



**FACULTY HIGHER SECONDARY SCHOOL  
SAMPLE QUESTION PAPER 2019-20  
SUB-ENTREPRENEURSHIP  
CLASS- XII**

**FULL MARK-50**

**General Instructions:-**

- This paper contains 22 questions in 5 parts and all questions are compulsory.
- Internal choice is given in selected questions.
- The instructions for each part are given separately. Read them carefully and follow.
- Attempt all parts of question together.

**PART-A**

**This part contains questions carrying 1 mark each**

1. **In economics, which of the following is not a function of the entrepreneur**
  - A. Risk taking
  - B. Provision of capital and organization production
  - C. Innovation
  - D. Day to day conduct of business
2. **An entrepreneur undertakes**
  - A. Calculated risk
  - B. High risk
  - C. Low risk
  - D. Moderate and calculated risk
3. **Which of the following attitude is not generally associated with successful entrepreneurship**
  - A. Investing R and D
  - B. Live your business day by day
  - C. Innovative and improvise continually
  - D. Produces as per customers' requirement
4. **Which one is not a problem solving method?**
  - A. Define the problem
  - B. Gather of information
  - C. Identify solution
  - D. Ignore the problem
5. **What is a fixed cost?**
  - A. Cost that go up and down
  - B. Cost that remain the same
  - C. Measures the disadvantages of production
  - D. Measures advantages of production.
6. **What is entrepreneurship?**
7. **What is an out come of an entrepreneurship?**
8. **Define human resources plan.**
9. **What is pricing strategy?**

**PART-B**

**This part contains questions carrying 2 marks each**

10. **Give the meaning of incubation step in process of creativity.**
11. **What are the two ways in which entrepreneurs receive opportunities?**
12. **What are the three steps involved in the process of sensing entrepreneurial opportunities.**

13. It refers to the ingredients or the tools on the variables which the marketing mixes in order to interact with a particular market. Identify the concept and mention its components.
14. Name any two elements of business opportunity.

### **PART-C**

#### **This part contains questions carrying 3 marks each**

15. What do you mean by Trend Spotting? State its two ways of spotting trends also give an example.
16. Give an analysis of the break even point.
17. 'The process of generation of ideas' can be streamlined by developing an awareness about it and these work as the convenient frames of reference for this.
- (a) Identify the concept stated in above lines.
- (b) Explain any three sources of the concept identified which are used by an Entrepreneur.
18. Some rules does organizations follow before considering advertising. Explain and expand the statement.
19. State the relevance of understanding business environment.

### **PART-D**

#### **This part contains questions carrying 5 marks each**

20. Define penetration pricing method. What are its merits and demerits?  
OR  
In the perspective of entrepreneurs, in how many ways can the brand name be considered.
21. Discuss broadly the reasons of business failure.  
OR  
Aman Enterprises manufactures utility items for the consumers using indigenous technology and innovations. On conducting a market research they found that there was a need for an insect repellent that was neither smoky, nor has strong smell of chemicals. The research and development department of Aman Enterprises developed a 'Sensor Repellent' which could be plugged in and it created infra sonic sound waves that was harmless to human beings, plants and pets and only drove away flies, mosquitos and lizards. The marketing objective of Aman Enterprises was to increase the market share or sales volume, rather than to make profit in the short term. The pricing was done in a way that it discouraged the entry of competitors.
- a) Identify and explain the pricing strategy followed by Aman Enterprises.
- b) What can be the problems that Aman Enterprises can face with this pricing technique?.

### **PART-E**

#### **This part contains questions carrying 6 marks each**

22. Give a brief of the media options used for advertising.  
Or  
Shiela after graduating from college went back to her home town in Meghalaya. It was a small town with very few job opportunities. The Karbi tribal women in that area were uneducated but still practiced the method of obtaining traditional colors from natural wild herbs. Their most popular dye was indigo obtained from the leave called 'sibu'. Using these colors they added variety to their textiles. The women were mainly confined to their homes and they did not know how to make a living out of their talent. Shiela went from door to door and analysed the problem that existed. She thought of setting up a voluntary association of rural women who would be able to join and leave the organisation at their own will without any coercion or intimidation.
- (a) Name the process which helped Shiela in converting an idea into an opportunity.
- (b) Identify the kind of organisation that Shiela has decided to set up.
- (c) State any two values which Shiela wants to communicate to the society.
-