



FINAL ASSESSMENT -2023-24

ENTREPRENEURSHIP (066)

DATE: 03 /03/2024

MARKS: 70

CLASS: XI

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.

PART A								
Q. No.		Marks						
1	<p>It is the amount of money that an individual or business is required to contribute from their own funds when seeking a loan or financial assistance, particularly from a bank or financial institution.</p> <p>Identify the concept of owner's fund explained in the above statement.</p>	1						
2	<p>Sugar Cosmetics, a renowned beauty brand, strategically utilizes various online shopping platforms such as Nykaa, Flipkart, and Amazon to distribute and sell their products. They have realized that in order to increase the sales they will have to accept these online shopping sites.</p> <p>Identify the type of market Sugar cosmetics is operating in</p> <ol style="list-style-type: none">a. Traditionalb. E-Commercec. Modernd. 21st century	1						
3	<table border="1"><tbody><tr><td>Fixed Cost</td><td>₹ 75,000</td></tr><tr><td>Variable cost per unit</td><td>₹ 30</td></tr><tr><td>Selling price per unit</td><td>₹ 50</td></tr></tbody></table>	Fixed Cost	₹ 75,000	Variable cost per unit	₹ 30	Selling price per unit	₹ 50	1
Fixed Cost	₹ 75,000							
Variable cost per unit	₹ 30							
Selling price per unit	₹ 50							

	<p>Using the information given above, what would be the new Variable Cost if there is a decrease of 10%</p> <p>a. ₹ 25 b. ₹ 26 c. ₹ 27 d. ₹ 3</p>	
4	<p>Dropbox, Google Drive, or Microsoft OneDrive are all an example of _____ new form of business</p> <p>a. Business intelligence b. Cloud computing c. New technology d. Information technology</p>	1
5	<p>Mr. Sukuna a businessman based in Japan, owned a chemical factory named Disman. His factory would let out harmful chemicals in the Hirose River of the Sendai city. Mr. Satoru, an environmental expert raised concerns regarding the same and immediate action was taken against Mr. Sukuna's chemical factory.</p> <p>Identify the external business environment affecting Mr. Sukuna.</p> <p>a. Political force b. Cultural force c. Natural forces d. Economic force</p>	1
6	<p>This constitutes of people who have technological expertise and are frequently required for machinery selection, installation, supervision and operation.</p> <p>a. Administrative manpower b. Managerial staff c. Trained technical manpower d. Non-managerial staff</p>	1
7	<p>Keya operates a jewelry store, through social media platforms for product promotion. Customers make online purchases through her website and Instagram page, and Keya provides direct delivery of the products to her customers.</p> <p>Identify the channel of distribution.</p>	1
8	<p>Which of the following type of feasibility is concerned with details on how to deliver a product or service?</p> <p>a. Market feasibility b. Technical feasibility c. Financial feasibility d. Organizational feasibility</p>	1
9	<p>In a recent interview Bollywood actress Deepika Padukone mentioned about a Bhutanese dish, Ema Datshi which is made out of cheese and chilies. Her mention of this dish has created a demand for the dish in India. Her fans are willing to try the dish even if it does not match their preference.</p>	1

	<p>Which source of attitude is highlighted in the case above?</p> <ol style="list-style-type: none"> Group association Direct personal experience Influential to others Small association 	
10	<p>The Govt. of India announced demonetization of Rs. 500 and Rs. 1000 currency notes with effect from the midnight of November 8, 2016.</p> <p>Which aspect of the external business environment is being discussed here?</p> <ol style="list-style-type: none"> Cultural Legal Natural Economic 	1
11	<p>Tsai Chen-Chin started KLC, a fast-food outlet in Shanghua, a city in China. This outlet serves everything from burgers to fries. However, the brand name and its products resemble KFC, an American brand. Imitative entrepreneur</p> <p>From the above case, it can be rightly said that Tsai Chen-Chin is a _____</p> <ol style="list-style-type: none"> Imitative entrepreneur Innovative entrepreneur Fabian entrepreneur Drone entrepreneur 	1
12	<p>Name any one social entrepreneur</p>	1
13	<p>Robin manages a stationary store where he offers a variety of attractive stationery items to customers. He purchases his products in small quantities from Simon, who, in turn, purchases in bulk directly from the manufacturers.</p> <p>Identify the level of channel of distribution.</p> <ol style="list-style-type: none"> Zero level One level Two level Three level 	1
14	<p>To begin with, the total work to be done is divided and grouped into packages; we call it a _____</p> <ol style="list-style-type: none"> Job Teamwork Planning Personnel 	1
15	<p>In a _____ a moderator focuses the group discussion or whatever issues are being examined</p> <ol style="list-style-type: none"> Brainstorming focus group Creativity Innovation 	1
16	<p>Since childhood, Mahima leaned towards an eco-friendly living style. Her attitude helped to recognize how elephant dung can be a useful resource. She created Haathi Chaap - a brand which makes everything such as notebooks, photo albums, frames, bags, gift tags,</p>	1

	stationery, coasters, etc. These all are made by using elephant dung and the range of their prices start from Rs 10 to Rs 500. This venture of Mahima debunks a myth related to Entrepreneurship. Identify the myth.	
17	_____ should be the ultimate goal of the social entrepreneurs a. Profit b. Getting good deals c. Market share d. Social improvement	1
18	Without any prior entrepreneurial background, Alex and Maya decided to start a company focused on eco-friendly products. With Alex' expertise in material science and Maya's background in renewable energy, they combine different technologies to create a line of sustainable and biodegradable packaging solutions. Identify the type of entrepreneur in the above given case. a. First generation entrepreneur b. Second generation entrepreneur c. Third generation entrepreneur d. Fourth generation entrepreneur	1
PART B		
19	Explain the term: Resource Mobilization	2
20	Distinguish between Feasibility Study and Business plan on the basis of: a. Meaning b. Completion c.	2
21	Distinguish between Micro environment and Macro Environment OR Market Research is considered to be an asset for an organization. Explain the first two steps for conducting market research.	2
22	Mention any four qualities of a surveyor.	2
23	There are certain myths associated with entrepreneurship. State and discuss any two myths.	2
24	Rhys joined Medix Pvt Ltd, a media company, as an intern. Unfortunately, three years have passed, and he has not yet been offered a permanent position within the organization. According to Maslow, identify and explain the need which unfulfilled in the above case.	2
PART C		
25	Suggest and explain the promotion tool that an organization can undertake in the following: a. Shylo, a cosmetic company, wants to interact with target customers directly and demonstrate the proper usage of their products.	3

	<p>b. Bourn Vita decided to promote its product through non personal means to a large audience</p> <p>c. Many young mothers are asking for a ban of a candy brand since worms were found in it. The company manufacturing the candy wants to reassure the customers that their product is safe for children.</p>							
26	<p>Shanaya and Bree run a cafe. They were once very popular among the youngsters, however, as of lately they noticed a continuous decrease in their sales. Shanaya decided to conduct a market survey in order to find the cause of decline in sales. But Bree felt market surveys are useless and expensive and will not be of much help.</p> <p>a. Do you agree with Bree’s statement, “Market surveys are useless and expensive”</p> <p>b. Give any two points explaining the importance of Market survey</p>	3						
27	Explain in detail the terms for which an organization might require finance.	3						
28	<p>In the current economic crisis, financial pressures are causing existing social problems such as poverty and unemployment. Social entrepreneurship is necessary to mitigate the financial repercussions among vulnerable.</p> <p>In the light of the above statement, explain any three characteristics of a social entrepreneur</p> <p style="text-align: center;">OR</p> <p>The firm's innovative approach to smart mobility enables rapid profit generation and establishes it as a key player in the evolving landscape of business.</p> <p>In view of the above statement, explain the concept of Smart Mobility</p>	3						
29	<p>The following information relates to Radha who is running a momo stall selling different types of momo.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Fixed Cost</td> <td style="width: 50%;">₹ 4,25,000</td> </tr> <tr> <td>Variable Cost</td> <td>₹ 30 per unit</td> </tr> <tr> <td>Selling Price</td> <td>₹ 45 per unit</td> </tr> </table> <p>Using the above given information calculate the following:</p> <p>a. B.E.P in sales and B.E.P in units</p> <p>b. Show $TR = TC$</p>	Fixed Cost	₹ 4,25,000	Variable Cost	₹ 30 per unit	Selling Price	₹ 45 per unit	3
Fixed Cost	₹ 4,25,000							
Variable Cost	₹ 30 per unit							
Selling Price	₹ 45 per unit							
PART D								
30	E-commerce platforms have become a prominent part of every business. Give any 5 points explaining the role of e-commerce in promoting a business.	5						
31	<p>Define Entrepreneurship. Discuss the promotional functions of an entrepreneur.</p> <p style="text-align: center;">OR</p>	5						

	<p>Venita is an excellent baker and has been baking all of kinds of cakes for her family gatherings and events. Her friend suggested that she should start selling her delicacies and make it into a business. Venita already has a job and thinks that being an entrepreneur is very risky.</p> <p>Imagine yourself as Venita's friend and explain to her the merits of being an entrepreneur.</p>	5
32	<p>Linda is thinking of starting a new business. She has decided to conduct a market survey for understanding the market and the competitors. Suggest the first two steps that Linda will have to undertake to begin the market survey.</p> <p style="text-align: center;">OR</p> <p>From the cases given below, identify and explain in detail the factors affecting the internal environment of an organization</p> <ol style="list-style-type: none"> a. Shaun purchased bottles of liquid detergent for his own personal use. The liquid detergent claimed that it could remove stubborn stains like coffee, ink, etc. Impressed with this claim Shaun tried washing his coffee-stained shirt. Unfortunately, even after using the product the stains remained the same. He advised all his friends to not use the product and even posted a negative review about the product on the internet. Due to this event the liquid detergent's brand image was affected. b. E-commerce giant Flipkart is all set to launch same-day delivery in 20 cities across the country, with the company planning to roll out the service to all Indian cities in the coming months. This news has impacted Amazon, Snapdeal and Meesho. 	5 5
33	Explain the features of Feasibility Study.	5
34	Define intangible resources. What does it comprise of?	5