** SINDHI HIGH SCHOOL, HEBBAL**

**HALF-YEARLY [2024-25]**

**SUBJECT: ENTREPRENEURSHIP (066)**

**Class: XII Max. Marks: 25**

**Date: 05.08.2024 Reading Time: 8:25 to 8:35 am  
No. of sides: Writing Time: 8:35 to 9:35 am**

***General Instructions*:-**

•The question paper contains 4 sections A, B, C and D.

• Sections A- Multiple choice questions.(1mark )

• Section B- 2 marks.

• Section C- 3 marks.

• Section D- 5 marks.

• All parts of a question should be answered in one place.

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|  | **SECTION A** |  |
| **1**. | Alan has observed the market in his area and noticed that there is a scope for toys for small children. The number of toy shops for such children was very less in his area he thought of starting a small enterprise for the same. He also ensured that the business will require one to 2 boys in the shop as helpers and an investment of around ₹2,00,000(2lakh). He is expecting around 30- 40% annual return on investment identify which the premiership concept is being discussed in the paragraph.  a. Innovation b. Business opportunity. c. Investment purpose d. Competition | **1** |
| **2**. | Take a look at the elements/ parts of a comprehensive document and identify the document and its elements:  Recruitment Import Substitution  Selection Export Promotion….  Training  a. Franchise agreement, Contract explanation, Operational plan  b. Business plan, Manpower plan, Operational plan  c. Business plan, Manpower plan, Financial plan  d.Business plan, Elevator pitch, Organizational plan | **1** |
| **3**. | The entrepreneurs have an option to brand their product alpha numerically as it signifies:  a. Chemical characteristics b. Physical characteristics  c. Neutral characteristics d. Mathematical characteristics | **1** |
| 4. | Environmental analysis is required by every firm to determine the opportunities and threats in an organization. What is required to process and analyse the so obtained data ?  a. Quantitative analysis b. Qualitative analysis  c. PESTEL analysis d. Both quantitative and qualitative analysis | **1** |
| **5**. | In the late 90’s and early 2000s, DVD rentals were quite popular and prominent although the rentals were not very high, it did not attract late fees and also limited selections. Netflix had a unique proposal during that time, wherein customers could rent 4 DVD movies add one time with no specific return dates but for a subscription plan which part the DVD rentals through Netflix way lower than the existing non subscription business model. Netflix could build it's subscriber base quiet fast and reached profitability within 5 years of this new model. Identify the pricing strategy adopted by Netflix[ we all know now that Netflix moved into live streaming and OTT models which again works on this subscription model  a. Penetration pricing b. Creaming pricing  c. Cost plus pricing d. Combination of penetration and creaming pricing | **1** |
| **6.** | Assertion: A company which is suffering huge losses can be shut down only by following the procedure laid down in Companies Act.  Reason: A company can be borne as well as liquidated only by law.  a.Both (A) and (R) are true and (R) is the correct explanation of (A)  b. Both(A)and (R) are true but (R) is not the correct explanation of (A)  c. (A) is true but (R) is false  d. (A) is false but (R) is true. | **1** |
| **7.** | \_\_\_\_\_\_\_\_\_\_\_component of a financial plans helps to ascertain the highest possible returns on investment.  a. Proforma Investment decisions b. Proforma income statement  c.Proforma cash flow d. Proforma balance sheet | **1** |
| **8.** | There are different ways in which an enntrepreneur can encounter a problem or an obstacle. One could be the entrepreneur facing the problem himself/herself , another could be from those faced by friends or known sources. Whatever the source may be, problem identification should clearly identify the following objectives.  a.State the problem clearly.  b.State the problem ,identify the target group facing the problem and find the market acceptability of the solution.  c.State the problem, identify the target group facing the problem, find the market acceptability of the solutions and increase employment generation.  d. Bring out new products. That helps in increasing the national income of the country. | **1** |
| **9.** | This promotional technique is Deliberately planned. And sustained effort to establish and maintain mutual understanding between an organization and public. This industry grew 12% to touch 1600 crore in. FY 19, according to the 4th State of the Industry Survey 2019 report by the Public Relations Consultants Association of India (PRCAI). While media relations continue to be the largest service, non media relations services now contribute 53% of the industries revenue. Identify the technique.  a. Advertising b. Sales promotion c. Personal selling d. Public relations | **1** |
| **10** | George Kutty has a coffee bean processing unit in Kerala. During the pandemic, he has learned different styles to make coffee. He started improvising his product and range to make coffee premixes in different varieties like latte, Mocha, Dalgona, which will eventually help him to establish a place for his brand. In the beverage industry, identify the idea field used by him.  a. Market driven b. Trading Related c. Creative efforts d. Service sector | **1** |
| **11** | Match the following characteristics of a joint stock company as given in column I with their meaning as given in column II   |  |  | | --- | --- | | Column I | Column II | | A. Artificial person. | (i) It has a independent status separate from its members. | | B. Separate legal entity | (ii) The liability of the shareholders is limited to the extent of the amount of shares held. | | C. Limited liability | (iii) It can be terminated as per the Companies Act. | | D. Winding up | (iv) It is created by law and has a distinct personality of its own. |   a. A(iv) B (i) C(ii) D(iii) b. A(i) B (ii) C(iii) D(iv)  c. A(iv) B (iii) C(ii) D(i) d. A(iii) B (iv) C(ii) D(i) | **1** |
| **12** | Amar and Akbar started a partnership firm to help the poor and needy. They collected money from various agencies and use it to benefit all those who are in dire need. Which characteristics are they violating?  a. Agreement b. Unlimited liability c. Profit sharing d. Utmost good faith | **1** |
| **13** | Assertion:The benefit of understanding the relevant business environment is building the reputation of the firm in the eyes of the public.  Reason. Tapping raw materials such as finance, technology, etc economic prices at the right time can take place in the firm has a through knowledge of the environment.  a. Both (A) and (R) are true and (R) is the correct explanation of (A)  b. Both(A)and (R) are true but (R) is not the correct explanation of (A)  c. (A) is true but (R) is false  d. (A) is false but (R) is true. | **1** |
| **14** | Rahul and Sohan are planning to hire a sales executive for their firm Sohal Textiles Pvt Limited They have interviewed approximately 12 candidates. Only 3 of them were available to answer their question about 3 different roles that are played by a salesperson. They identified as one of the roles.  a. Be informative  b. Impatient  c. Having a complete knowledge of the products  d. Inability to listen to customers queries | **1** |
| **15** | Identify the type of advertising depicted in the given image.  a. Point of sale b. Ambient c. Outdoors d. Direct mail | **1** |
| **16** | Exploring opportunities in the environment is a process involving various steps. Arrange these steps in correct order.  (i) Evaluating the ideas received from different sources to find a creative solution.  (ii) Identifying a product or service through innovation.  (iii) Opportunity spotting by analysing the needs and problems that exist in the environment.  (iv) Setting up a project and nurturing it to a success.  a. i-ii-iii-iv b. iii-i-ii-iv c. ii-iii-iv-i d. i-iv-iii-ii | **1** |
| **17** | Soham manufacturers disinfectants through his company ‘Shivu Disinfectants’. He decided to expand his business to a new market. He is unaware of the market trends in that market and seeks the help of his friend Shivam , who tells him to conduct a market survey for the same. And select an appropriate distributor accordingly. He took the advice of his friend and conducted the survey. After which he selected ‘Viru distributors’ to sell his product. Soham must have considered which of the following factors while selecting a distribution channel.  a. Buying habits b. Number of buyers c .Size of the market d. All of the above | **1** |
| **18** | Lines of authority and responsibility of the members of the new venture are explained in which component of business plan?  a. Introduction b. Business avenue  c. Organizational plan d. Human resource planning | 1 |
|  | **SECTION B** |  |
| **19.** | Enlist any 4 ways in which creative ideas can be generated.  OR  Explain any 2 sources which lead to the emergence of basic idea. | **2** |
| **20** | a. Every partner is supposed to act honestly and give proper accounts to other partners. Which features of partnership does this reflect?  b. Explain yet another feature where a partner acts as both a principle as well as an agent.  c. State any one factor which the entrepreneur considers while choosing partnership as the suitable form of organization. | **2** |
| **21** | “ Successful launch of a product depends upon various factors. Entrepreneurs have to keep in mind the various ways of reaching the customers and persuade them to buy their products”. Comment on any 2 such methods used by an entrepreneur in attracting the customer to buy their product. | **2** |
| **22.** | Sarantis father owned a small piece of agricultural land in Chaksu, around 60 kilometres away from Jaipur. During one of his visits to Jaipur to sell wheat in Mandi, Saransh happened to. Visit a Flower Show and was supposed to see the response and interest of people for it. Back home he decided to convert his agricultural land into a botanical Garden to be used both for growing flowers for sale and organising flower shows.  Identify the frame of reference used by Saransh for this idea generation.  State the various sources of the identified concept.  OR  Ankit is into the business of manufacturing low cost diesel cars in Germany. He is earning good profits and ambitiously considering overseas expansion. He scans the environment for finding out the opportunities and threats that may influence his current and future plans. He zeros down on India as a potential place for his business expansion as Indian government has announced favourable trades regulations on selling the first slot of cars in India. The Indian government notice that the emissions from these cars were above the permissible limit the government asked him to make necessary. Modifications in his cars if we wanted to continue business in India. He readily agreed to meet the emission norms set by the Indian government. Quoting the lines from the above paragraph. Identify any 2 environmental factors. | **2** |
| 23 | “ Let’s be real here” ?  “Picture this ” ?  Some of the lines can be used to awaken the interest of potential customers, investors which type within the business plan format. Can you place the above? In addition to identifying the above format, explain yet another format? | **2** |
| **24.** | List any 4 qualities of a good brand.  OR  What are the qualities of a good advertising? | **2** |
|  | **SECTION C** | **3** |
| **25** | Selection of a product or service will depend upon many factors. Analyse any 3 factors and entrepreneur has to keep in mind while assessing the market. | **3** |
| **26** | A recent survey conducted jointly by FICCI, an Indian Angel network, revealed at 70% of startups across the country have been impacted by COVID-19 ,while as many as 12% have had to halt operations altogether. There are different times that. No one was prepared to deal with. The prolong lockdown had a massive impact on the startup ecosystem, given that they rely largely on a constant flow of capital and investments, which due to the the pandemic came to a complete standstill. While the ongoing crisis to keep startups afloat has become quite a challenge, however, this challenge can be eliminated if entrepreneurs adapt to the current times, adopt new strategies and are open to experiments and pivot their business plan. That’s because the pandemic has not only affected our present, but also our future.  Keeping in mind this article state any 2 things which should be written by startup companies in their manpower planning component of business plan.  OR  Bigul Chaturvedi started a School Bag business with his brother. Both were very excited about the new venture . With meticulous planning and a lot of hard work they were able to sell ( 1000) thousand bags in the first year. But they did not earn any profit. Both  were happy because they were not at loss and revenue generated was equal to the cost. Now they were moving towards earning profit in the second year.  Identify the component of financial plan discussed above.  By giving any Four Points state how does component is useful for the entrepreneur. | **3** |
| 27 | Define public relations and enlist tools of public relation. | **3** |
| **28** | “Sensitivity to environmental factors is essential for an entrepreneur. In the light of this statement, explain the importance of environment scanning”.  OR  Explain any 3 ways in which an entrepreneur sports trend. | **3** |
| **29** | Balsara hygiene product launch their ‘Promise’ toothpaste in 1978 and took an aggressive stand against all multinationals and Colgate Palmolive in particular. Soon it’s commanded t the second highest market share. Could you assess the reasons – “It was the slogan (tagline) – “ Thee unique toothpaste with Time tested Clove oil”.  A clove oil in India is a traditional and herbal remedy for the prevention of dental ailments and toothtaches. This powerful Comotations succeeded in context of the above article. Answer the following questions.  What is the importance of tagline keeping in view the above article?  Identify the marketing strategy used by the company to increase its sale.  What, according to you, can be the alternative tagline for a company selling toothpaste?  OR  Amul, a renowned and creative brand in India, successfully executed a marketing campaign on social media to launch their new product. Butter cookies in a competitive market segment. They created a hashtag on Twitter that went viral, with many participants sharing the photos, especially their competitors. Good day photos having a clear percentage of butter was 2%, but that is 25% in the case of Amul cookies. Amul without naming its competitors, was able to achieve its objectives. Amul implementation of this? Promotional strategy not only resulted in effective brand awareness but also generated immediate sale.  Based on the given information, identify the promotional strategy that Amul applied for the launch of their butter cookies. Also explain the strategy.  Identify the sales strategy in the above passage and explain the type of sales strategy involved in the above passage. | **3** |
|  | **SECTION D** |  |
| **30** | Explain the steps for idea and opportunity assessment after the product identifications has been done by the entrepreneur. | **5** |
| **31** | One man control is the best in the world if that one man is big enough to manage everything. Identify and explain any 4 features of this form of organization.  OR  What is partnership deed? List out the various contents of partnership deed. | **5** |
| **32** | Describe the different types of channels of distribution.  OR  Give meaning of course plus pricing. Explain any 2 advantages and 2 disadvantages of cost plus pricing. | **5** |
| **33** | Bunty, a fitness freak in our I, had done his Masters in Nutritional Sciences from UK. During his vacation, he was disappointed to see that no gymnasium in Delhi had a workout module to suit his requirement. Anyhow, fitness fine gymnasium of his friend offered him freedom to exercise the way he wanted. In short time, Bunty became popular amongst the other members because of his knowledge, experience, competency, tactics and. Tips on exercising He now explored deeply his curiosity of starting a gymnasium in greater Kalesh II having a fusion of both diet and exercise under one roof. He conducted a market research and subconsciously assimilated a whole data Bank of information pertaining to lifestyle, interests, EC of people in and around the area. He approached his father for financial help of ₹25,00,000 as he had ₹20,00,000 only. The ground floor of his flat, was to be converted into a gymnasium. He started networking and negotiating with the manufacturer who could prvide him with customised machines of his choice. “One of the first task demanded of an entrepreneur is to manifest Creative ability through the conceiving of new product market proposition”.  Identify the concept and explain the first 4 steps involved in this process. | **5** |
| **34** | Explain the marketing plan with the first 3 steps. | **5** |

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