

SAMPLE QUESTION PAPER

Sub-Entrepreneurship
Class- XII

2019

Full Mark-70
Time-3hours

General Instructions:-

- This paper contains 27 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.
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PART-A

This part contains questions carrying 1 mark each

1. Which of these is true about entrepreneur?
 - A. Entrepreneurs are born not made
 - B. Anyone can start business
 - C. Entrepreneurs are gamblers
 - D. All of the above are true.
2. Which of these characteristics has not been associated with entrepreneur's success?
 - A. Commitment and determination
 - B. Opportunity obsession
 - C. Leadership
 - D. Motivation fail
3. The business plan is:
 - A. Help to determine the viability
 - B. Obtain financing
 - C. Guides to plan and organize
 - D. All of the above
4. People who work for someone else is called:
 - A. Entrepreneurs
 - B. Professional
 - C. Employees
 - D. Intrapreneurs

5. What type of entrepreneurial business actually produce the product they sell?
 - A. Manufacturing
 - B. Wholesaling
 - C. Retailing
 - D. Service
6. A successful entrepreneur must possess the quality of the following :-
 - (A) Leadership(B) Control(C) Innovation(D) All of these.
7. Which of following is a kind of Opportunities?
 - (A) First opportunities(B) Last opportunities(C) Existing opportunities in the environment
 - (D) None of these
8. A successful entrepreneur must possess the quality of the following :-
 - A) Leadership(B) Control(C) Innovation(D) All of these.
9. What do you mean by opportunity assessment?.
10. Expand the term "D" in the formula 2PD/C

PART-B

This part contains questions carrying 2 marks each

11. Enlist the elements of innovation process.
12. Why SWOT is important in preparing the marketing plan?
13. Name the two factors on which the accuracy of cash flow projection depend upon?
14. What is logo in your own words?

PART-C

This part contains questions carrying 3 marks each

15. Give three example of variable pricing method.
16. Explain any three types of intellectual property rights.
17. Briefly discuss the various essential attitudes of an entrepreneur.
18. Why do you think the role of family in an entrepreneur's life is important?

PART-D

This part contains questions carrying 4 marks each

19. "Entrepreneur's decision can strengthen or seriously weaken a firm's future business viability." Discuss this statement in the light of necessity of ethics for society and development of business

20. "Entrepreneur can not survive and grow without fulfilling the ethical responsibility". Why? Explain.
21. Discuss various channels of distribution.
22. List out the competencies of an entrepreneur and state which one is the most important and why?

PART-E

This part contains questions carrying 6 marks (ANY FOUR OF THE FOLLOWING)

23. "Babita & Co started a leather factory near Kanpur. As an entrepreneur she always helps her employees and motivate them in different ways". You are a senior manager in an organization according to you what motivational techniques would Babita take to achieve an objective of an organization. Explain using Maslow hierarchy needs of motivation.
24. Give six examples of ethical standards to be followed by an entrepreneur in their business practices for long lasting success.
25. Aditi started her boutique business near an industrial area and she was not getting client as she had expected. What are the factors which have been ignored before starting the boutique? Suggest the various factors that she has to look into before venturing into business.
26. Briefly explain the various steps of marketing plan.
27. Discuss broadly the channel of distributions.
