



**DELHI PUBLIC SCHOOL SURAT  
ENTREPRENEURSHIP**

Roll No:

Class: XI

Marks: 70

Time Allowed: 3 Hrs

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**General Instructions :**

- i. All the questions are compulsory,
- ii. Answers to questions carrying 1 mark may be from one word to 15 words.
- iii. Answers to questions carrying 2 marks should not exceed 50 words.
- iv. Answers to questions carrying 3 marks should not exceed 75 words.
- v. Answers to questions carrying 4 marks should not exceed 150 words.
- vi. Answers to questions carrying 6 marks should not exceed 250 words.

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**Answer the following:**

1. 'It is the process of collecting valuable information to help business to find out, if there is a market for its product/service or not'. Identify the process. [1]
2. 'Opportunities exist, but not all people respond to them. Similarly, resources are also available to all members of the society, but very few make efforts to ensure best use of these resources'. Identify the competency of entrepreneur highlighted in the above statement. [1]
3. Mention any two institutions involved in Entrepreneurship Development Program. [1]
4. Do you think starting a business is easy? Justify your answer. [1]
5. State the meaning of capitalization. [1]
6. 'Research studies have shown that there are certain core values which are found in entrepreneurs'. State these values. [2]
7. They are detail-and tactic-oriented, and motivated by doing things one-way-the right way. Identify the personality trait of the entrepreneur. State their business strengths. [2]
8. Cello- a pen manufacturing company keeps finding ways to improve ink flow and reduce smudging, making the product better. Identify the type of market expansion strategy. Briefly explain diversification strategy. [2]

9. Due to the development in automobile industry and scope for new opportunities and better products, Tata had to phase out the production of Nano cars in Indian market.
- Which element of macro environment is discussed here?
  - Explain any other element constituting macro environment. [2]
10. An entrepreneur can use the information generated from break-even analysis in making a wide range of business decisions. Identify any four such decisions. [2]
11. ‘Attitude is formed in the process of socialization and may relate to anything in the world. In India, a positive or negative attitude is developed towards a particular religion, the effects of which is seen on overall economic development of the country’.
- Identify the feature of attitude discussed above.
  - State any two remaining features of attitude. [3]
12. Western Wizard is a company engaged in manufacturing shirts for men. Various cost of producing one shirt involves
- Two metre cloth for ₹125 per metre
  - Buttons, threads, etc for ₹25
  - Stitching and cutting charges per shirt ₹30.
- In addition to above cost, the company has to bear certain fixed costs also, such as rent of the factory premises, electricity bill, salary of admin staff, etc. To provide for these costs and also to earn profits, the company decides to sell each shirt for ₹400.
- What will be the unit of sale for the above company?
  - Compute unit cost and gross profit per unit. [3]
13. An entrepreneur may come across several problems regarding finance, knowledge, time, person, and place, which require immediate solution. Explain any two such agencies that help in overcoming these difficulties. [3]
14. Entrepreneurship has certain advantages as well as disadvantages associated to it. State any three of its disadvantages. [3]
15. Seeing a dearth of employment opportunity in the market, Rohan intends to start a placement agency, which will link the prospective employer and employee. Since he is a budding entrepreneur, he needs to ascertain the viability of his idea on the basis of legal and corporate structure which he is required to adopt in his business. [3]
- Identify the feasibility study discussed in the above case.
  - Explain any remaining two types of feasibility studies.
16. “Am I creating value for the people I am serving? Do I understand their needs?”  
Identify the characteristics of social entrepreneurs from the above statement. Briefly explain any other two of them. [3]
17. Who are angle investors? Explain the stages of business development funding where angle investors play an important role. [3]

18. Ratan is the owner of small eatery operating in the suburbs of Delhi. He is making just enough to make his ends meet. Since his eatery was in a strategic location, quite close to school, he got an offer from Froozo ice-cream to install an ice-cream freezer and sell their products from his shop. But Ratan refused to embrace this opportunity. [4]
- Identify the type entrepreneur Ratan is, according to C.Danhof.
  - Explain the remaining other types of entrepreneur of the same category.
19. 'A marketer satisfies the demand of the customers by offering them *something* after understanding their needs'. [4]
- Which element of marketing mix variable is *something* referred to here?
  - Explain briefly about the nature and classification of the element identified in **part a**.
20. Mr. Narendra Modi introduced several new incentives for entrepreneurs such as implementation of GST, stating that entrepreneurship is the need of the hour. Do you agree with his contention? Give any four reasons to justify your answer. [4]
21. After extensive research, Boeing established formal best practices to drive program success across their organization. These programs feature orientation sessions where participants develop the skills necessary to maintain mutually beneficial relationships. In *Boeing's Rotational Program* interns and new employees are matched with their senior managers and executives to set career goals and plans across business, engineering, HR, and IT departments. At the *Boeing Leadership Center*, future leaders are partnered with current leaders to learn the interpersonal skills they will need, to help all employees reach their full potential. Identify the program executed by Boeing. State any six benefits of implementing this program to organization. [4]
22. While entering the Indian market, Pizza Hut had refrained from serving its pork and beef delicacies as doing so, they were bound to fail in the country. [6]
- Identify and explain the environmental barrier affecting the operations of Pizza Hut in India.
  - Explain the remaining other such barriers.
23. Although there is no singular process to manage the execution of a business plan, there are basic processes and fundamentals to be followed. Explain them. [6]
24. Tushar is an enterprising youngster who wants to start a business of manufacturing men's accessories. However, he is facing shortage of funds. Suggest him the various forms in which credit can be availed from the banks. [6]

**END OF EXAMINATION**