



## DELHI PUBLIC SCHOOL SURAT

### ENTREPRENEURSHIP

Roll No:

Class: XI

Marks: 70

Time Allowed: 3 Hrs

**General Instructions :**

- (i) All the questions are compulsory,  
(ii) Marks are indicated against each question.  
(iii) Question Nos. 1 to 5 are very short answer questions carrying 1 mark each. Answer to each of these should not exceed 15 words.  
(iv) Question Nos. 6 to 10 are short answer questions carrying 2 marks each. Answer to each of these should not exceed 50 words.  
(v) Question Nos. 11 to 17 are short answer questions carrying 3 marks each. Answer to each of these should not exceed 75 words.  
(vi) Question Nos. 18 to 21 are short answer questions carrying 4 marks each. Answer to each of these should not exceed 150 words.  
(vii) Question Nos. 22 to 24 are long answer questions carrying 6 marks each. Answer to each of these should not exceed 250 words.

**Answer the following:**

1. "Innovation and Creativity is a continuous activity for the entrepreneur". Give a reason. [1]
2. How is capitalization different from capital structure? [1]
3. In a given society some people are unable to avail entrepreneurial start in spite of many facilities and incentives. State the personal factors which prevent them. [1]
4. How can social factors create positive influence for an entrepreneur? [1]
5. Mention the ways in which a firm can enter the foreign market. [1]
6. It is a set of defined behaviours. Name the concept referred to. State two of its types. [2]
7. This study refers to the issues like how to deliver goods, transportation and location of the enterprise. Which feasibility study is referred to here? Explain the any two other studies. [2]
8. It implies modifying the existing product to meet the requirements of the customers. Identify the strategy and state how can the management implement it. [2]

9. Fill in the blanks: [2]
- Do not fall into the trap of classifying an expense in one or the other category, without knowing which \_\_\_\_\_ the firm is into.
  - \_\_\_\_\_ is the measure of what products are sold.
10. Price is the exchange value of a product. What are its major components? [2]
11. A product has various utilities. Justify with the help of suitable examples. [3]
12. This function of an Entrepreneur is concerned with employment, development and compensation. Identify the category of function and with the help of a flowchart, show the others. [3]
13. For years, **Salesforce.com** has been honored for its philanthropy and good practices. Through its Salesforce.com Foundation, the company has donated millions of dollars toward education grants and technology, and even discounts its services to non-profit organizations. The company also encourages its employees to get into the action by giving them six days off per year to do any type of charitable work they choose. Salesforce.com frequently ranks highly on lists of companies offering the best salaries and hourly rates for employees. The above policies and practices are followed by an entrepreneur under which concept of Business. Define it and state its importance. [3]
14. Identify the personality types of the following: [3]
- They would start a company that competes with a franchise.
  - They have high sense of urgency and like variety and are multitaskers.
  - They would be good for dry cleaning services or wherever the services are in great demand.
  - They excel at leadership or sales as they possess high level of sociability.
- Mention the difference between warm selling and cold selling.
15. *Everyone enjoys 'rags to riches' stories and everyone likes tales of stupendous success through sheer determination. Lijjat was the brainchild of seven Gujarati women from Mumbai.* [3]
- Which concept is emphasized in the above lines.
  - Which organization was started by these women?
  - Name one such other project
16. a) From the following information, ascertain by how much the value of sales must be increased by the company to break-even: [3]
- Sales- ₹3,00,000; Fixed cost- ₹1,50,000; Variable cost- ₹2,00,000.
- b) A business's break-even point is the amount or level of \_\_\_\_\_ that it must generate in order to equal its \_\_\_\_\_.
17. Name the broad categories of capital requirement. State two major features each. [3]
18. Amritanshu Anand is the co-founder of Retention.ai, which allows app developers and marketers to track uninstalled users and understand their behaviours. It also enables companies to re-target users who have uninstalled the app. He started his Career as an advisor at Entrepreneurship Cell at IIT Kharagpur where he worked to foster spirit of entrepreneurship in India. Though, he dropped out of IIT he didn't let anything stop him from pursuing his interests which made him found his company in May 2013. Quoting lines from the case, identify any four skills an entrepreneur should possess. [4]
19. Recently, RBI Governor Dr.Raghuram Rajan observed, "Jugaad, or working around difficulties by hook or by crook, is a thoroughly Indian way of coping, but it is predicated on a difficult or impossible business environment. And it encourages an attitude of shortcuts and evasions, none of which help the quality of final products or sustainable economic growth." [1]
- Quote the phrase in the above case that also relates to a concept of entrepreneurship? [1]
  - Identify the concept and explain any two of its sources. [1+2]

20. Mention the main purpose of Physical Distribution. How does nature of product and market affect the choice of an appropriate channel of distribution. [4]
21. With the help of a flowchart show the various sources of finance. The early stage of financing is most difficult and costly to obtain. Two types of financial requirement arise during this stage. Explain them briefly. [4]
22. Write a short note on any *two* of the following: [6]
- Business Incubation
  - Internal Risks
  - Role of Technology in creating a new form of business
23. Execution of Business Plan needs to follow a certain process to avoid failure. Discuss the basic process to be followed. [6]
24. [2]
- Differentiate between Direct tax and Indirect tax. [2]
  - State a difference between Cash flow statement and Cash flow projection. [1]
  - From the following information, prepare income statement of M/s Kalindi Pharmacy: [3]
- |   |            |
|---|------------|
| <i>Revenue from operations-</i>         | ₹12,00,000 |
| <i>Expenses:</i>                        |            |
| Purchase of Stock-in-trade-             | ₹7,50,000  |
| Changes in Inventory of Stock-in-trade- | ₹20,000    |
| Depreciation Expenses-                  | ₹12,000    |
| Other Expenses-                         | ₹25,000    |
| Tax rate                                | 40%        |

**END OF EXAMINATION**