

**INDIAN SCHOOL SALALAH**  
**ANNUAL EXAMINATION: 2018- 2019**  
**ENTREPRENEURSHIP**

**CLASS: XI**

**MARKS: 70**

**TIME: 3 HRS**

**General Instructions**

- 1. Please check that this question paper consists of 24 questions on 3 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	Karan believes in playing safe and is of the view that every risk is insurable. Is he correct? Briefly explain non-insurable risks.	1
2	“Not only the entrepreneur but also the entire organization benefits from mentoring”. Explain. (Any 4 points)	1
3	‘Market means people’ is advocated by which concept of market?	1
4	According to David McClelland, regardless of culture or gender, people are driven by three motives. State those motives.	1
5	What do you understand by ‘break-even point’?	1
6	Gaurav is a young unemployed youth, belonging to the backward village of Rampur. His friends advise him to start a business, saying that there are many government schemes launched for the development of entrepreneurs in the country. Is the assertion of Gaurav’s friends correct? State by giving reasons. Name any two schemes implemented for entrepreneurs.	2
7	Sarthak wants to know about the basic details of the business. Which part of the business plan should he look into? List the information contained in it.	2
8	Kellogs cornflakes have become a household name today, give the story regarding this invention. What values are conveyed by the Kellogs brothers in promoting this product?	2
9	Do you think intrapreneur is necessary for an organization? Support your answer with strong reasons.	2

10	After completing one year of operation, to assess the cash-position, Parthiv asks his accountant to prepare a cash-flow projection. But his accountant, disagrees, stating that cash-flow statement would be the tool to serve this purpose. Whose view is correct? Give the difference between cash flow projection and cash flow statement.	2
11	'Family Snacks' is a leading German company. It plans to invest 200 million \$ in India in the next two years. Identify the method adopted by the company for entering global markets. Also state any two other ways to enter global markets.	3
12	Mr. Chandrashekhar was a retired CEO of a well reputed IT company after having worked for 40 years in USA. He returned to India with a desire to encourage entrepreneurial returns in IT sector. He was approached by Ravi, a budding entrepreneur in IT sector whose venture was in a start-up stage and was failing short of funds. Apart from investing funds, Mr. Chandrashekhar also provided proactive advice, guidance and industry connection and thus, simultaneously helps them in raising high return on investments. a. Identify and explain the source of raising finance used by Ravi. b. Explain the two types of financial requirements that can arise at this stage.	3
13	Dev is an enterprising youngster who wants to start a business of manufacturing men's accessories. However, he is facing shortage of funds. Suggest to him any five forms in which credit can be availed from banks.	3
14	After her marriage, Kadambani shifts to the native village of her husband. She is astounded by the lack of educational facilities in the village. She decides to open a primary school in the village. She trains the women in the village and gives them jobs in the school. She also provides free education to the poor and charges only minimum fees from the others. Is she a social entrepreneur? Give any three characteristics exhibited by social entrepreneurs.	3
15	Define 'personal financing'. Give its sources.	3
16	According to Dell (2012), what was the final outcome of the study about women entrepreneurs?	3
17	Mr. Vikram Singhal is a highly successful businessman, ranking among the top ten industrialists of India. His company 'Singhal Group of Industries' operates in the fields of fertilizers, power generation and 3G network. His son Vicky Singhal, after completing his management degree from Oxford, decides to join the family business. a. Which type of entrepreneur is Vicky? b. Name other two categories of entrepreneurs. c. Who is known as a professional entrepreneur?	3
18	'Super-Diaper' plans to introduce a premium range of diapers for infants. Before launching the product, some of the executives are of the view that market survey should be conducted to gauge the potential of the market, but the CEO opposes their plan. As their chief advisor, explain to the CEO, the importance of a market survey for a company.	4
19	Akshita has started selling readymade curtains from her own house. She purchases 100 curtains from a wholesale dealer for ₹ 300 per curtain and selling for ₹ 400 per curtain. She spent ₹ 400 for advertisement (Pamphlets and Advertising poster). She could only sell 80 curtains. From the following information prepare an Income Statement and find out the Net Profit before tax/income.	4

20	<p>Rahim was working in an enterprise on daily wages basis. It was difficult for him to fulfill the basic needs of his family. His daughter fell ill. He had no money for his daughter's treatment. To meet the expenses of her treatment, he participated in a cycle race and won the prize money. The cycle company offered him a permanent pensionable job which he happily accepted.</p> <ol style="list-style-type: none"> <li>1. By quoting the lines from the above para identify the needs of Rahim that are satisfied by the offer of Cycle Company.</li> <li>2. Also explain two other needs of Rahim followed by the above that are still to be satisfied.</li> </ol>	4
21	<p>Anandu a home science graduate from a reputed college has recently done a cookery course. She wished to start her own venture 'RB Khana Khazana' with a goal to provide healthy food at reasonable price. She discussed her idea with her teacher who encouraged her. After analyzing various options for starting her venture, they shortlisted the option to sell readymade and 'ready to make' vegetable shakes and milk shakes. They weighed the pros and cons of both the shortlisted options. Then they purchased the necessary items required for setting of their venture. She also recruited two staff through proper selection methods so as to help her in her business who possessed the necessary qualifications.</p> <ol style="list-style-type: none"> <li>a. Name and explain the functions carried out by Anandu as a budding entrepreneur discussed in the above para.</li> <li>b. State any two commercial functions she has to carry on as an entrepreneur.</li> </ol>	4
22	<p>Sun and Rise Limited has a disinfectant soap in the market by the name of 'Sanitize'. The company in its new advertisement propagates that washing hands two times after coming by 'Sanitize' reduces the risk of infections by 80%. It also distributes the soap, free of cost to people of slum.</p> <ol style="list-style-type: none"> <li>a. Identify and explain the strategy followed and the approach adopted by Sun and Rise Limited?</li> <li>b. Explain other two approaches adopted in this strategy.</li> <li>c. Name and explain any other strategy with suitable examples.</li> <li>d. Which values are being exhibited by the company?</li> </ol>	6
23	<p>Mohan, who manufactures a toy car using non-toxic components, wants to compute his break-even point. His fixed expenses for the month are as follows: Rent - ₹ 4000, Salary - ₹ 15000, Depreciation - ₹ 1000, Electricity charges - ₹ 2000, Administrative expenses - ₹ 3000 . He sells the car for ₹ 200 and his variable cost per car is ₹ 150.</p> <ol style="list-style-type: none"> <li>a. Calculate total fixed cost.</li> <li>b. Find the break-even point in units.</li> <li>c. Find the break even in sales.</li> <li>d. Calculate break-even point if fixed cost increases by 10%.</li> <li>e. Calculate break-even point if variable cost decreases by ₹ 50 and selling price increases by 50%.</li> </ol>	6
24	<p>Ravi is planning to establish a business manufacturing different sauces. Before venturing out, he wants to collect different information which will help him in establishing his business. Advise him regarding the different types of information sources.</p>	6