

KOTHARI INTERNATIONAL SCHOOL, NOIDA
ANNUAL EXAMINATION, SESSION: 2025-26
GRADE: 11 SUBJECT: ENTREPRENEURSHIP (066)
SET A

DAY & DATE: MONDAY- FEBRUARY 09, 2026

MAXIMUM MARKS: 70

NAME: _____

TIME ALLOTTED: 3 HOURS

ROLL NO: _____

GENERAL INSTRUCTIONS:

- i).** *This is an Objective & Subjective Question Paper containing 34 questions.*
- ii).** *This paper contains 18 questions of 1 mark each, 6 questions of 2 marks each, 5 questions of 3 marks each and 5 questions of 5 marks each.*
- 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

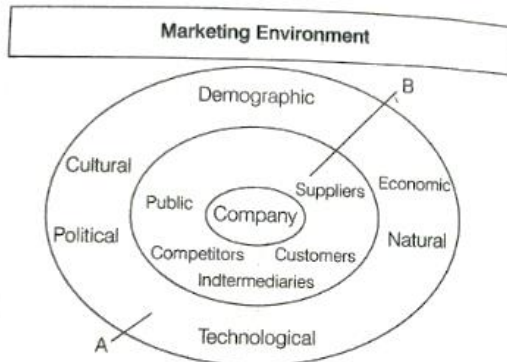
- Q1** **ASSERTION- REASON** **1**
- Assertion (A):** Startup cost is the cost which is incurred initially when a business is started.
Reason (R): It consists of expenses for acquiring assets as well as for acquiring initial raw material.
- a. Both A & R are true and R is correct explanation of A.
 - b. Both A & R are true but R is not the correct explanation of A.
 - c. A is true, R is false.
 - d. Both A & R are false.
- Q2** Seema 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. All of the above
- Q3** Sameer is 18 years old. He works as a courier boy to earn his living. He saves a part of his earning to provide for his education. Which need(s) is/are being fulfilled by him, according to Maslow's Theory? **1**
- a. Physiological needs
 - b. Safety needs
 - c. Self-actualization needs
 - d. Both a. and b.

- Q4** Mr. Z 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? **1**
- Motivated entrepreneur
 - Spontaneous entrepreneur
 - Induced entrepreneur
 - Technical entrepreneur
- Q5** “An Entrepreneur reduces uncertainty in his/her plan of investment, diversification of production and expansion of the enterprise. He is a self- confident and highly optimistic person, willing to assume the risks involved in an innovation, new business and expansion of Existing Venture.” Which of the following Entrepreneurial function of an Entrepreneur is highlighted in Quoted lines? **1**
- Risk Taking
 - Organization Building
 - Innovation
 - Production
- Q6** Manik manufactures face masks. The selling price of a single face mask is ₹55 and the variable cost of making it is ₹30 per unit. Manik has to bear fixed expenses amounting to ₹25,000 per month. His break-even level of sale will be _____. **1**
- 100 units
 - 1,000 units
 - 2,000 units
 - None of these
- Q7** 'Care and Clean' manufactures shampoos and hair oils and they are packed in 200 ml and 500 ml bottles. Faced with fall in demand, they decided to pack them in sachets of 10 ml and 20 ml. This represents the core value of _____. **1**
- innovation and creativity
 - respect for work
 - quest for outstanding performance
 - All of the above
- Q8** Kaushal Bhai identified the problem of poor rural women of Kerala and started making affordable bathing soaps for them under the brand name 'Auma'. The promotional function performed by him is _____. **1**
- Detailed Investigation
 - Discovery of an Idea
 - Assembling the Requirements
 - Financing the Proposition
- Q9** A young boy, Aniket got a job in MNC located in Gurugram. After getting a job, his two basic requirements are salary and safe working environment. Which need of Aniket is satisfied according to Maslow Need Hierarchy Theory? **1**
- Safety needs
 - Self-actualization needs

- c. Social needs
- d. Ego and esteem needs

Q10 Which concept is highlighted by A and B in the given picture?

1



- a. A - Micro environment; B - Macro environment
- b. A - Macro environment; B - Micro environment
- c. Components of marketing mix
- d. None of the above

Q11 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

Q12 Production, finance, marketing, personnel and accounting are all components of _____.

1

- a. entrepreneurial functions
- b. promotional functions
- c. managerial functions
- d. commercial functions

Q13 Under _____ method of pricing, at the beginning, business charges a very high price for its product and later on reduces the price.

1

- a. cost plus pricing
- b. market rate
- c. skimming price
- d. penetrating price

Q14 XYZ Ltd. is lacking in the resources which cannot be seen, touched or preserved but can affect the profitability of the business. XYZ Ltd. is lacking in _____ resources.

1

- a. tangible
- b. intangible
- c. human
- d. physical

- Q15** Kumar is a second generation member of a joint Hindu family business. He is rigid fundamental and cautious in his approach. He is a/an _____ entrepreneur. **1**
- Technical
 - Fabian
 - Imitative
 - Induced
- Q16**broadly classified entrepreneurs as innovative, imitative, fabian and drone. **1**
- Charles Geschke
 - C Danhof
 - John Warnock
 - McClelland
- Q17** _____ is a survey chart or inventory for scheduling manpower requirements in an industrial plant. **1**
- Resource mobilization
 - Manning table
 - Job chart
 - All of the above
- Q18** **ASSERTION- REASON** **1**
- Assertion (A):** Resource mobilization is not a single activity.
Reason (R): It involves a series of steps to get optimum utilization of resources.
- Both Assertion (A) and Reason (R) are correct
 - Assertion (A) is correct, but Reason (R) is incorrect
 - Assertion (A) is incorrect, but Reason (R) is correct
 - Both Assertion (A) and Reason (R) are incorrect

Section B

- Q19** a. 'These are those entrepreneurs who refuse to embrace opportunities that come their way. They are generally traditional and conventional in their approach'. The given lines are indicative of which entrepreneurs? **2**
- b. 'They are commonly found in developed countries where opportunities and resources are in abundance and contribute towards building a modern capitalist economy'. Which type of entrepreneur is being discussed in the above lines?
- Q20** Attitude can be acquired from a number of sources. State any two such sources. **2**
- Q21** Megha has just launched an e-portal to sell the handicrafts of the tribal people of Bastar. **2**
- Which form of business has Megha launched?
 - Explain its meaning.
- Q22** Release of the Bollywood movie 'Billu Barber' was opposed by certain segments of society, as they thought that the name aims to derogate a specific community. **2**
- Which aspect of business environment is being discussed above?

(ii) Why is it important for a business to systematically analyse and diagnose this environment?

OR

Due to the enforcement of Euro-IV emission norms, Maruti Limited had to phase out the production of 'Esteem' model of cars. Identify and state the dimension of environment highlighted in the given statement.

- Q23** Give any two points of difference between the Traditional Market and Modern Markets. **2**
- Q24** What is operational cost? Give its classification. **2**

Section C

- Q25** Mr. Vikram Singhal is a highly successful businessman, ranking among the top 10 industrialists of India. His company 'Singhal Group of Industries' operates in the fields of fertilizers, power generation and 3G network. His son Virat Singhal, after completing his management degree from Oxford, decides to join the family business. **3**
Which type of entrepreneur is Virat? Explain other two types of entrepreneurs covered in this category.

- Q26** The following information relates to a company, which produces a single product. **3**

Direct labor per unit	₹22
Direct materials per unit	₹12
Variable overheads per unit	₹6
Fixed costs	₹4,00,000
Selling price per unit	₹60

Use the above figures to show that minimum number of units that must be sold for the company to break-even.

- Q27** Briefly explain why social entrepreneurs are the need of hour? **3**
- Q28** Samar, an engineering graduate from Coimbatore began a unit to produce submersible pumps. He started the enterprise with enthusiasm, but when he faced some difficulties in the execution of their plans, he lost confidence and finally gave up the business venture. Identify the disadvantages of entrepreneurship which are faced by Samar in the above situation and explain them. **3**
- Q29** Mr. Raman Sharma was working in MNC in Gujarat as a purchase manager and was fulfilling all the managerial activities in a company. At which level of management was he working? Mention other two managerial staff of the same level. **3**

Section D

- Q30** Discuss the various types of resources needed by a business. **5**
- Q31** Mani wants to start a textile unit near Gurgaon. **5**
Discuss the commercial functions which she will require to plan and perform for the same.

- Q32** State the main steps involved in Marketing Research. **5**
- Q33** Explain Maslow's Theory of Hierarchy of Needs. **5**
- Q34** Saurav, a young and ambitious individual with a passion for technology, embarks on an entrepreneurial journey to establish his tech start-up, Saurav's Tech Solutions. **5**
- Saurav, having a background in computer science, identified his passion for developing innovative tech solutions. Through self-reflection, he assessed his strengths in programming and problem-solving, aligning them with potential entrepreneurial opportunities in the technology sector. Recognizing the evolving tech landscape, Saurav identified gaps and challenges in existing solutions. He observed a growing need for user-friendly cyber-security tools, presenting a promising opportunity for his venture.
- Drawing on his creativity and past experiences, he brainstormed ideas for a cutting-edge cyber-security tool. He evaluated each idea based on market needs, feasibility, and potential impact, ultimately selecting the most viable concept.
- To transform his idea into a viable venture, he conducted extensive research and identified strategies to position Saurav's Tech Solutions in the competitive tech market.
- (i) Identify the concept in the above paragraph.
- (ii) List all the stages of the concept described in the above paragraph and discuss each one of them.