**SINDHI HIGH SCHOOL, HEBBAL**

**ANNUAL EXAMINATION [2024-25] SUBJECT: ENTREPRENEURSHIP (066**

**Class: XI Max. Marks: 70**

**Date: 12.02.2025 Reading Time: 8:30 to 8:45am  
No. of sides: 02 Writing Time: 8:45 to 11:45 am**

***General Instructions*:-**

•The question paper contains 4 sections A, B, C and D.• Section A -(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**. | Given below are steps in the process of entrepreneurship in Column I and their features in Column II. Match them correctly   |  |  | | --- | --- | | Column I | Column II | | (A) Raising start-up capital | (i) Reaping the reward | | (B)Start-up | (ii) Attracting the investors | | (C) Growth | (iii)Launching the venture | | (D) Harvest | (iv) Developing and following strategic plan |   a. A(iii) B (iv) C (ii) D( i) b. A (ii) B (i) C (iii) D( iv)  c. A(ii) B (iii) C (iv) D( i) d. A(ii) B (i) C (iv) D( iii) | **1** |
| **2**. | Emma a seasoned professional has built several successful start-ups and sold them once they became profitable moving on to new ventures each times. Emma is an example of a  a. Professional Entrepreneur b. Motivated Entrepreneur  c. Corporate Entrepreneur d. Agricultural Entrepreneur | **1** |
| **3**. | Assertion (A):- Idea evaluation helps in making the best use of limited resources.  Reason(R):- The evaluation process is only about financial planning.  a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of( A.)  b) Both Assertion (A) and Reason (R) are true but reason ( R) is not the correct explanation of( A)  c) Assertion (A) is true but Reason(R) is false.  d) Assertion (A) is False but Reason (R) is true. | **1** |
| **4.** | Why are mobile devices like smartphones considered crucial for business growth in the area of smart mobility?  a. They are more affordable than traditional computers. b. They have a longer lifespan.  c. They enable easy access to the internet and communication.d. They are primarily used for entertainment | **1** |
| **5.** | Company D, a manufacturer of Kitchen appliances, sets up a booth at a home and lifestyle expo, where they showcase and demonstrate their latest products to visitors. Which promotional tool is Company D using?  a. Personal Selling b. Public Relation c. Advertising d. Exhibition and Demonstration | **1** |
| **6.** | ABC Ltd. manufactures Face scrubs. The selling price of a single Face scrub is Rs 150 and the variable cost of making is Rs 100 per unit. The company has to bear fixed expenses amounting to Rs 50,000 per month. His break-even level of sale will be:  a. 100 units b. 1000 units c. 2000 units d. None of these | **1** |
| **7.** | Which of the following is not listed as one of the most basic resources for any enterprise?  a. Land b. Labor c. Capital d. Technology | **1** |
| **8.** | Which function involves determining employee remuneration in a business enterprise?  a. Organizing b. Staffing c. Directing d. Manpower Planning | **1** |
| **9.** | What is a primary goal in evaluating Business Ideas?  a. To increase creativity b. To minimize risk while maximizing returns  c. To develop a marketing plan d. To focus solely on product development | **1** |
| **10.** | Assertion (A):- Inkjet printers were created by a Canon engineer knowingly, after resting a hot iron on a pen  Reason(R):- This accidental discovery led to the ejection of ink from the pens point inspiring the inkjet printer.  a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of 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** |
| **11.** | Through \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ an entrepreneur comes to know about the taste s and preferences of the people and their needs.  a. Market research b. Business planning c. Idea generation d. Innovation | **1** |
| **12** | What does the break -even point represent in a business?  a. The point where total revenue is maximized  b. The level of sales needed to cover total expenses, resulting in neither profit nor loss.  c. The period when a business experiences highest profit.  d. The initial phase of business where expenses are minimal. | **1** |
| **13.** | Which of the following is not listed as one of the most basic resources of any enterprise?  a. Land b. Labor c. Capital d. Technology | **1** |
| **14.** | A FMCG Company is offering a number of consumer products like packaged foods, beverages, toiletries, dry goods etc. Identify the element of marketing mix being referred here.  a. Product mix b. Place mix c. Promotion mix d. Price mix | **1** |
| **15.** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the cost which is incurred initially when a business is started.  a. Start –up cost b. Variable cost c. Fixed cost d. None of these | **1** |
| **16.** | Pick the odd one out.  a. Personal interview b. Questionnaire development c. Report making d. Field work | **1** |
| **17.** | How does business intelligence help organizations gain a competitive edge?  a. By reducing the needs for data collections b. By improving customer service  c. By enabling smarter strategic decisions d. By increasing product prices | **1** |
| **18.** | \_\_\_\_\_\_\_\_ has thus broadened the definition, scope and range of markets.  a. Business b. Internet c. Commerce d. Internet- Commerce | **1** |
|  | **Section B** |  |
| **19.** | Explain any two advantages of entrepreneurship.  **OR**  Explain any two disadvantages of entrepreneurship. | **2** |
| **20.** | Explain any two features of Attitude.  **OR**  Explain Google’s Intrapreneurship program. | **2** |
| **21.** | “There are no illogical ideas”. Explain. | **2** |
| **22.** | ‘ It is the ability of an organization, to collect, maintain and organize data’. Identify the concept and give example. | **2** |
| **23.** | Explain Zero-Level of channel distribution. | **2** |
| **24.** | Give any four examples of start-up cost. | **2** |
|  | **Section C** |  |
| **25.** | Explain any two ways of Idea generation.  **OR**  Explain importance of Evaluating Ideas. | **3** |
| **26.** | Explain any three types of feasibility study. | **3** |
| **27.** | Discuss any three categories of human resources in an human enterprise | **3** |
| **28.** | Describe with any three points the role of E-Business or E- Commerce.  **OR**  Differentiate between Traditional Market and Modern market on basis of  a. Meaning b. Prevalent c. Emphasis | **3** |
| **29.** | Explain the components of Production Plan and Marketing Plan. | **3** |
|  | **Section D** |  |
| **30.** | Explain the need for Entrepreneurship with the help of any five points.  **OR**  Explain any five Managerial functions of an Entrepreneur. | **5** |
| **31.** | Define social Entrepreneurs and explain characteristics of social entrepreneurs. | **5** |
| **32.** | Price is the only element in marketing mix that produces revenue, the other elements produce cost. Explain importance of Pricing in detail. | **5** |
| **33.** | Calculate Break-even point in units and (Rs.) for the following products.   |  |  |  | | --- | --- | --- | | Particulars | A | B | | Selling Price (p.u) | Rs 40 | Rs 40 | | Variable Cost (p.u) | Rs 20 | Rs 10 | | Fixed Expenses (Rs) | Rs 80,000 | Rs 60,000 | | **5** |
| **34.** | Describe the various durations for which the finance is required in a business and what they are used for.  **OR**  Define Resources and explain the main categories of resources essential for a firms operation. | **5** |