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INDIAN SCHOOL SALALAH
FINAL EXAMINATION, FEBRUARY 2025 (AY 2024-25)



Class: XI

ENTREPRENEURSHIP (066)

Date: 4/02/2025

Time: 3 Hrs

Maximum Marks: 70

General Instructions:

1. This question paper contains 34 questions.
2. The question paper contains 4 sections - A, B, C and D
 - 1.1. Section A contains multiple choice questions
 - 1.2. Section B - 2 marks; Answers to these questions may be from 30-40 words.
 - 1.3. Section C - 3 marks; Answers to these questions may be from 50-75 words.
 - 1.4. Section D - 5 marks; Answers to these questions may be from 120-150

SECTION A

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| 1 | _____ is a part on the cover of the product which will devote its name, contents, ownership, expiry date, manufacturing date etc. a) Tagline b) Brand name c) Label d) Logo | 1 |
| 2 | Ravi noticed that many people in his neighborhood were constantly looking for fresh, healthy juice options. Seeing an opportunity, he began experimenting with different fruit and vegetable combinations. After some time, he came up with a unique blend of juices that became quite popular among his friends. Encouraged by the positive feedback, Ravi opened a small juice stall in the local market, offering a variety of fresh juices to the customers. In the case above, Ravi's recognition of the demand for healthy juices and his ability to develop a new product aligns with which entrepreneurial function? a) Planning b) Discovery of an idea c) Accounting d) Assembling the requirements | 1 |
| 3 | Assertion (A): Customers are part of the micro environment. Reason (R): Micro environment does not operate in isolation and is one of the levels of business environment. | 1 |

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|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
| | <p>a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A)</p> <p>b) Both Assertion (A) and Reason (R) are true but Reason (R) is not the correct explanation of Assertion (A)</p> <p>c) Assertion (A) is true but Reason (R) is false.</p> <p>d) Assertion (A) is false but Reason (R) is true.</p> | |
| 4 | <p>Which of the following is not the assumption of Maslow's theory of Motivation?</p> <p>a) Satisfaction of needs influence behavior</p> <p>b) People's needs are not in hierarchical order</p> <p>c) Satisfied need can no longer motivate a person</p> <p>d) A person moves to the next higher level need when lower level need is satisfied.</p> | 1 |
| 5 | <p>An entrepreneur named Priya starts a handmade paper business, creating unique products from elephant dung, which has higher fiber content. Priya focuses on making a product that stands out in the market and doesn't follow the trend of joining a "hot" industry. After extensive research, her venture grows and gains popularity due to the originality of her product. Which myth about entrepreneurship is being debunked in Priya's case?</p> <p>a) Most entrepreneurs start businesses in attractive industries</p> <p>b) The growth of a start-up depends more on the entrepreneur's talent than the industry</p> <p>c) Banks don't lend money to start-ups</p> <p>d) It takes a lot of money to finance a new business</p> | 1 |
| 6 | <p>Which approach encourages the generation of business ideas by developing a chain of word associations?</p> <p>a) Focus group discussion</p> <p>b) Brainstorming</p> <p>c) Free association</p> <p>d) Environment scanning</p> | 1 |
| 7 | <p>Guru has decided to open a new business of supplying sports equipment to the Sports Authority of India. He decided to charge the least possible for his products and to source them from small scale units. He tried to urge Sudhir to join his business. Before giving his final answer, Sudhir wants to know about the business, its products offered, scale of operation, type of technology used and skilled personnel. Which part of Business plan should Sudhir look in to?</p> <p>a) General Introduction</p> <p>b) Production Plan</p> <p>c) Business Venture</p> <p>d) Financial Plan</p> | 1 |
| 8 | <p>Dravion is the founder and current chair of Ashoka; Innovators for the Public, organization that is dedicated to finding and helping social entrepreneurs around the world. He is an:</p> <p>a) Social entrepreneurs</p> <p>b) Trading entrepreneur</p> | 1 |


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| | c) Drone entrepreneur d) All of the above | |
| 9 | <p>Mr. T.R. Pachamuthu was an ordinary mathematics teacher. He ventured in to education field out of his passion for business and personal satisfaction. He started his own University called SRM University. SRM University is one of the top private universities in rankings, attracting students from all over the country to Tamil Nadu. In 2013, the fee receipts came to Rs.622 crore and the surplus before interest and depreciation was Rs. 255 crore.</p> <p>Which type of entrepreneur is Mr. Pachamuthu?</p> a) Technical entrepreneur b) Induced entrepreneur c) Pure entrepreneur d) Agricultural entrepreneur | 1 |
| 10 | <p>The requirement of resources depends upon:</p> a) Nature of activity b) Size of activity c) Product specification d) All of the above | 1 |
| 11 | <p>Case: The Story of Colonel Sanders and KFC</p> <p>Colonel Harland Sanders, the founder of KFC, faced multiple failures before he succeeded. In his early life, Sanders had many different jobs, including a farmer, streetcar conductor, and insurance salesman. His first restaurant failed, and he lost his business due to a fire. But instead of giving up, he started again.</p> <p>At the age of 65, he took his secret fried chicken recipe and began to travel across the country to pitch his idea to restaurant owners. He faced rejection 1,009 times before someone finally agreed to use his recipe. His intense perseverance paid off, and today, KFC is one of the largest fast-food chains in the world. Which entrepreneurial competency is shown by Colonel Sanders, who continued to pitch his chicken recipe despite facing over a thousand rejections?</p> a) Risk Taking b) Creativity and Innovation c) Persistence d) Leadership | 1 |
| 12 | <p>Assertion (A): Financial feasibility study is the study of how much startup capital is needed, sources of capital, return on investment etc.</p> <p>Reason (R): A comprehensive feasibility study looks at the entire structure, needs and operations of business.</p> <p>a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A)</p> | 1 |

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| | <p>b) Both Assertion (A) and Reason (R) are true but Reason (R) is not the correct explanation of Assertion (A)</p> <p>c) Assertion (A) is true but Reason (R) is false.</p> <p>d) Assertion (A) is false but Reason (R) is true.</p> | |
| 13 | <p>A person who adopts or copy an idea or strategy which is used by the most successful entrepreneurs is called?</p> <p>a) Imitative entrepreneur</p> <p>b) Innovative entrepreneur</p> <p>c) Drone entrepreneur</p> <p>d) Fabian entrepreneur</p> | 1 |
| 14 | <p>Assertion: Penicillin was discovered when Sir Alexander Fleming noticed that a mold in a discarded Petri dish was dissolving bacteria.</p> <p>Reasoning: Fleming's discovery was purely accidental, as he was searching for a "wonder drug" and happened upon penicillin by chance.</p> <p>a) Both Assertion and Reasoning are correct, and the Reasoning is the correct explanation for the Assertion.</p> <p>b) Both Assertion and Reasoning are correct, but the Reasoning is not the correct explanation for the Assertion.</p> <p>c) The Assertion is correct, but the Reasoning is incorrect.</p> <p>d) The Assertion is incorrect, but the Reasoning is correct.</p> | 1 |
| 15 | <p>Market survey is a process involving various steps. Arrange the steps in correct order.</p> <p>(i) Planning the Survey</p> <p>(ii) Report Making</p> <p>(iii) Analysis and Interpretation of Data</p> <p>(iv) Field Work</p> <p>a) (i), (iv), (iii), (ii)</p> <p>b) (i), (ii), (iii), (iv)</p> <p>c) (i), (ii), (iv), (iii)</p> <p>d) (iv), (i), (iii), (ii)</p> | 1 |
| 16 | <p>What is typically the first stage of funding provided by Angel Investors?</p> <p>a) Series A funding</p> <p>b) Seed capital</p> <p>c) Venture capital</p> <p>d) Exit strategy</p> | 1 |
| 17 | <p>Measurement is essential and crucial in any business. It is important to measure sales, costs and profits. Without a common standard or yard stick, it would be difficult, if not impossible, to manage meaningfully. So _____ is an important concept and it is the heart of any business.</p> | 1 |

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| | a) Unit Cost b) Unit Price c) Unit of Sale d) Gross Margin | |
| 18 | Which of the following is an example of 'Cost' rather than 'Expense'? a) Depreciation on a machine b) Payment of rent for the office space c) Wages paid to employees in the production department d) Material costs used in production | 1 |
| SECTION B | | |
| 19 | Define 'Traditional Markets'. In what terms, with passage of time, did the industrial activity intensify? | 2 |
| 20 | <p>Ravi is planning to open a bakery business in his city. He has a great passion for baking and believes there is a demand for high-quality, freshly baked goods in his area. However, before proceeding with his plan, Ravi decides to collect a list in detail all the things they need to make the business work to ensure that his business idea is viable and has the potential for success.</p> <p>Ravi starts by evaluating the market demand for baked goods in his locality. He examines the competition, potential customers, and identifies possible challenges like limited parking in the area and local regulations that may affect his operating hours. He also looks into the technical aspects, such as where to source the ingredients and how to manage production efficiently. Ravi calculates the required capital for equipment, rental space, and staff, and considers the sources from which he can secure the funds.</p> <p>a) Identify and explain the concept discussed above in the case. b) Explain any two features of the concept identified in (a).</p> | 2 |
| 21 | Rajesh started a home-based bakery offering customized cakes and pastries. While his business is gaining popularity and he enjoys the creative aspect of baking, he finds that the financial returns are not as high as he anticipated. Although his firm is profitable, he often faces the problem of finding qualified employees who can meet the high standards required by his clients. He spends a lot of time training new employees and managing their performance, which takes away from focusing on business expansion. He enjoys being his own boss and having full control over the direction of the company. However, he struggles with the workload and often finds himself working late nights to meet deadlines and manage her team. What two disadvantages and advantages of entrepreneurship is Rajesh experiencing in this case? | 2 |
| 22 | Why do you think the role of family in an entrepreneur's life is important? | 2 |
| 23 | a) What is operational cost? | 2 |

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| | <p>b) <u>Classify the following into fixed cost and variable cost.</u></p> <p>i. Rent of a go down</p> <p>ii. Minimum telephone bill</p> <p>iii. Salary to permanent staff</p> <p>iv. Cost of raw-material and payment of transportation of goods</p> | |
| 24 | You are the marketing manager of a company manufacturing toy car. Explain briefly, the any two internal and external factors to be considered by you before finalizing the price of the toy car. | 2 |
| SECTION C | | |
| 25 | <p>In India, after the liberalization of the economy in 1991, the government recognized the importance of both private entrepreneurs and public sector enterprises for driving economic growth. While the government continued to play a key role in regulating the economy, private entrepreneurs were given more freedom and support to establish businesses. This shift enabled the country to see rapid advancements in innovation, especially in sectors like information technology, renewable energy, and manufacturing. Entrepreneurs began playing a central role in creating job opportunities, improving productivity, and introducing new technologies, such as those used in solar energy projects and tech startups.</p> <p>One of the key changes was the entrepreneurial boom in sectors where India had traditionally lagged, such as technology. Several startups emerged, leveraging global markets for their products and services, creating new markets in the process. These entrepreneurs not only brought in innovative products but also contributed to the country's economic growth by increasing profits and employment opportunities. As a result, the standard of living in many urban areas improved due to the availability of quality services and products at competitive prices.</p> <p>Identify and quote any three need for entrepreneurship highlighted in the case study. Discuss how it contributes to economic development and social welfare in India.</p> | 3 |
| 26 | <p>"GreenTech Innovations," a company focused on developing eco-friendly technologies, has successfully built a prototype for a sustainable energy device. The company needs more capital to start mass production and expand its operations but is unable to secure funding from a bank due to its high-risk nature. After researching different funding options, the company decides to approach a venture capitalist who specializes in high-potential, high-technology ventures. The venture capitalist agrees to invest in exchange for a stake in the company.</p> <p>a) Who are Venture capitalists?</p> <p>b) What are the characteristics of venture capitalists that make them suitable for funding high-risk, high-reward ventures like GreenTech Innovations? (Any 4)</p> | 3 |
| 27 | Suresh runs a bakery called "Suresh's Delight" and produces a variety of baked goods, including cakes, pastries, and bread. He sells his products directly to customers who visit his | 3 |

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| | <p>bakery. Suresh is happy with his sales but is considering expanding his business and reaching customers beyond his locality.</p> <p>a) What type of distribution channel is Suresh using for his bakery, and why would this channel be beneficial for him at this stage of his business?</p> <p>b) Explain the other channels of distribution apart from that mentioned above.</p> | |
| 28 | <p>Karuna has just completed her internship from a prestigious fashion institute of Switzerland. She now plans to open an up-market boutique in Mumbai, the fashion capital of India. Her friends advice her that before venturing out in the business, she should first assess the market potential for identifying problems and opportunities, determining objectives and assessing the range of costs and benefits associated with several alternatives for solving a problems.</p> <p>a) State the tool which will help her in this.</p> <p>b) Give the features of the tool identified in part (a). (Any 4)</p> | 3 |
| 29 | Describe- The Story of Kellogg. | 3 |
| SECTION D | | |
| 30 | <p>A young man was passing through a site of construction. He saw three labourers working in the site. He went to one of them and asked, "What are you doing here?" the worker answered, "don't you see? I am pulling in to earn a living. I am working and earning." The young man moved towards the second. Now, he asked the second man the question "What are you doing?" Pat came the reply "Don't you see? I am constructing a wall." The young man now asked the third person the same question and he replied "Don't you see? I am building a beautiful mansion." All three men were doing the same work, but what differentiated them was their psychological attribute towards work.</p> <p>a) All the three were doing the same work, then what differentiates them. Identify and explain the concept highlighted in the above case.</p> <p>b) State and explain the sources of the concept highlighted in (a).</p> | 5 |
| 31 | <p>Trisha is running a pickle manufacturing unit. She has started her business six months before. As the competition is high, she offer her products at very reasonable, Still she is running at a loss. So she wants to her break even.</p> <p>Fixed cost of the business ₹ 360000</p> <p>Selling price ₹ 52</p> <p>Direct material ₹ 20/ unit</p> <p>Direct labour ₹ 8/ unit</p> <p>Variable overhead ₹ 4/ unit</p> <p>Calculate :</p> <p>Total variable cost per unit</p> <p>Break-even point in unit & Sales</p> <p>Break-even point in unit & Sales when fixed cost reduced by 10%</p> <p>Break-even point in unit & Sales when total selling price increase by ₹ 4/ unit</p> | 5 |

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| 32 | <p>Blake Mycoskie (TOMS Shoes)</p> <p>About: Blake Mycoskie is the founder of TOMS Shoes, a company that operates on a "one for one" model. For every pair of shoes sold, TOMS donates a pair to a child in need.</p> <p>Social Impact: TOMS has donated over 100 million pairs of shoes to children in need around the world. The brand has also expanded to provide eyewear, water, and other basic necessities to communities in need.</p> <p>Innovation: TOMS revolutionized the concept of corporate social responsibility with its "one for one" giving model, which has been adopted by many other businesses worldwide.</p> <p>a) Is Blake Mycokie a social entrepreneur? Explain. b) Enumerate any four characteristics of social entrepreneurs.</p> | 5 |
| 33 | <p>Observe the given image and answer the question that follows:</p>  <p>a) Identify and explain the type of modern form of business/market offered by the companies as shown in this image? b) Discuss any 4 role played by such businesses for the promotion of business community.</p> | 5 |
| 34 | <p>Mia's Cupcakes is a small bakery in a local neighborhood. The bakery has been in business for just three years, but it has quickly gained a reputation for making the best cupcakes in town. Mia's Cupcakes has a loyal customer base who regularly visit her shop, and many people recommend her cupcakes to others. Mia has also created a unique logo and brand name for her business, which is now recognizable to local customers. Additionally, Mia has registered a trademark for her cupcake recipes, which she plans to use for future product lines.</p> <p>a) Explain the term intangible resources? b) Identify the intangible resources that Mia's Cupcakes has and explain how they help her business grow.</p> | 5 |
