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INDIAN SCHOOL SALALAH
FIRST TERM EXAMINATION – SEPTEMBER 2025



ENTREPRENEURSHIP (066)

Class: XI

Date: 28/09/2025

Time: 3 Hours

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		
1	Which of the following best reflects the modernized concept of a market as described by Clark and Clark in the context of the 1970s and 1980s? a) A market is limited to a geographical location where buyers and sellers physically meet b) A market involves buyers and sellers interacting through any means of communication, regardless of location c) A market is defined by the production of goods in a pre-industrial economy d) A market is restricted to regional boundaries with no international transactions	1
2	Assertion (A): Wherever the internet can reach, that place has become the probable 'Market'. Reason (R): E-Business requires buyers and sellers to be physically present at a specific location to conduct transactions. Options: a) Both Assertion (A) and Reason (R) are true, and Reason (R) is the correct explanation of Assertion (A). b) Both Assertion (A) and Reason (R) are true, but Reason (R) is not the correct explanation of Assertion (A). c) Assertion (A) is true, but Reason (R) is false. d) Assertion (A) is false, but Reason (R) is true.	1

3	Collecting customer feedback and using it to improve services is an example of: a) Systematic Planning b) Information Seeking c) Initiative d) Leadership	1
4	What led to the invention of the Pacemaker? a) Research on radar technology b) Research on hypothermia and artificial heart stimulation c) A melting candy bar d) A hot iron accidentally placed on a pen	1
5	Which social entrepreneur established Barefoot College to promote rural development through education? a) Harish Hande b) Ela Bhatt c) Bunker Roy d) Vinoba Bhave	1
6	Arjun works for a delivery service in a city. He uses a mobile app on his phone to check delivery locations, update order status, and communicate with the office while on the move. This helps him complete deliveries faster and more efficiently. Which use of technology is clearly seen in this case? a) Cloud Computing b) Smart Mobility c) Information Collection d) Business Intelligence	1
7	The feasibility study that focuses on materials, labor, transportation, technology, and location is called: a) Organisational Feasibility b) Market Feasibility c) Financial Feasibility d) Technical Feasibility	1
8	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

9	Which of the following best describes the relationship between a feasibility study and a marketing plan? a) They are the same document. b) A feasibility study is done after the marketing plan. c) A market feasibility study supports or helps develop a marketing plan. d) Marketing plans do not rely on feasibility studies.	1										
10	Which of the following is NOT essential for the successful execution of a business plan? a) Ensuring the strategic plan is understood across all departments and individuals know their roles. b) Developing a budget that balances strategy, tactics, and financial prudence. c) Creating reward systems aligned with the organization’s future vision. d) Allowing departments to operate independently without communication to avoid conflicts.	1										
11	A company wants to come up with new product ideas. They gather a group of employees who share as many ideas as possible in a free-flowing discussion, where one idea sparks another without any criticism or judgment. Which idea generation method is being described? a) Environment scanning b) Brainstorming c) Focus group d) Market research	1										
12	Match the following and choose the correct answer. <table><tr><th>Column I</th><th>Column II</th></tr><tr><td>A. Communication</td><td>i.Overseeing employees to ensure proper execution and correction of tasks.</td></tr><tr><td>B. Directing</td><td>ii. Involves exchanging thoughts, ideas, and information—vital to every managerial action.</td></tr><tr><td>C, Supervision</td><td>iii. Ensures the company’s performance aligns with set standards through corrective measures.</td></tr><tr><td>D. Co-ordination</td><td>iv. Involves initiating action and ensuring subordinates perform planned tasks effectively.</td></tr></table> a) A-iii, B-iv, C-ii, D-i b) A-ii, B-iii, C-i, D-iv c) A-i, B-ii, C-iii, D-iv d) A-ii, B-iv, C-i, D-iii	Column I	Column II	A. Communication	i.Overseeing employees to ensure proper execution and correction of tasks.	B. Directing	ii. Involves exchanging thoughts, ideas, and information—vital to every managerial action.	C, Supervision	iii. Ensures the company’s performance aligns with set standards through corrective measures.	D. Co-ordination	iv. Involves initiating action and ensuring subordinates perform planned tasks effectively.	1
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13	Neha has always valued honesty because her parents emphasized it while growing up. Even when she faces peer pressure to cheat during exams, she sticks to her principles. Over time, Neha’s attitude towards honesty has remained strong and guides her behaviour consistently.	1										

	a) Attitudes affects behaviour b) Attitudes are acquired c) Attitudes are invisible d) Attitudes are pervasive	
14	Who is involved in the marketing and raising of crops using modern farming techniques? a) Agricultural Entrepreneur b) Trading Entrepreneur c) Business Entrepreneur d) Industrial Entrepreneur	1
15	Which of the following correctly matches the terms with their meanings? a) Entrepreneur means the process of doing business; Entrepreneurship means the person who starts a business; Enterprise means the result of the business. b) Entrepreneur means the person who starts a business; Entrepreneurship means the result of the business; Enterprise means the process of doing business. c) Entrepreneur means the result of the business; Entrepreneurship means the person who starts a business; Enterprise means the process of doing business. d) Entrepreneur means the person who starts a business; Entrepreneurship means the process of doing business; Enterprise means the result of the business.	1
16	Rahul dislikes dishonest behaviour and always tries to be honest in his daily life. While no one can see his attitude directly, his honesty is reflected in his actions. He developed this dislike from his social environment growing up. His attitudes also cover many areas, including politics and environmental issues. Rahul's attitude toward honesty is not visible but can be understood through his actions. This shows the feature: a) Attitudes affects behaviour b) Attitudes are acquired c) Attitudes are invisible d) Attitudes are pervasive	1
17	Statement I: An entrepreneur is the one who undertakes risks. Statement II: Entrepreneurial actions do not involve solving problems for others or creating value and profit. a) Both Statement I and Statement II are true, and Statement II is the correct explanation of Statement I. b) Both Statement I and Statement II are true, but Statement II is not the correct explanation of Statement I. c) Statement I is true, but Statement II is false. d) Statement I is false, but Statement II is true.	1
18	Mira works at a large tech company. She's been given the freedom, time, and company resources to develop a new AI-powered productivity tool. She is not the owner of the company, but her ideas are shaping new products. Mira is best described as: a) A freelancer b) An entrepreneur	1

	c) An intrapreneur d) A project manager	
SECTION B		
19	Explain business intelligence.	2
20	State any four features of Feasibility study.	2
21	Maya is a university student who has always dreamed of becoming a successful entrepreneur. Inspired by stories she has read in books and seen on social media, she believes that having a “great idea” is the key to instant success. She recently came up with an idea for a new app that connects students with local tutors instantly. Confident in her idea, Maya shares it with her friends and posts about it on social media, expecting immediate interest and investment offers. However, weeks pass, and Maya faces several challenges: • No investors show interest despite the “great idea.” • Maya tries to brainstorm solutions only during occasional meetings with her friends. Analyze Maya’s case and identify two misconceptions she has about entrepreneurship ideas. For each misconception, explain the reality based on the following points:	2
22	What is the difference between Entrepreneurship and Social Entrepreneurship?	2
23	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
24	What is "Innovation time off" in an Intrapreneurship program? State with examples.	2
SECTION C		
25	TechTrend Innovations, a small electronics manufacturer in a developing country, has recently adopted an e-commerce platform to grow its business. The shift to online operations has brought notable changes. The company’s website now quickly resolves customer queries through live chat, improving satisfaction and sales. It has also expanded its reach to rural and international customers, accessing markets without physical stores. By selling directly online, TechTrend has cut out middlemen, offering better prices. Customers save time and money by browsing and buying products from home. Additionally, new product launches are now more efficient using digital catalogs and email campaigns. Analyze the case of TechTrend Innovations to identify and explain any three roles of e-commerce that have contributed to its growth and strengthen the company’s position in the global market.	3

26	How did Kellogg begin its operations?	3
27	What is the need of entrepreneurship in an economy? (Any three)	3
28	Explain in detail the McClelland Theory of Motivation.	3
29	Shyam wants to start a new business manufacturing eco-friendly packaging materials. Before starting, he decides to prepare a detailed business plan. In his business plan, he outlines how he will organize resources, raise funds, and measure progress. a) What is a business plan, and why is it important for Rahul before starting his enterprise? b) List any four purposes of a business plan that Rahul should focus on while preparing his plan.	3
SECTION D		
30	Anita, a young woman from a rural district, observed that many children in her village were not attending school. The reasons included long walking distances, poor access, and the need to help with family chores. Determined to bring change, Anita developed a mobile learning center using recycled buses equipped with solar panels. She thought creatively and applied new ideas to real problems, bringing education directly to children's doorsteps. Anita did not let her limited resources become a barrier. Instead, she collaborated with local NGOs, volunteers, and small donors to keep the program running. She believed that "every obstacle is an opportunity to fine-tune the model" and stayed committed even when the project faced funding shortages and criticism from a few community members. She often interacted with families and children to understand their needs and adapted her approach based on feedback. She remained focused on creating a positive social impact rather than generating profit. Over the years, her work inspired similar projects in next villages and was eventually recognized on a global platform for improving access to rural education. Identify five characteristics of a social entrepreneur that are demonstrated by Anita.	5
31	When Meera first moved to Delhi for her job, her primary concern was finding a place to live and ensuring she had enough money for food and transport. She chose a shared apartment close to her office and started budgeting her meals and basic expenses carefully. After her first few months at work, Meera started to feel a little more comfortable financially. She was relieved that her job seemed stable, and she appreciated that the company provided health insurance and followed clear HR policies. She also liked knowing that her managers valued work-life balance. Soon, Meera began making friends at the office. She joined a weekend badminton group with some colleagues and enjoyed eating lunch together during breaks. She liked the feeling of being part of a team and looked forward to company outings and birthday celebrations. As she gained confidence, Meera was eager to prove herself. She took on more	5

	responsibility, offered creative ideas in meetings, and was thrilled when her manager praised her campaign designs. She received a “Rising Star” award at the company’s annual event, which boosted her morale and self-confidence. A year later, Meera felt she had grown a lot. She began mentoring new employees, enrolled in a digital design course, and even proposed a sustainability campaign that the company approved. She found joy in expressing her creativity, learning new things, and making a positive impact through her work. Read Meera’s story carefully and analyse the various set of needs based on Maslow’s Hierarchy of Needs:	
32	Explain any five essential attitudes of an entrepreneur	5
33	Starting a venture is not an easy task. A series of activities needs to be planned and undertaken to create an enterprise. Discuss them briefly. (Five steps)	5
34	Explain in detail any five elements of a business plan.	5
