

KOTHARI INTERNATIONAL SCHOOL, NOIDA
ANNUAL EXAMINATION, SESSION: 2023-24
GRADE: 11 SUBJECT: ENTREPRENEURSHIP (066)
SET A

DAY & DATE: MONDAY- 5 FEBRUARY 2024

MAXIMUM MARKS: 70

NAME: _____

TIME ALLOTTED: 3 HOUR

ROLL NO: _____

GENERAL INSTRUCTIONS:

- i). This is an Objective & Subjective Question Paper containing 35 questions.
- ii). This paper contains 21 questions of 1 mark each, 5 questions of 2 marks each, 3 questions of 3 marks, 3 questions of 4 marks each and 3 question of 6 mark.
- iii). 1 marks questions are MCQs or one word or fill in the blank.
- iv). 2- and 3-marks questions are Short Answer Type Questions and are to be answered in 50-80 words.
- v). 4- and 6-marks questions are Long Answer Type Questions and are to be answered in 80-120 words.
- vi). This question paper contains Case/Source Based Questions

Section A		
Q1	Mohit Rajvanshi wanted to search for changes, responds to it and exploits it as an opportunity. So, Mohit is a good _____. a. businessman b. entrepreneur c. Both a. and b. d. None of the these	1
Q2	Vibhor wants to know the details related to products or services to be offered in the business in which he is planning to invest. Which part of business plan should he look into? (a) General introduction (b) Business venture (c) Organisational plan (d) Production plan	1
Q3	A young boy, Arjun got a job in MNC located in Gujarat. After getting a job, his two basic requirements are salary and safe working environment. Which need of Arjun is satisfied according to Maslow Need Hierarchy Theory? (a) Safety needs (b) Self-actualisation needs (c) Social needs (d) Ego and esteem needs	1
Q4	What is the final objective of entrepreneurship? (a) Wealth creation (b) Compensation of loss (c) Both (a) and (b)	1

	(d) None of these	
Q5	<p>"E-business is offering great opportunities to entrepreneurs in developing countries by helping them to enter the prosperous global markets merely at the click of the mouse." In the light of this statement, identify the benefit(s) that it provides to the entrepreneurs.</p> <p>(a) Updated information (b) Easy to launch new products (c) Higher personnel cost (d) Both (a) and (b)</p>	1
Q6	<p>Bigul Chaturvedi started a School bag business with his brother. Both were very excited about the new venture. With meticulous planning and a lot of hard work they were able to sell 1,000 bags in the first year. But they did not earn any profit. Both were happy because they were not at loss and revenue generated was equal to the cost. Identify the concept.</p>	1
Q7	<p><u>ASSERTION- REASON</u> <i>Assertion (A)</i>- Resource mobilisation is not a single activity. <i>Reason (R)</i>- It involves a series of steps to get optimum utilisation of resources. Alternatives (a) Both Assertion (A) and Reason (R) are correct. (b) Assertion (A) is correct, but Reason (R) is incorrect. (c) Assertion (A) is incorrect, but Reason (R) is correct. (d) Both Assertion (A) and Reason (R) are incorrect.</p>	1
Q8	<p><u>ASSERTION- REASON</u> <i>Assertion (A)</i>- Organising is the basic managerial function of an entrepreneur. <i>Reason (R)</i>- Organising helps in determining the course of action to be followed to achieve various entrepreneurial objectives. Alternatives (a) Both Assertion (A) and Reason (R) are correct. (b) Assertion (A) is correct, but Reason (R) is incorrect. (c) Assertion (A) is incorrect, but Reason (R) is correct. (d) Both Assertion (A) and Reason (R) are incorrect.</p>	1
Q9	<p>"These entrepreneurs enter into entrepreneurship because of various governmental supports" Identify the type of entrepreneur.</p>	1
Q10	<p>Through the Google Intrapreneurship Programme, all the employees are empowered and encouraged to spend ____ of their time on projects that interest them and that they think will benefit Google and their customers.</p> <p>(a) 20% (b) 15% (c) 25% (d) 30%</p>	1
Q11	<p>What is meant by 'creativity'?</p>	1

Q12	<u>FILL IN THE BLANK:</u> _____ cost is the cost which is incurred initially when a business is started.	1
Q13	The first step in the resource mobilisation plan is to (a) identify the type of resources (b) evaluate and judge the need for resources (c) locate the availability of resources (d) arrange funds for acquisition of resources	1
Q14	Pranay works in an MNC and gets a monthly salary of Rs. 45,000. He is not happy with his job and wants to start his own business. His wife is not in favour of his idea and she says that there are many disadvantages associated with becoming an entrepreneur. The disadvantage(s) can be (a) irregular income (b) erratic work schedule (c) fewer benefits (d) All of these	1
Q15	<u>TRUE/ FALSE</u> A period, where finance is required for more than one year but less than 5 years, is called short-term finance requirement.	1
Q16	<u>ASSERTION- REASON</u> <i>Assertion (A)-</i> Walt Disney was an innovative entrepreneur. <i>Reason (R)-</i> Walt Disney started huge theme parks such as the Disney Land in America. Alternatives (a) Both Assertion (A) and Reason (R) are correct. (b) Assertion (A) is correct, but Reason (R) is incorrect. (c) Assertion (A) is incorrect, but Reason (R) is correct. (d) Both Assertion (A) and Reason (R) are incorrect.	1
Q17	The traditional concept of market lays emphasis on (a) place (b) different markets for different commodities (c) Both (a) and (b) (d) None of the above	1
Q18	Basic competencies are acquired by an entrepreneur for efficient running of business. These competencies can be (a) latent (b) acquired (c) Both (a) and (b) (d) None of these	1

Section B		
Q19	Sheena Garments desires to bring out a new clothes range for the coming summers. They have been advised to carry out a market survey to understand the consumer preferences. List out the steps involved in conducting a market survey.	2
OR		
Q19	Explain any two of the following terms related to managerial function of an entrepreneur. 1. Staffing 2. Directing 3. Leadership	2
Q20	Who is an Intrapreneur?	2
Q21	What do you mean by 'Environment Scanning'?	2
Q22	Give any two points of difference between the Traditional Market and Modern Markets.	2
Q23	Explain the types of feasibility study.	2
Q24	What are physical resources? Give two examples.	2
Section C		
Q25	Differentiate between entrepreneur and entrepreneurship.	3
Q26	Explain the following Entrepreneurial competencies: (a) Persistence (b) Leadership (c) Systematic planning	3
Q27	What purposes does a business plan serve?	3
Q28	Briefly explain any four Macro environment factors that affect an enterprise.	3
OR		
Q28	Ankit is into the business of manufacturing low - cost diesel - cars in Germany. He is earning good profits and ambitiously considering overseas expansion. He scans the environment for finding out the opportunities and threats that may influence his current and future plans. He zeroes down on India as a potential place for his business expansion as Indian Government has announced favourable trade regulations. On selling the first lot of cars were above the permissible limit. The government asked him to make necessary modifications in his cars if he wanted to continue business in India. He readily agreed to meet the emission norms set by the Indian Government. Quoting the lines from the above para identify the environmental factors.	3

Q29	“Channels of distribution are like pipelines which take the right quantities of the right product to the right location.” Describe the different channels of distribution.	3
Section D		
Q30	Enumerate the characteristics of social entrepreneurs.	5
OR		
Q30	Explain ‘barriers to entrepreneurship’.	5
Q31	State the main steps involved in Marketing Research.	5
Q32	“Survey is a customized technique.” Which technique is generally used for it? Throw some light on the importance of these techniques.	5
Q33	<p>The following information relates to a company, which produces a single product.</p> <p>Direct labour per unit= Rs 22</p> <p>Direct material per unit= Rs 12</p> <p>Variable overheads per unit= Rs 6</p> <p>Fixed costs= Rs 4,00,000</p> <p>Selling price per unit= Rs 60</p> <p>Use the figures above to show the minimum number of units that must be sold for the company to break-even. Also calculate the break- even point in rupees.</p>	5
Q34	<p>(i) Differentiate between the Fixed Capital Requirement and Working Capital Requirement on the following basis:</p> <p>(a) Meaning</p> <p>(b) Nature</p> <p>(c) Duration</p> <p>(d) Sources of Procurement</p> <p>(ii) State whether the following require small or large working capital. Answer should be supported by a valid reason:</p> <p>(a) Selling ice-creams</p> <p>(b) Following a liberal credit policy</p>	5