS: 70

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		
Q. No.		Marks
1	Harvesting also means moving on to new venture and new challenges State whether the above given statement is True or False.	1
2	According to Edmund Burkhe, an _____ is our helper a. opponent b. customer c. substitute product d. similar product selling companies	1
3	The Govt. of India announced demonetization of Rs. 500 and Rs. 1000 currency notes with effect from the midnight of November 8, 2016. Which aspect of the business environment is being discussed here?	1
4	I carry on business activities, both industrial and commercial through computer network i.e. Internet. Wherever the of internets, can reach that place has become my probable 'Market' Who am I?	1
5	_____ is the only permanent thing in the market. a. costumers b. change c. product d. service	1

6	<p>Eastman Kodak in its film business has been worrying about the growing market of Fuji the Japanese filmmakers, but in reality Kodak faced a much greater threat from the recent invention of filmless cameras sold by Canon and Sony which takes video still pictures to be shown on a TV or receiver.</p> <p>Which internal force is affecting Eastman Kodak in the above case?</p>	1
7	<p>Yahoo Tours is a travel agency that books Railway tickets on a commission basis. During the last year, there has been a drastic decrease in business as most of the customers have shifted to another travel agency Miranda Tours and Travels which provides tickets within half an hour through the internet.</p> <p>Identify the external force which is being overlooked by Yahoo tours.</p> <ol style="list-style-type: none"> Demographic environment Cultural environment Technological environment Social environment 	1
8	<p>An _____ is the business organization that is formed and which provides goods and services, creates jobs, contributes to national income, exports and contributes to the overall economic development</p> <ol style="list-style-type: none"> Enterprise Entrepreneur Entrepreneurship Actor 	1
9	<p>Name the entrepreneur who introduced the logo given below</p> <div data-bbox="646 1045 1019 1409" style="text-align: center;">  </div>	1
10	<p>Maya had always been passionate about cooking, and her friends and family raved about her unique fusion dishes that combined flavors from various cuisines. However, Maya had a full-time job in the IT sector, but she always dreamt of becoming a chef.</p> <p>One day, while attending a local street fair, Maya noticed there were no food trucks offering the type of fusion cuisine she specialized in. This was her moment of proving herself to her father, that she too could run a business. Instead of waiting for the "right time," she decided to take a leap of faith.</p> <p>Maya quickly researched the local regulations, health permits, and licensing requirements for food trucks. Within a few weeks, she started her own food truck.</p> <p>Based on the motivating factors, Maya is _____ entrepreneur</p>	1

	<ul style="list-style-type: none"> a. Spontaneous b. Induced c. Motivated d. Imitative 	
11	<p>Which of the following type of feasibility is concerned with details on how to deliver a product or service?</p> <ul style="list-style-type: none"> a. Market feasibility b. Technical feasibility c. Financial feasibility d. Organizational feasibility 	1
12	<p>Samir has decided to open a new business of supplying sports equipment to the Sports Authority of India. He decided to charge the least possible for his products and to source them from small scale units. He tried to urge Sudhakar to join his business. Before, giving his final answer, Sudhakar wants to know about the business.</p> <p>Which element of the business plan should Sudhakar look into?</p> <ul style="list-style-type: none"> a. General introduction b. Business venture c. Production plan d. Financial plan 	1
13	<p>ABC Ltd is a watch making company which has decided to launch its new product in the market within the next 6 months. The CEO wishes to have an out of the box advertisement campaign for the same. He calls for a meeting with his employees. All the employees begin to discuss about the advertisement campaign. Finally, one employee comes up with a great idea but his idea is quickly counter attacked by another employee. The discussion goes on with many employees accepting and rejecting suggestions in a respectable manner.</p> <p>From the above given case, identify the method of idea generation applied.</p>	1
14	<p>_____ should be the ultimate goal of the social entrepreneurs</p> <ul style="list-style-type: none"> a. Profit b. Getting good deals c. Market share d. Social improvement 	1
15	<p>Businesses will compete on _____ to differentiate themselves</p> <ul style="list-style-type: none"> a. Products b. Services c. Social media posts d. Analytics 	1
16	<p>Sarah is an avid reader who enjoys access to her extensive e-book collection on various devices. She uses a cloud-based e-book platform. Whenever she highlights a passage, adds a note, or bookmarks a page on her e-reader, it automatically syncs with her cloud account. This means that when she opens the same e-book on her smartphone or tablet, all her annotations and bookmarks are seamlessly updated across all devices. This hassle-free synchronization allows her to continue reading and studying from where she left off, regardless of the device she uses</p> <p>From the above given case, identify the new form of business.</p>	1

17	_____ is a rare trade union of poor, unorganized, self-employed women who work as vendors, hawkers and labourers. a. White revolution b. Grameen Bank c. Self-Employed Women's Association (SEWA) d. Gujarat co-operative Milk Marketing Federation	1
18	According to McClelland people with _____ are motivated when they can accomplish things with people they know and trust a. affiliation motive b. power motive c. achievement motive d. physiological motive	1
PART B		
19	Explain the concept of Entrepreneurship OR State any two qualities of an entrepreneur	2 2
20	"Attitude is not by birth; it is acquired" State whether the above given statement is Correct or incorrect. Justify your answer	2
21	Define E-commerce	2
22	Strategies most often fail because they are not executed well. In the light of the above statement give reasons for the failure in execution of business plan OR How does Feasibility study help the entrepreneurs?	2 2
23	Razzaq is a native of the beautiful valley of Kashmir. His family owns an apple orchard. During his summer break, he decides to help his family at the orchard. He observed that a lot of time was lost in plucking apples. Being of an innovative mind, he worked on solving the above problem and made a simple plucking device attached with a net and a knife. This saved considerable amount of time and money. From the above case can it be rightly said that Razzaq is an innovator and problem solver? Give reasons for your answer.	2
24	Differentiate between social entrepreneurship and entrepreneurship. OR How did KFC begin its operations?	2 2
PART C		

25	According to Guy Kawasaki, many entrepreneurs believe a set of myths about entrepreneurship. State and discuss any three myths	3
26	<p>Explain the following Entrepreneurial Competencies:</p> <p>a) Persistence b) Leadership c) Systematic planning</p> <p style="text-align: center;">OR</p> <p>Explain any three essential attitudes of an entrepreneur?</p>	<p>3</p> <p>3</p>
27	<p>Although enterprises are as different and unique as the entrepreneurs who create them, most of them appear to work through a process.</p> <p>Discuss the first three steps involved in entrepreneurial process.</p>	3
28	<p>Differentiate between feasibility study and business plan based on:</p> <p>a. Meaning b. Completion c. Objective</p> <p style="text-align: center;">OR</p> <p>State and explain any three points highlighting the importance of Idea Evaluation</p>	<p>3</p> <p>3</p>
29	<p>John works as a manager at a large cosmetic company. His company has a culture that encourages employees to be innovative and come up with new ideas. John notices that a lot of employee details are not updated on a regular basis. He comes up with an idea to create an employee app for this purpose.</p> <p>Rather than keeping this idea to himself, John decides to discuss it with his superiors. His idea is appreciated by the management, and they provide him with the resources and support to turn his idea into a reality.</p> <p>From the above case identify and explain the highlighted concept</p>	3
PART D		
30	<p>Social entrepreneurship is necessary to mitigate the financial repercussions among vulnerable.</p> <p>In the light of the statement, examine any five characteristics of a social entrepreneur.</p>	5
31	<p>Based on the assumption that people are motivated by a series of five universal needs, Abraham Maslow proposed a Theory. Evaluate these five universal needs in detail.</p> <p style="text-align: center;">OR</p> <p>Depending on the nature, size and type of business, entrepreneurs are divided into five categories. Explain these categories in brief.</p>	<p>5</p> <p>5</p>
32	The Indian economy has been progressing. An upsurge has been seen in the number of entrepreneurs emerging in all fields. Moreover, the Government of India has been providing funds to the budding entrepreneurs.	5

	<p>In the light of the above statement highlight the need for entrepreneurship.</p> <p style="text-align: center;">OR</p> <p>Mehak wants to start a textile unit near Gurgaon. Discuss the commercial functions which she will require to plan and perform for the same.</p>	5
33	<p>The Internal Environment comprises of certain forces that operate in the market that are close or within the organization and affect its ability to serve its customers directly.</p> <p>In the light of the above given statement, explain the forces affecting the internal environment of a business.</p>	5
34	<p>Madhu's family has been running a renowned electronics store in Bangalore since the 1980s. They've always been a trusted name in the industry, known for their high-quality products and excellent customer service. However, the COVID-19 pandemic has thrown their business into turmoil.</p> <p>Before the pandemic, their store was bustling with customers looking for the latest gadgets and appliances. But the lockdowns and restrictions severely impacted foot traffic, leading to a sharp decline in sales. As a result, Madhu's family has been struggling to keep their business afloat. The most significant challenge they face is paying the rent for their spacious showroom in a prime location</p> <p>Madhu is now worried that their family's longstanding electronics store may not be able to survive in this challenging market environment.</p> <p>Using the above scenario as a reference answer the following questions:</p> <ol style="list-style-type: none"> a. What type of market is Madhu's family business operating in? b. If you had to help Madhu, which type of market would you suggest him to enter into? c. Explain in detail any three benefits of the suggested market. 	5