

**KOTHARI INTERNATIONAL SCHOOL, NOIDA**  
**ANNUAL EXAMINATION, SESSION: 2024-25**  
**GRADE: 11 SUBJECT: ENTREPRENEURSHIP (066)**  
**SET B**

**DAY & DATE: MONDAY- FEBRUARY 12, 2025**

**MAXIMUM MARKS: 70**

**NAME: \_\_\_\_\_**

**TIME ALLOTTED: 3 HOUR**

**ROLL NO: \_\_\_\_\_**

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**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    ASSERTION- REASON 1**  
**Assertion (A):** An entrepreneur is a person responsible for setting up a new business.  
**Reason (R):** He/ She converts a situation into an opportunity.  
(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
- Q2    The first step in the process of entrepreneurship is \_\_\_\_\_. 1**  
(a) self-discovery  
(b) identifying opportunities  
(c) evaluating ideas  
(d) generating ideas
- Q3    According to ....., "Business ethics are the study of business situations, activities and decisions where issues of right and wrong are addressed." 1**  
(a) Andrew Crane  
(b) Johan Wempe  
(c) Bill Wagner  
(d) C Danhof
- Q4    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? 1**  
(a) Safety needs
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- (b) Self-actualization needs
- (c) Social needs
- (d) Ego and esteem needs

- Q5** 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? **1**
- (a) General introduction
  - (b) Business venture
  - (c) Organizational plan
  - (d) Production plan
- Q6** Meena wants to start her own business to supplement her family income. However, she does not have any business idea. Instead of actively searching for an idea, she believes that a great business idea will appear automatically. Which misconception related to business idea is indicative here? **1**
- (a) Great ideas just appear out of nowhere
  - (b) There are no illogical ideas
  - (c) Implementing ideas is a problem
  - (d) None of the above
- Q7** **ASSERTION- REASON** **1**
- Assertion (A):** Creativity and innovation are the distinguishing marks of the entrepreneur.  
**Reason (R):** In an entrepreneur, creativity is combined with the ability to innovate, to take the idea and make it work in practice.
- (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
- Q8** Google, Facebook and Twitter help the businesses to better understand what their customers need. These highlight the importance of \_\_\_\_\_. **1**
- (a) business intelligence
  - (b) cloud computing
  - (c) artificial intelligence
  - (d) social media
- Q9** Mr. Anil is working in a well-known company in New Delhi. He is responsible for providing assistance services such as book keeping, typing office support etc. He is a part of \_\_\_\_\_. **1**
- (a) managerial staff
  - (b) trained technical manpower
  - (c) administrative manpower
  - (d) professional manpower
- Q10** "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 benefits) that it provides to the entrepreneurs. **1**

- (a) Updated information
- (b) Easy to launch new products
- (c) Higher personnel cost
- (d) Both (a) and (b)

- Q11** In which of the following plan form of ownership is mentioned? **1**
- (a) Marketing Plan
  - (b) Organizational Plan
  - (c) Business Plan
  - (d) Production Plan
- Q12** “An Entrepreneur visualizes that there are opportunities for a particular type of business and it can profitably run.” Which of the following Promotional function of an Entrepreneur is highlighted in quoted lines? **1**
- (a) Detailed investigation
  - (b) Discovery of an Idea
  - (c) Assembling the Requirements
  - (d) Financing the Proposition
- Q13** Pankaj wanted to launch a ready-to-make range of mocktails. However, he was not sure about the market demand for such drinks in India. He decided to conduct marketing research to check the viability of his idea. The research instruments which can be used by him is/are \_\_\_\_\_. **1**
- (a) aggregate data analysis
  - (b) interviewing
  - (c) experimental research
  - (d) All of the above
- Q14** \_\_\_\_\_ resources have unlimited potential for improvement and development. **1**
- (a) Physical
  - (b) Human
  - (c) Intangible
  - (d) None of these
- Q15** **ASSERTION- REASON** **1**
- Assertion (A):** Unit of sale is a measure of what products are sold.
- Reason (R):** It is a unit used to bill a customer.
- (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.
- Q16** Social entrepreneurs are needed in a society because \_\_\_\_\_. **1**
- (a) they lead to economic development
  - (b) they develop new goods and services
  - (c) they promote equity
  - (d) All of these

- Q17** Mr. Raj wants to buy a LCD for his family. When he visited Anand Electronics to make the purchase, he got confused. Which promotional tool brought him to the shop and which promotional tool is required now to remove his confusion? **1**
- (a) Advertising, personal selling
  - (b) Personal selling, advertising
  - (c) Sales promotion, personal selling
  - (d) Public relation, advertising
- Q18** The first step in the resource mobilization plan is to \_\_\_\_\_. **1**
- (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

### SECTION B

- Q19** Karan, a rural boy, identifies the potential of organic farming in the village. He meets the zonal agricultural officer, who, looking at the determination of this 20 years old boy, helps him to arrange and procure multiple resources required for his farm land. Then Karan takes a loan of ₹50,000 from SBI as his seed money of ₹10,000 is not enough to cater the requirement. Karan ties up with a nearby city's vegetable shop owner to sell his yield. His hard work pays and the organic vegetables are a hit. This organic vegetable producer exhibits to be a good entrepreneur with good entrepreneurial skills. Do you agree? Justify giving reasons for your answer. **2**

### OR

- Q 19** "Profit is the only motivational force behind every entrepreneur". Do you agree? **2**
- Q20** Mr. Subhash Bhalla is the owner of 'Anupam Coffee Plantations' in Darjeeling. To which category of entrepreneurs does he belong to? He uses organic methods of agriculture. **2**
- Q21** Akshay wants to start a business after completing his studies. However, he does not have any business idea. He thinks that a great idea related to a business venture will appear out of nowhere. Is Akshay justified in his thinking? Discuss. **2**
- Q22** Dr. Abraham M. George, is the founder of the George foundation. It was established in January, 1995 in Bangalore, India. Their mission is to work towards poverty eradication, promote environmental health and strengthen democratic institutions and values in developing countries. Dr. Abraham M George is totally different from Mr. Sanders, founder of KFC. Mention two difference between two types of entrepreneurs discussed above. **2**
- Q23** Sehgal has just launched an e-portal to sell the handicrafts of the tribal people of Bastar. **2**
- (i) Which form of business has Sehgal launched?
  - (ii) Explain its meaning.

- Q24** Teach-one' is a firm providing home tutors, who are expert in their respective subjects. It also provides online teaching services for students of remote areas. **2**  
(i) What would be the unit of sale for the firm?  
(ii) If Teach-one' firm starts consultancy services, then what would be its unit of sale?

### **Section- C**

- Q25** "Entrepreneurs venture to take risks but some entrepreneurs are very shy and lazy by nature" Mention the name of such entrepreneurs and explain. **3**
- Q26** Explain why one should become an entrepreneur by giving any three reasons. **3**
- Q27** Explain the three Entrepreneurial functions of an Entrepreneur. **3**
- Q28** (i) Why attitude is called pervasive?  
(ii) Explain any two features of attitude. **3**
- Q29** "Attitude is not by birth, it is acquired". Explain. **3**

### **Section D**

- Q30** Explain any six myths of Entrepreneurship. **5**

### **OR**

- Q30** Explain Maslow's Theory of Hierarchy of Needs. **5**
- Q31** State the main steps involved in Marketing Research. **5**
- Q32.** Describe the process of entrepreneurship. **5**
- Q33** Discuss the various types of resources needed by a business. **5**
- Q34** The following information relates to a company, which produces a single product. **5**  
Direct labor per unit= ₹22  
Direct material per unit= ₹12  
Variable overheads per unit= ₹6  
Fixed costs= ₹4,00,000  
Selling price per unit= ₹60  
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.