



CLASS XI- ASSESSMENT I -2022-23

DATE: 02/10/2022

ENTREPRENEURSHIP (066)

MARKS: 70

General Instructions: -

- 1) All questions in both the sections are compulsory.
- 2) Marks for questions are indicated each.
- 3) All parts of a question should be answered at one place.

Q. No.	SECTION A:	Marks
1	<p>Dhirubhai was flown to Jamnagar and shown a piece of barren land, he asked why mangoes could not be grown there. The officials informed him that the land was not fertile enough for mango crop. Dhirubhai took it as a challenge and told those officials that it was for the same reason why mangoes ought to be grown there. After just a few years, the entire land of about 2000 acres had been converted green and 6000 tonnes of mango crop was harvested from the same land.</p> <p>Which Entrepreneurial function was undertaken by Dhirubhai Ambani?</p> <ul style="list-style-type: none"><li>A. Discovery of Idea</li><li>B. Risk taking</li><li>C. Organization Building</li><li>D. Innovation</li></ul>	1
2	<p>Mansukh Bhai Prajapati remoulded his family's struggling pottery business to produce the Mitticool range of ingenious earthenware, including a fridge that works without electricity.</p> <p>Which entrepreneurial competency can be reflected in the above case?</p> <ul style="list-style-type: none"><li>A. Initiative</li><li>B. Innovation</li><li>C. Problem solving</li><li>D. Leadership</li></ul>	1
3	<p>Most commercial spaces lease place restrictions on businesses that can have a dramatic impact on income. A lease may limit business hours/days, parking spaces, restrict the product or service that can be offered in some cases, even limit the number of customers a business can receive each day.</p> <p>This is an example of:</p> <ul style="list-style-type: none"><li>A. Idea Generation</li><li>B. Feasibility Study</li><li>C. Maslow's Theory of Needs</li><li>D. Entrepreneurial values</li></ul>	1

4	<p>Kinetic Engineering Limited is the flagship company of Firodia Group of companies, one of the pioneering groups in automobiles in India, founded in 1972 by Mr. H. K. Firodia. The company encourages employees to use their time efficiently for innovation in its upcoming products. The Kinetic Zing model of bicycle was the idea of an employee working in the corporation.</p> <p>This is an example of:</p> <ul style="list-style-type: none"> <li>A. Entrepreneurship</li> <li>B. Values</li> <li>C. Attitudes</li> <li>D. Intrapreneurship</li> </ul>	1
5	<p>Creativity is the ability to combine ideas in a unique way or to make unusual associations between the ideas.</p> <p>State whether the following statement is true or false</p>	1
6	<p>This stage can involve producing prototypes or test-marketing services.</p>	1
7	<p>_____ has given the four classifications of entrepreneurs.</p> <ul style="list-style-type: none"> <li>A. Maslow</li> <li>B. McClelland</li> <li>C. Steve Jobs</li> <li>D. Danhof</li> </ul>	1
8	<p>_____ are termed as laggards.</p> <ul style="list-style-type: none"> <li>A. Imitative entrepreneur</li> <li>B. Drone entrepreneur</li> <li>C. Innovative entrepreneur</li> <li>D. Fabian entrepreneur</li> </ul>	1
9	<p>“People have a natural tendency to maintain consistency between attitude and behaviour. Attitudes can lead to intended behaviour if there is no external intervention.” According to this statement it can be concluded that attitude does not affect behaviour.</p> <p>State whether True or False</p>	1
10	<p>_____ is the key function of an entrepreneur</p> <ul style="list-style-type: none"> <li>A. Marketing</li> <li>B. Personnel</li> <li>C. Accounting</li> <li>D. Production</li> </ul>	1
11	<p>State two social needs as stated by Maslow’s Hierarchy of Needs.</p>	1
12	<p>List any two ways of generating ideas.</p>	1
13	<p>Raju has been working at Krishi General Stores since the past 2 years on a temporary basis. He has a big family to feed who are dependent on him. Raju has been requesting the owner of the store to hire him on a permanent basis but the owner has been giving him vague answers. Due to this Raju has been having sleepless nights. He is worried as to how will he manage to take care of his family?</p> <p>State in which level of Need as propounded by Maslow in his Motivational Theory.</p>	1

14	Ratan Tata shifted the manufacturing plant for Nano Cars from Singur to Sanand due to unforeseen complexities. Which type of competency is shown here? A. Risk taking B. Innovation C. Problem Solving D. Persistence	1
15	Barkha owns a textile business. She has been running the business in the exact same way her father and grandfathers did. She is set in a routine and does not want to change.  Name any one quality of an entrepreneur that you would like Barkha to inculcate?	1
16	Another term for Intrapreneurship as coined by Gifford Pinchot.	1
17	"When it wanes, as it surely will in difficult times, take some guilt time." This statement shows which attitude of an entrepreneur.	1
18	What is 'Brainstorming'?	2
19	Define Entrepreneurship.	2
20	There are certain myths associated with entrepreneurship. State and discuss those myths.	2
21	Shivi, a dropout from 10 <sup>th</sup> std is forced by her mother to start working as a domestic help. Shivi agrees on the condition to do only cooking in 2-3 houses. One family turns out to be Punjabi, another Gujrati and the third one is Rajasthani. She cooked their kind of food for a year and to everyone's surprise, she expressed her desire to open up a small eating joint of her own. All alone, determined, she finally opens "Apna Bhoj", a small eating joint with her savings and it became a hot spot because of the fusion food platter being offered. Do you think Shivi is an entrepreneur? Give reasons for your answers.	2
22	Do you think an Intrapreneur is necessary for an organization? Support your answer with strong reasons.	2
23	Discuss any two features of Feasibility Study	2
24	Give any two points stating the differentiation between an Entrepreneur and Entrepreneurship	2
25	"Human beings require respect in the society." Explain the esteem needs in the Maslow - Hierarchy of Needs Theory.	3
26	What are the entrepreneurial values? Show by diagram.	3
27	Explain Any three types of feasibility study.	3
28	Discuss the need for entrepreneurship in the country	4
29	Explain in detail the McClelland Theory of Motivation.	4

30	What is meant by Idea Generation? Explain the importance of evaluating Ideas.	4
31	What are the different types of managerial functions? Explain the points	6
32	Asha had been suffering from hair fall issues since her teenage years. She consulted many Trichologists however; the problem had remained unsolved. She would get angry when someone suggested a product or any home remedy as she was fed up trying them all. She would even avoid going to parties or any social gatherings in order to avoid unwanted recommendations. One day while Asha was grocery shopping, she met one of her schoolmates Dhara. Dhara had been the head girl in Asha's school and Asha admired her strength, bold outlook and positive nature. In between conversations Asha mentioned her hair fall issues to Dhara. Immediately Dhara recommended an anti-hair fall shampoo to Asha. But instead of being agitated as she normally would, Asha accepted the recommendation and immediately purchased a bottle of the anti-hair fall shampoo. Why did Asha buy the shampoo? Explain using the concept of Attitudes	6
33	Although enterprises are as different and unique as the entrepreneurs who create them, most of them appear to work through a process. Discuss the steps involved in entrepreneurial process.	6