



**DELHI PUBLIC SCHOOL SURAT
ENTREPRENEURSHIP**

Roll No:

Class: XI

Marks: 70

Time Allowed: 3 Hrs

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.

Answer the following:

1. 'It is an organized and in-depth approach, which includes all research activities involved with extracting out first hand information directly from the source'. Identify. [1]
2. 'Various functions such as production, marketing, finance etc., are crucial functions to entrepreneurs which influence the result directly, and therefore, are necessary determinants for the sustenance of an enterprise'.
Identify the competency of entrepreneur highlighted in the above statement. [1]
3. Mention any two schemes that have been implemented for entrepreneurs by the government? [1]
4. Is it true that banks do not lend money to start-ups? Justify your answer. [1]
5. What are chit funds? [1]
6. Define entrepreneurial values and also list the various factors affecting it. [2]
7. They are considered to be the best of the specialist entrepreneurs, as they have both sociability and drive in their personalities. Identify the personality trait of the entrepreneur. State their business strengths. [2]

8. The concept of sending cards in India was limited to festivals and birthdays. Archie aggressively promoted cards more as a medium of communication than as a way to merely sending Good Wishes. Archie's bloomed ever after to an extent that it recently went into collaboration with Hallmark Cards of the U.S.A. to market its cards in India. Identify the type of market expansion strategy. Briefly explain diversification strategy. [2]
9. Release of the Bollywood movie 'Padmavat' was opposed by certain segments of society in states like Gujarat and Rajasthan as they thought the name to be derogatory.
 a. Which element of macro environment is discussed here?
 b. Explain any other element constituting macro environment. [2]
10. Cash flow projection and cash flow statement are different. How? [2]
11. 'Attitude of people is usually influenced by their family, work, and peer groups, and cultural and sub-cultural groups, which has a direct impact on their buying decisions'. [3]
 a. Identify the source of attitude highlighted in the above statement.
 b. State the remaining other sources for attitude development.
12. Transactions for the month of December 2018 of M/s Dmart are given below. You are required to enter the same in an appropriate cash book. [3]

DATE	TRANSACTIONS
1/12	Cash in hand ₹1200 and cash at bank ₹2500
2/12	Paid salary by cheque ₹1000
5/12	Made cash purchases of ₹700
15/12	Received ₹830 by cheque from Sanjeev and allowed him a discount of ₹20
16/12	Paid cheque to Rajeev ₹300 in full settlement of his account ₹320
18/12	Donated ₹250 to an old age home
19/12	Cash sales ₹1000
20/12	Bought furniture for ₹500 and paid by cheque
22/12	Bank credited ₹150 as interest
25/12	Received a cheque for ₹1250 from Renu
31/12	Deposited cash into bank ₹500

13. The flow of goods/services from producers to consumers is obstructed by many environmental factors. Explain any two support systems that help in overcoming the difficulties. [3]
14. Entrepreneurship has certain advantages as well as disadvantages associated to it. State any three of its advantages. [3]
15. After ascertaining the viability of the venture, Dark Roast Java launches an exciting new coffeehouse concept in a receptive and steadily growing market segment—the specialty coffee retail business. Despite economic downturns in recent years the specialty coffee business has been a bright spot. It is targeting the highly affluent local population. [3]

- a. Identify the type of feasibility study discussed in the above case.
 b. Explain any remaining two types of feasibility studies.
16. Give a brief note on any three social entrepreneurs. [3]
17. ‘These are investors and investment companies whose specialty is financing new, high potential, high-technology oriented entrepreneurial ventures’.
 Identify the investors. State any two characteristics possessed by them. [3]
18. Azim Hashim Premji is an Indian business tycoon, investor, and philanthropist, who is the chairman and promoter of Wipro Limited. He is informally known as the Czar of the Indian IT Industry. Through his innovative skills, he was able to organize, manage and control this undertaking. He was also responsible for guiding Wipro through four decades of diversification and growth to finally emerge as one of the global leaders in the software industry. [4]
 a. On the basis of type of business, identify the kind of entrepreneur Azim Premji is.
 b. Explain any three other types of entrepreneur of the same category.
19. It is an unpaid and uncontrolled form of promotion mainly in the form of mention of the enterprise, its product, and brand by the news media in newspaper, journals, radio or television. Identify the element of promotion mix. State the role of promotion mix. [4]
20. Understanding the need for economic development, entrepreneurship is now considered as the fourth factor of production after land, labour and capital. Do you think it is justified? Support your answer by giving any four reasons. [4]
21. If you play social games, chances are you have come across Zynga. Founded in 2007, the company’s headcount is now close to 2000 employees. To build the “next generation of social games”, Zynga knows that they need to serve young developers and project managers. To make sure students fresh out of college grow personally and professionally, Zynga has built a robust program. According to this, recent graduates start with a one-week intensive program designed to get new employees up to speed. Over the next six months, employees are exposed to a variety of focus areas by creating an encouraging environment for them. Once participants graduate from the program, they get the chance to make important decisions about the team they that will join. Identify the program initiated by Zynga. State any three ways to deliver it. [4]
22. ‘There is always a possibility of loss in business even though the businessman exposed to it may not be aware of it’. [1+5]
 a. Identify the concept highlighted in the above statement.
 b. Depending upon the place of origin, identify its type and explain any two factors affecting each of the type.

23. The students' council surveyed a sample of students in their school about what they wanted in a picnic. The most popular request was for a themed event. The council knew the constraints: limited cost and distance. The coordinator asked the head boy and the head girl to facilitate an informal session with the council members so they can come up with innovative ways of meeting the needs and solving the problem. [2+4]
- a. Identify the method that was adopted to generate ideas by quoting the lines from the para.
 - b. Explain remaining other ways of generating ideas.
24. Mohit is planning to establish a small manufacturing unit of components used in solar panel. Explain him any four factors affecting the requirement of fixed capital. Also mention the various sources of fixed capital. [6]

END OF EXAMINATION