

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

**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	The first step in the process of entrepreneurship is (a) self-discovery (b) identifying opportunities (c) evaluating ideas (d) generating ideas	1
Q2	_____ feasibility study includes a description of the industry, current market, anticipated future market, potential competition etc. (a) Market (b) Technical (c) Financial (d) Organisational	1
Q3	<b><u>ASSERTION- REASON</u></b> Assertion (A)- Entrepreneurs share some of the qualities that guide and direct them. Reason (R)- These values are referred to as 'entrepreneurial values'. <b>Alternatives</b> (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
Q4	The word 'cloud' is used as a metaphor for (a) internet (b) rain (c) web (d) site	1

<b>Q5</b>	Hindustan Lever, the FMCG giant, appoints agents or distributors who sell the products to wholesalers and retailers for onward distribution to consumers. The indirect channel of distribution followed by it is (a) one-level channel (b) two-level channel (c) three-level channel (d) four-level channel	<b>1</b>
<b>Q6</b>	Costs incurred to start and run a business can be classified as (a) start-up costs (b) operational costs (c) Both (a) and (b) (d) None of these	<b>1</b>
<b>Q7</b>	<b><u>ASSERTION- REASON</u></b> <i>Assertion (A)</i> - A business reputation is an intangible resource of business. <i>Reason (R)</i> - It helps business to gather necessary support from employers and suppliers. <b>Alternatives</b> (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.	<b>1</b>
<b>Q8</b>	<b><u>ASSERTION- REASON</u></b> <i>Assertion (A)</i> - An entrepreneur is a person responsible for setting up a new business. <i>Reason (R)</i> - He/She converts a situation into an opportunity. <b>Alternatives</b> (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.	<b>1</b>
<b>Q9</b>	A good outline for a feasibility study includes (a) technology (b) business model (c) industry (d) All of these	<b>1</b>
<b>Q10</b>	Mr. X become an entrepreneur because of government support provided in terms of financial assistance, incentives, concessions and other facilities. He is included in which category of entrepreneurs? (a) Motivated entrepreneur (b) Spontaneous entrepreneur (c) Induced entrepreneur (d) Technical entrepreneur	<b>1</b>
<b>Q11</b>	_____ is also known as general and remote environment, comprising of	<b>1</b>

	<p>uncontrollable factors.</p> <p>(a) Internal environment</p> <p>(b) Micro environment</p> <p>(c) Macro environment</p> <p>(d) None of these</p>	
<b>Q12</b>	<p><b><u>STATE TRUE OR FALSE:</u></b></p> <p>An expense is the value of the resource that was used up, or was necessary in order to earn the revenues during the time period.</p>	<b>1</b>
<b>Q13</b>	<p>_____ resources are those that are made by humans through their abilities and skills.</p> <p>(a) Physical</p> <p>(b) Human</p> <p>(c) Financial</p> <p>(d) Material</p>	<b>1</b>
<b>Q14</b>	<p>The word entrepreneur derived from</p> <p>(a) Entreprena</p> <p>(b) Enereprise</p> <p>(c) Entaprena</p> <p>(d) Entreprenre</p>	<b>1</b>
<b>Q15</b>	<p>Mr. Dinesh Batra is the marketing manager of Batra Publications. He is working at</p> <p>(a) top level</p> <p>(b) middle level</p> <p>(c) lower level</p> <p>(d) None of these</p>	<b>1</b>
<b>Q16</b>	<p><b><u>TRUE/ FALSE</u></b></p> <p>Human resources comprise of all the people or individuals engaged at different levels in an organisation.</p>	<b>1</b>
<b>Q17</b>	<p>Parag runs coaching classes in Meerut. While assessing the profit of the year, he prepares a Trading and Profit &amp; Loss Account. In this account, stationery expenses should be treated as</p> <p>(a) fixed</p> <p>(b) variable</p> <p>(c) semi-variable</p> <p>(d) None of these</p>	<b>1</b>
<b>Q18</b>	<p>Modes of distribution includes decisions related to</p> <p>(a) transportation</p> <p>(b) warehousing</p> <p>(c) inventory control of products</p> <p>(d) All of the above</p>	<b>1</b>

Section B		
<b>Q19</b>	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.	<b>2</b>
OR		
<b>Q19</b>	Explain any two of the following terms related to managerial function of an entrepreneur. 1. Staffing 2. Directing 3. Leadership	<b>2</b>
<b>Q20</b>	Who is an Intrapreneur?	<b>2</b>
<b>Q21</b>	What do you mean by 'Environment Scanning'?	<b>2</b>
<b>Q22</b>	Give any two points of difference between the Traditional Market and Modern Markets.	<b>2</b>
<b>Q23</b>	Explain the types of feasibility study.	<b>2</b>
<b>Q24</b>	What are physical resources? Give two examples.	<b>2</b>
Section C		
<b>Q25</b>	Differentiate between entrepreneur and entrepreneurship.	<b>3</b>
<b>Q26</b>	Explain the following Entrepreneurial competencies: (a) Persistence (b) Leadership (c) Systematic planning	<b>3</b>
<b>Q27</b>	What purposes does a business plan serve?	<b>3</b>
<b>Q28</b>	Briefly explain any four Macro environment factors that affect an enterprise.	<b>3</b>
OR		
<b>Q28</b>	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.	<b>3</b>

<b>Q29</b>	“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.	<b>3</b>
<b>Section D</b>		
<b>Q30</b>	Enumerate the characteristics of social entrepreneurs.	<b>5</b>
<b>OR</b>		
<b>Q30</b>	Explain ‘barriers to entrepreneurship’.	<b>5</b>
<b>Q31</b>	State the main steps involved in Marketing Research.	<b>5</b>
<b>Q32</b>	“Survey is a customized technique.” Which technique is generally used for it? Throw some light on the importance of these techniques.	<b>5</b>
<b>Q33</b>	<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>	<b>5</b>
<b>Q34</b>	<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>	<b>5</b>