



**INDIAN SCHOOL SALALAH**  
**FIRST TERM EXAMINATION – SEPTEMBER 2024**



**ENTREPRENEURSHIP 066**

**Class: XI**

**Date: 18/09/2024**

**Time: 8.00 am – 11.00 am**

**Maximum Marks: 70**

**General Instructions:**

1. This question paper contains 34 questions.
2. The question paper contains 4 sections - A, B, C and D

Section A contains multiple choice questions

Section B - 2 marks; Answers to these questions may be from 30-40 words.

Section C - 3 marks; Answers to these questions may be from 50-75 words.

Section D - 5 marks; Answers to these questions may be from 120-150

<b>SECTION A</b>		
1.	<p>Maria is launching a tech startup and believes that equity financing (own fund) is the only option for funding. However, after consulting with a financial advisor, she learns that many tech startups successfully use bank loans and convertible notes to fund their ventures. What does Maria's realization reveal about the myth that start-ups can't be financed with debt?</p> <p>A. It reinforces the myth that only equity financing is viable for startups.            B. It indicates that start-ups should avoid debt financing to reduce financial risk.            C. It suggests that debt financing is risky and unsuitable for technology startups.            D. It disproves the myth by showing that debt financing is a common and effective option for many startups.</p>	1
2.	<p>Assertion: Entrepreneurs often experience a high level of job satisfaction due to their ability to innovate and control their own projects.            Reason: This satisfaction is mainly due to the security and stability provided by having a structured corporate job.</p> <p>A. Both assertion and reason are correct, and the reason explains the assertion.            B. Both assertion and reason are correct, but the reason does not explain the assertion.            C. The assertion is correct, but the reason is incorrect.            D. The assertion is incorrect, but the reason is correct.</p>	1
3.	<p>Which function involves the systematic analysis of performance against set standards and taking corrective actions?</p> <p>A. Controlling            B. Coordination            C. Motivation            D. Supervision</p>	1
4.	<p>What does the 'Commercial Function' of 'Marketing' focus on?</p> <p>A. Handling financial records            B. Ensuring the movement of goods and services to consumers            C. Assembling production resources            D. Organizing business activities</p>	1

5.	<p>An entrepreneur in a socialist economy introduces a private sector innovation that significantly improves public services but faces resistance from state-controlled entities. What could be a potential outcome of this innovation in the context of a socialist economy?</p> <p>A. Complete acceptance and integration of the innovation into state services without resistance</p> <p>B. Suppression of the innovation due to state control, leading to limited impact on public services</p> <p>C. Incremental adoption of the innovation leading to improved public services and gradual policy changes</p> <p>D. Immediate and widespread shutdown of the innovation to maintain state control</p>	1
6.	<p>According to Joseph Schumpeter, what role do entrepreneurs play?</p> <p>A. Financial managers</p> <p>B. Innovators who disrupt the status quo</p> <p>C. Product manufacturers</p> <p>D. Risk avoiders</p>	1
7.	<p>How does the competency of "Persistence" impact the long-term success of an entrepreneur in the face of repeated setbacks and market failures?</p> <p>A. By continually investing resources into a failing venture without assessing potential for recovery or making necessary adjustments.</p> <p>B. By abandoning the venture at the first sign of failure and shifting focus to entirely different business opportunities.</p> <p>C. By learning from failures, iterating on strategies, and persisting in refining the business model until achieving sustainable success.</p> <p>D. By reducing efforts and focusing on maintaining current operations without seeking to innovate or improve.</p>	1
8.	<p>In what way does McClelland's Theory of Needs suggest that individuals with a high "Power" motive might manage conflicts in a team environment?</p> <p>A. By focusing on reducing uncertainties and fostering a supportive team atmosphere.</p> <p>B. By using their influence to win arguments and assert dominance to resolve conflicts.</p> <p>C. By taking responsibility for solving complex problems and setting high standards.</p> <p>D. By seeking feedback from peers to ensure alignment with team goals.</p>	1
9.	<p>How does the level of risk exposure for an entrepreneur differ fundamentally from that of an employee when facing a market downturn?</p> <p>A. Entrepreneurs are at the forefront of financial and operational risks, potentially facing significant losses, while employees generally experience a more stable job situation despite the downturn.</p> <p>B. Entrepreneurs typically face lower risk exposure as they can quickly adapt to market changes, whereas employees are more exposed to risk due to potential job losses.</p> <p>C. Entrepreneurs and employees share equal levels of risk exposure during a market downturn, with both facing potential financial instability.</p> <p>D. Employees assume higher personal financial risk due to salary cuts, while entrepreneurs benefit from financial protections during downturns.</p>	1
10.	<p>Which of the following best describes the intrinsic motivation of an entrepreneur compared to that of an employee?</p> <p>A. Entrepreneurs are primarily motivated by financial stability, while employees are motivated by personal satisfaction.</p>	1

	<p>B. Entrepreneurs are driven by personal gratification and the challenge of starting something new, whereas employees are motivated by stable employment and service.</p> <p>C. Entrepreneurs are focused on maintaining the status quo, while employees are motivated by continuous personal growth.</p> <p>D. Entrepreneurs seek to avoid risks, while employees are motivated by the opportunity to manage risks.</p>	
11.	<p>Which statement best captures the influence of "Group Associations" on a person's attitude when their group has a conflicting view from their personal experiences?</p> <p>A. The person will likely disregard the group's influence and maintain their attitude based on personal experiences alone.</p> <p>B. The person may experience cognitive dissonance and alter their attitude to align with the group's view, even if it conflicts with personal experiences.</p> <p>C. The person will likely reinforce their personal attitude and resist any change influenced by the group.</p> <p>D. The influence of the group will have no impact on the person's attitude, regardless of the group's view.</p>	1
12.	<p>How does the "Affiliation" motive influence an individual's behavior in a workplace setting?</p> <p>A. Individuals with a high need for affiliation prefer to work independently and avoid team activities.</p> <p>B. Individuals with a high need for affiliation are motivated by opportunities to influence others and win arguments.</p> <p>C. Individuals with a high need for affiliation are motivated by opportunities to work closely with known colleagues and build strong interpersonal relationships.</p> <p>D. Individuals with a high need for affiliation seek complex challenges and feedback on their performance.</p>	1
13.	<p>How does creativity and creative problem solving specifically differ from brainstorming in terms of idea generation?</p> <p>A. Creativity and creative problem solving is more structured, whereas brainstorming is unstructured</p> <p>B. Creativity and creative problem solving involves individual techniques like attribute listing, whereas brainstorming relies on group discussions</p> <p>C. Creativity and creative problem solving focuses on analyzing market data, whereas brainstorming focuses on generating a wide range of ideas</p> <p>D. Creativity and creative problem solving uses focus groups for validation, whereas brainstorming does not</p>	1
14.	<p>In the context of Technical Feasibility, which of the following factors is NOT typically considered?</p> <p>A. The technology required to produce the product or deliver the service.</p> <p>B. The estimated return on investment and financial performance projections.</p> <p>C. The materials and labor needed to complete the product or service.</p> <p>D. The location of the business and logistical requirements for delivery.</p>	1
15.	<p>In which method are participants typically led by a moderator to discuss specific issues and provide feedback?</p> <p>A. Brainstorming</p> <p>B. Environment Scanning</p> <p>C. Creativity and Creative Problem Solving</p> <p>D. Focus Groups</p>	1
16.	<p>What challenge is associated with environment scanning?</p> <p>A. Generating too few ideas</p> <p>B. Conducting unstructured discussions</p>	1

	<p>C. Handling and analyzing an overwhelming amount of information</p> <p>D. Identifying trends through free association</p>													
17.	<p>Assertion (A): The use of cloud computing can significantly reduce both initial and ongoing IT expenses for businesses.</p> <p>Reason (R): Cloud computing is named for its use of cloud shapes in network diagrams to symbolize distributed computing resources.</p> <p>Choose the correct answer:</p> <p>A. Both Assertion and Reason are correct, and the Reason is the correct explanation for the Assertion.</p> <p>B. Both Assertion and Reason are correct, but the Reason is not the correct explanation for the Assertion.</p> <p>C. The Assertion is correct, but the Reason is incorrect.</p> <p>D. The Assertion is incorrect, but the Reason is correct.</p>	1												
18.	<p>What is the primary advantage of integrating Business Intelligence (BI) systems in a company?</p> <p>A. Reducing the need for physical office space.</p> <p>B. Enhancing decision-making through data-driven insights and analysis.</p> <p>C. Increasing the number of employees in the company.</p> <p>D. Automating the production process of physical goods.</p>	1												
<b>SECTION B</b>														
19.	<p>Jane is planning to open a small coffee shop in her neighborhood. She wants to ensure that her business plan covers all critical aspects to attract investors and guide her startup operations effectively. Identify and briefly describe two key elements that Jane should include in the Marketing Plan section of her business plan for the coffee shop. Explain why each element is important for her business.</p>	2												
20.	<p>Entrepreneurship involves a lot of risk. State any two disadvantages of entrepreneurship.</p>	2												
21.	<p>“Entrepreneurs cannot survive and grow without fulfilling the ethical responsibilities of the society.” Explain and state two ethical practices that business can follow.</p>	2												
22.	<p>“Entrepreneurs are problem solvers”. Elucidate with example.</p>	2												
23.	<p>Match the following:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 5%; text-align: center;">A</td> <td style="width: 45%;">An entrepreneur who transforms groundbreaking ideas into viable businesses, focusing on developing and launching new products or services, often on a smaller scale.</td> <td style="width: 5%; text-align: center;">I</td> <td style="width: 45%;">Agricultural Entrepreneur</td> </tr> <tr> <td style="text-align: center;">B</td> <td>An entrepreneur who leads and manages a major corporation, using strategic vision and operational excellence to drive organizational growth and maintain competitive advantage.</td> <td style="text-align: center;">II</td> <td>Non – Technical Entrepreneur</td> </tr> <tr> <td style="text-align: center;">C</td> <td>An entrepreneur who runs a successful retail chain and is primarily focused on devising innovative marketing campaigns and optimizing the supply chain. They rely on existing technologies but are not involved</td> <td style="text-align: center;">III</td> <td>Business Entrepreneur</td> </tr> </table>	A	An entrepreneur who transforms groundbreaking ideas into viable businesses, focusing on developing and launching new products or services, often on a smaller scale.	I	Agricultural Entrepreneur	B	An entrepreneur who leads and manages a major corporation, using strategic vision and operational excellence to drive organizational growth and maintain competitive advantage.	II	Non – Technical Entrepreneur	C	An entrepreneur who runs a successful retail chain and is primarily focused on devising innovative marketing campaigns and optimizing the supply chain. They rely on existing technologies but are not involved	III	Business Entrepreneur	2
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			in the technical development of new products.			
	D		An entrepreneur dedicated to agricultural innovation, applying modern techniques and technologies to enhance crop production, manage livestock, and market agricultural goods effectively.	IV	Corporate Entrepreneur	
24.	Write about any two innovations which led to entrepreneurial ventures.					2
<b>SECTION C</b>						
25.	State any three features of a feasibility study.					3
26.	<p>In the mid-1980s, Frito-Lay CEO announced an initiative for all 300,000 employees to “act like an owner.” Richard Montañez, a janitor, took up the CEO’s offer and met with him. Noticing that there was no product catering to Latinos, he added a homemade spice mix to some Cheetos and brought them to his meeting. As a result, Flamin’ Hot Cheetos is now one of Frito-Lay’s most successful launches ever. Montañez later became a VP of MultiCultural Sales and Community Promotions at PepsiCo, amassing a personal fortune of over \$ 20 million.</p> <p>Identify the concept mentioned in the above paragraph. Explain its importance.</p>					3
27.	Why are entrepreneurs called ‘agents of progress’ for a nation? Explain three needs of entrepreneurship.					3
28.	Explain any three Promotional functions of an entrepreneur.					3
29.	<p>Tesla, a leading electric vehicle (EV) manufacturer, extensively integrates smart devices and cloud computing to enhance its vehicle offerings and operational efficiency. Tesla’s vehicles are equipped with advanced sensors, connectivity features, and over-the-air (OTA) updates, all managed through its cloud-based infrastructure. However, as Tesla expands its global market and develops new technologies, it faces challenges related to data management, system reliability, and regulatory compliance. Assess the Strategic Advantages of Tesla’s Use of Smart Devices and Cloud Computing.</p>					3
<b>SECTION D</b>						
30.	What is a business plan? Mention the purposes for which a business plan is prepared and how it is different from a feasibility study?					5
31.	<p>John, a biomedical engineer with a background in developing medical devices, decided to launch his own company, Health Tech Innovations, to address unmet needs in the healthcare sector. He began reflecting on his in engineering and his passion for improving patient care. Recognizing a gap in the market for affordable, high-quality wearable health monitors. He then brainstormed several innovative designs, eventually focusing on a prototype that combined advanced sensors with user-friendly software.</p> <p>John created a detailed business plan, outlining his research on the target market, resource needs, and marketing strategies. He used this plan to attract funds from investors and venture capitalists. With funding secured, John launched the business, focusing on operations such as manufacturing and building a customer base. As Health Tech Innovations gained traction, John expanded his product line and adapting his strategies to new market demands. Eventually, after establishing a solid market presence, John decided to sell the company and using the proceeds to fund new health-related ventures.</p> <p>Identify and explain any five steps in the process of Entrepreneurship by quoting the lines from the above paragraph.</p>					5
32.	“Raju is a 16-year young boy, working hard to earn his living. He also tries to save some part of his earnings to acquire basic education”. He falls in which level of					5

	Need as propounded by Maslow in his Motivational Theory? Explain the other needs mentioned by Maslow in the hierarchical order with the help of diagram.	
33.	What are the entrepreneurial values? Show by diagram. Explain the core values	5
34.	Founded by Blake Mycoskie, TOMS Shoes pioneered the "One for One" business model. The One for One model means that for every pair of shoes purchased, TOMS donates another pair to a needy child. TOMS' vision today goes beyond shoes, aiming to improve lives through multiple social initiatives to end forced labor, support the visually impaired, create job opportunities in developing countries, and provide sustainable water systems to communities. TOMS has impacted over 100 million lives and donated millions of shoes. In 2022, they committed 55% of their profits to mental health programs and initiatives, 26% to access to opportunity, and 19% to ending gun violence, per the momentum's sustainability report. Identify what type of entrepreneur is Blake Mycoskie. Explain any four characteristics of such an entrepreneur.	5