

**INDIAN SCHOOL SALALAH**  
**FINAL EXAMINATION - FEBRUARY 2018**  
**ENTREPRENEURSHIP**

**CLASS: XI**

**MARKS: 70**

**TIME: 3HRS**

**General Instructions**

1. Please check that this question paper consists of 24 questions on 4 printed pages.
2. Please write down the serial number of the question before attempting it.
3. Answers to questions carrying 1 mark may be from one word to one sentence.
4. Answers to questions carrying 2 to 3 marks may be from 25 words to 60 words.
5. Answers to questions carrying 4 marks may be about 150 words.
6. Answers to questions carrying 6 marks may be about 250 words.
7. Attempt all parts of a question together.

1	“Business Finance is an activity”. Comment.	1
2	Nisha is desirous of starting a readymade shop in the city. She is unaware of the hindrance she may face in business. Point out any two auxiliaries to trade and the hindrance that it removes.	1
3	Explain any two advantages of being an entrepreneur.	1
4	Describe the characteristics of a ‘go-getter’ type of personality.	1
5	‘Fluctuations in price and demand’. Name the type of risk involved into it.	1
6	Define ‘intangible resources’. What do they generally comprise of?	2
7	“Administrative expenses may vary slightly month to month, depending on the usage.” According to you it will fall under which category – fixed or variable. What do you understand by fixed cost and variable cost? Give some examples of each.	2
8	Differentiate between feasibility study and business plan.	2

9	Why are entrepreneurs called 'agents of progress' for a nation? What role do they play in the Nation's development? (any 2 points)	2
10	Explain in detail the personal barriers.	2
11	<p>'Good Wash Ltd.' are the manufacturers of different sizes of fully automatic washing machines. From the following information given below :</p> <p>Rent : ₹ 5000  Salary: ₹ 15000  Administrative expenses : ₹ 10000  Electricity charges : ₹ 2000  Advertisement expenses : ₹ 3000  Unit Variable Cost : ₹ 3000  Unit Selling price : ₹ 10000</p> <p>a. Calculate total fixed cost.  b. Calculate the 'Break-Even' quantity of the machines manufactured per month.  c. Show break even in terms of rupees.</p>	3
12	'Innovation' is the word that differentiates an entrepreneur from a businessman. Tata Nano is one such innovative product. Write about any three innovations which led to entrepreneurial ventures.	3
13	Rahul, an owner of a paint manufacturing company has been enjoying a prominent market position since many years. It has been dumping its untreated poisonous waste on the river bank which has created many health problems for the nearby villages. He also charges exorbitantly due to competition around so that he does not miss any opportunity to earn profit. Discuss any four values which you find lacking in him as a rational businessman.	3
14	Explain in detail any six problems faced by women entrepreneurs.	3
15	'Angel Investors' and 'Venture Capital' are the two sources of raising finance for an entrepreneur. Explain the concept of both the sources stating distinguishing features of each.	3
16	The CEO of XYZ Ltd. an automobile enterprise dreams of his company becoming the best player in future, for which he sets the objectives, forecasts the future and develops various courses of action. Identify the managerial function which is highlighted here. State any other two managerial functions of an entrepreneur.	3
17	"Attitude is not by birth, it is acquired." Explain the various features of attitude in the light of the above statement.	3

18	The most popular TV Show “Kaun Banega Crorepati (KBC) gave the contestant four life lines –Phone a friend, Audience Poll, Expert Opinion and Double Dip. What makes the contestant choose three “friends” in priority order, to look for help when in trouble.”Audience” present provides unconditional support, which the contestant in most cases believes in and follows. Expert opinion makes the participant take his advice so constructively. Are all these people mentors for the contestant in that particular game? In our life, in some or the other point we do have mentors and we cannot undermine their importance in our lives. Discuss the role and importance of mentors in business.	4
19	Generating and evaluating business ideas is an important step in the entrepreneurial process. Explain any four misconceptions about great ideas.	4
20	Explain in detail three new forms of business which is created because of technological changes.	4
21	Anirban, a small entrepreneur, is manufacturing portable electric iron for domestic use with the brand name ‘P-IRON’. This iron is in great demand. He finds that the cost of production per unit of the iron is ₹ 1000 and he can sell the same at ₹ 1200 per unit. The competitors in the market are selling this type of iron at the rate of ₹ 2000. Anirban’s objective is not to earn profit in the short-run but to capture the largest market. His expectation is that the customers will be attracted towards the new brand because of low price. Identify the factor of pricing that he considered to capture the substantial portion of the market. Also, state any advantages of pricing.	4
22	Sourabh wants to start a new business. He is not sure of the type of business he should start. His friend suggested him to seek the help of professionals. He contacted a professional who asked Saurabh to pay a big amount for providing the reports and industry updates. Therefore he decided to search for the reports and industry updates himself. He scanned the relevant information from various sources. Discuss the sources and methods available to him to collect the required data.	6
23	Aqua Water Company manufactures water purifiers, water dispensers, packaged drinking water and hand sanitizers. They do a lot of research and development and would update their products on regular basis. They also encouraged feedback and suggestions from the customers. Acting on one such suggestion, they decided to manufacture a water bottle with a built in water purifier called ‘Wonderpure’. They spent a lot of money on promoting the product with the tagline ‘Your child is secure with Wonderpure’. The target segment was quality conscious consumers. They did an unique type of advertising campaign through hoardings in major cities of the country. The tagline with clever use of words made it an instant hit. a. What led to the discovery of idea to bring out ‘Wonderpure’? b. Identify and explain the type of marketing mix the company adopted and its benefits. c. Also discuss the different tools used in this marketing mix.	6
24	Miraya, a student of fashion designing, was assigned a project of designing an eco-friendly dress, for the upcoming fashion week to be observed at her institute. She got a chance to	6

visit her relatives in Madhya Pradesh, where she observed that the tribals wear their saree in an unique way. On further investigation, she found that they were using hand-woven cotton yarn. Getting an idea from there she designed a dress which was a fusion of western wear and saree. Her dress won the first prize at the fashion week. She was motivated to start her own business. She arranged for the necessary finances and started a factory at Madhya Pradesh where the dresses would be prepared. She opened a boutique at a local shopping complex. The boutique became a hit and a place known for style and classy designing.

- a. Identify and explain the entrepreneurial competencies of Miraya discussed in the above case study.
- b. Also state any two values which she wants to communicate to the society.

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