



**INDIAN SCHOOL AL WADI AL KABIR**  
**DEPARTMENT OF COMMERCE**  
**FINAL ASSESSMENT - XI 2025-26**  
**ENTREPRENEURSHIP (066)**

**Date: 01/ 03/2026**

**Time: 3 hours**

**Marks: 70**

**GENERAL INSTRUCTION:**




- 1. This question paper contains 34 questions.**
- 2. The question paper contains 4 sections - A, B, C and D**
  - 1.1. Section A contains multiple-choice questions**
  - 1.2. Section B - 2 marks; Answers to these questions may be from 30-40 words.**
  - 1.3. Section C - 3 marks; Answers to these questions may be from 50-75 words.**
  - 1.4. Section D - 5 marks; Answers to these questions may be from 120-150.**

<b>Q. NO</b>	<b>PART A</b>	<b>MARKS</b>
1	Rajesh Marwaha and J. S. Mehandipur in their book _____ have given a comprehensive classification of the functions of entrepreneurs.  A. Entrepreneurship and Small Business B. Small Business and Entrepreneurship C. Functions of Entrepreneurs D. Entrepreneurship	1
2	Entrepreneurs can be of different types. Some may prefer to go it alone or share the risk in groups with others. They are found in every economic system and every form of economic activity as well as in other social and cultural activities. They are seen from amongst farmers, labourers, fishermen, tribes, artisans, artists, importers, exporters, bankers, professionals, politicians, bureaucrats and so many others. Based on the above features who has broadly classified entrepreneurs into four types?	1
3	Identify the type of entrepreneurs who enter into entrepreneurship because of various governmental supports provided in terms of financial assistance, incentives, concessions and other facilities to the people who want to set up of their new enterprises.	1

4	<p>_____ is a set of defined behaviours that provide a structured guide enabling the identification, evaluation and development of the behaviors in an individual.</p> <p>A. Attitude B. Competency C. Value D. Skill</p>	1
5	<p>Who defined Ethical Entrepreneurship as “Ethical Entrepreneurship, in a nutshell, amounts to the achievement of ethical goals through entrepreneurship”.</p>	1
6	<p>As entrepreneurs climb the ladder of success, they should not forget that for success to be long lasting they will have to follow some ethical standards in their business practices. Some examples to be followed are as follows except:</p> <p>A. Providing quality and correct quantity of goods to consumers B. Keeping in mind the environmental issues during production C. Paying the minimum and correct wages to the workers D. To use child labour in their production</p>	1
7	<p>Some research studies have revealed _____ core values that are generally possessed by dynamic entrepreneurs.</p> <p>A. Three B. Four C. Six D. Five</p>	1
8	<p>The highest need in Maslow's hierarchy is that of _____.</p> <p>A. self-actualization B. self-esteem C. physiological D. safety</p>	1
9	<p>The Google _____ Intrapreneurship program has a formal process for their selection of entrepreneurial projects, for the formal evaluation process and the monitoring of each Google approved entrepreneurial project.</p> <p>A. “Creative Time Off” B. “Time Off” C. “Formal Time Off” D. “Innovation Time Off”</p>	1

10	The best source of ideas is the people who will _____ your products.  A. purchase B. criticise C. not purchase D. sell	1
11	One of the important techniques that can be used to generate ideas is _____, the screening of large amounts of information to detect emerging trends.	1
12	Creativity is the ability to combine ideas in a unique way or to make _____ associations between the ideas. It means cross thinking by seeing new angles, connections and approaches.  A. unusual B. usual C. unique D. Both B&C	1
13	This is a method of gathering information about products/services that already exist in the market.  A. Marketing research B. Market research C. Research D. Market Study	1
14	It is an electronic communication among enterprises, including customers, suppliers, business partners, government organizations and financial institutions.  A. E-Business B. Commerce C. Trade D. E-Commerce	1
15	This feasibility study details on how to deliver a product or service.  A. Organisational B. Technical C. Market D. Financial	1
16	After the Second World War, especially in the _____ and _____, the size and character of the markets in many countries of the world changed enormously.  A. 30s and 40s	1

	B. 40s and 50s C. 50s and 60s D. 60s and 70s	
17	Operational cost is further sub-divided into _____ and _____ cost.	1
18	An organization's performance and resulting productivity are directly proportional to the quantity and quality of its _____.  A. Human Resource B. Physical Resource C. Financial D. Material	1
<b>PART B</b>		
19	Briefly explain organisational building as an entrepreneurial function.	2
20	Briefly explain the following misconceptions about great ideas:  a. 'Great ideas just appear out of nowhere' b. 'There are no illogical ideas.'	2
21	A retail company tracked its sales data during an off-season discount. By collecting, maintaining, and organizing this data, the management was able to identify trends in customer purchases, understand which products were more popular, and plan future promotions effectively. These insights helped the company make informed decisions and improve overall business performance. Identify and explain the concept that the company is using to analyze and utilize data for better decision-making.	2
22	Define Zero Level and Indirect Channel of Distribution.	2
23	What is Resource Mobilisation?	2
24	A rich and continuing supply of qualified people/personnel is the best assurance an enterprise can have that it will flourish. 'Right man at right job at the right time' is the mantra for successful enterprises. Give any (2) reasons to justify.	2
<b>PART C</b>		
25	What are the last three stages in the entrepreneurial process? Discuss.	3
26	"Discuss the evolution of entrepreneurs across the first, second, and third generations."	3

27	How do entrepreneurs use brainstorming and focus groups to develop and refine new business ideas?	3
28	<p>Explain briefly the following innovations which led to successful ventures, stating the Inventor, their invention and how it was created?</p> <p>a.Penicillin b.Potato Chips c.The Pacemaker</p> <p>OR</p> <p>“Name the personalities and state the achievements that brought them fame.”</p> <p>a.</p>  <p>b.</p>  <p>c.</p> 	3
29	Fresh Bites is a new healthy snack company that has just launched a range of organic protein bars. The company has invested heavily in high-quality ingredients, attractive packaging, and extensive advertising campaigns. While all these efforts have created awareness and demand, Fresh Bites is struggling to cover costs and generate profits. The marketing team realizes that, although their product looks appealing and the promotion is strong, the price they set might not be optimized.	3

	<p>They know that the right pricing strategy could help the company achieve both sales and profitability.</p> <p>Explain why price is a critical element in the marketing mix for Fresh Bites (Explain any 3)</p>									
<b>PART D</b>										
30	<p>Ravi has recently started a small manufacturing unit producing eco-friendly stationery. As his business grows, he realises that running the enterprise involves more than just producing goods. He needs to ensure that the company has enough funds, effectively reaches customers, manages his workforce well, and keeps track of financial transactions. Identify and explain the five different commercial functions Ravi must perform as an entrepreneur to ensure the success of his business.</p>	5								
31	<p>Explain the concept of a feasibility study and describe the four types involved.</p>	5								
32	<p>Eco Life is a start-up producing eco-friendly personal care products with natural ingredients and recyclable packaging. In some countries, a large portion of the population is over 60, while in others, most consumers are young adults. People in wealthier regions are willing to pay higher prices for sustainable products, but in economically slower areas, spending on non-essential items has dropped. New technology allows EcoLife to track customer preferences, offer personalized recommendations, and improve packaging with biodegradable materials. Different governments have strict regulations on product safety, labelling, and environmental practices, while some provide incentives for sustainable businesses. The ingredients EcoLife relies on are becoming scarce, and sourcing them is increasingly challenging due to environmental concerns. Pollution and natural resource limitations in certain areas can impact production and reputation. Consumer lifestyles and values differ widely, with some prioritising sustainability and others focusing on price and convenience. Market conditions change rapidly, requiring the company to adapt its strategy creatively in every region it enters. Failure to adjust to these varying conditions could result in supply disruptions, poor sales, or reputational damage.</p> <p>Identify any (5) macro environmental factors affecting Eco Life by quoting the lines from the given case.</p>	5								
33	<p>Home Ltd. produces a single product called “LED Desk Lamp.” The company has collected the following data for January:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: left;">Particulars</th> <th style="text-align: left;">Amount (Rs.)</th> </tr> </thead> <tbody> <tr> <td>Selling Price per Unit</td> <td>3,500</td> </tr> <tr> <td>Cost per Unit:</td> <td></td> </tr> <tr> <td>- Raw Materials</td> <td>1,200</td> </tr> </tbody> </table>	Particulars	Amount (Rs.)	Selling Price per Unit	3,500	Cost per Unit:		- Raw Materials	1,200	5
Particulars	Amount (Rs.)									
Selling Price per Unit	3,500									
Cost per Unit:										
- Raw Materials	1,200									

- Direct Labour	800
- Electricity and Machine Usage	500
Fixed Costs	900,000
Actual Sales (units)	2,000

OR

SunTech Ltd. manufactures a single product called “Solar Charge.” The company has collected the following data for the month of December:

Particulars	Amount (Rs.)
Selling Price per Unit	4,000
Cost per Unit:	
- Raw Materials	1,500
- Direct Labor	900
- Packaging and Transportation	400
Fixed Costs	1,000,000
Actual Sales (units)	3,000

34

Explain the concept of financial resources by describing the different *sources* of finance and discuss the terms of finance based on their *duration*.

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