



INDIAN SCHOOL AL WADI AL KABIR

First Assessment 2024-25

Entrepreneurship (066)

Date:01.10.2024

Time:3 hours

Class: XI

Maximum Marks: 70

General Instructions:

- 1.The question paper contains 4 sections - A, B, C and D
2. Section A contains multiple choice questions
- 3.Section B - 2 marks; Answers to these questions may be from 30-40 words.
- 4.Section C - 3 marks; Answers to these questions may be from 50-75 words.
- 5.Section D - 5 marks; Answers to these questions may be from 120-150 words.
- 6.Internal choice is given in the paper, there is no overall choice.

SECTION A

1	Which managerial function is concerned with carrying out the desired plans? A. Staffing B. Directing C. Leadership D. Communication	1
2	Adarsh Gupta owns a cafeteria, he is aware of the financial position of the enterprise, as he maintains a systematic record of all the entrepreneurial transactions. Which commercial function of entrepreneur is performed by Adarsh Gupta? A. Marketing B. Production C. Personnel D. Accounting	1
3	In a mixed economy like India, who plays the role of entrepreneur? A. Government B. Private Entrepreneurs C. Both government and private entrepreneurs D. Both Government and cultural institutions	1
4	Dhirubhai Ambani was flown to Jamnagar and shown a piece of barren land, he asked why mangoes could not be grown there. The officials informed him that the land was not fertile enough for mango crop. Dhirubhai Ambani took it as a challenge and told those officials that it was for the same reason why mangoes ought to be grown there. After just a few years, the entire land of about 2000 acres had been converted green and 6000 tonnes of mango crop was harvested from the same land. Identify the entrepreneurial function in the above paragraph. A. Innovation. B. Risk taking	1

	C. Assembling the requirement D. Organisation building	
5	Which one of the following is an advantage of entrepreneurship? A. Freedom B. Incompetent Staff C. Work Schedule D. Administration	1
6	Sujit inherited the business started by his father and followed his footsteps. Sujit is shy and lazy and do not take risk by venturing into new fields. He is rigid and fundamental in his approach. Which type of entrepreneur does Sujit belongs to? A. Imitative entrepreneur B. Drone Entrepreneur C. Innovative Entrepreneur D. Fabian Entrepreneur	1
7	Pradip, a talented engineer, has started his own company focusing on the development of high quality electronic components. Pradip is best classified as: A. Industrial entrepreneur B. Technical entrepreneur C. Non-technical entrepreneur D. Trading entrepreneur	1
8	Hair oil and shampoos were available only in tins and introducing it in plastic small packs and sachets has become convenient for customers to carry and use. Identify the entrepreneurial value highlighted above: A. Respect for work B. Quest for outstanding performance C. Independence D. Innovation	1
9	Assertion (A): Attitudes are directly observable and can be inferred from behaviour. Reason (R): Attitudes begin forming in childhood and continue to develop throughout a person's life. Choose the correct option: A. Both Assertion (A) and Reason (R) are true and Reason(R) is the correct explanation of Assertion (A) B. Both Assertion (A) and Reason (R) are true and Reason (R) is not the correct explanation of Assertion (A). C. Assertion (A) is false; Reason (R) is true. D. Assertion (A) is true: Reason (R) is false.	1
10	Which one of the following is not a classification of entrepreneurs based on their motivating factor? A. Motivated entrepreneur B. Corporate entrepreneur C. Spontaneous entrepreneur	1

	D. Induced entrepreneur											
11	<p>Name the type of feasibility study that projects how much start-up capital is needed, sources of capital, returns on investment.</p> <p>A. Market feasibility B. Technical feasibility C. Financial feasibility D. Organisational feasibility</p>	1										
12	<p>Which one of the following is not a content of Human Resource plan?</p> <p>A. Raw materials to be used B. Categories of staff required C. Time frame for procurement of human resource D. Human resource required to be procured</p>	1										
13	<p>Anita is planning to start a new business by opening a jewellery shop in a mall. Which document will help her by providing a blue print of the operations to be performed in future while operating the shop?</p> <p>A. Feasibility Study B. Business Plan C. Business Idea D. Environment Scanning</p>	1										
14	<p>Given below are the methods to generate ideas and their features. Match them correctly:</p> <table><tr><th>Methods</th><th>Features</th></tr><tr><td>(i)Environment Scanning</td><td>(a) These groups of individuals provide information about proposed products or services in a structured setting.</td></tr><tr><td>(ii) Brainstorming</td><td>(b) A systematic and in-depth study is undertaken to obtain useful data to determine demand supply position.</td></tr><tr><td>(iii) Focus Groups</td><td>(c) A humongous amount of information from popular news magazines, reviews, government publications.</td></tr><tr><td>(iv) Market Research</td><td>(d) A group of persons sit together and generate a number of business ideas by innovating alternative ways of meeting the needs.</td></tr></table> <p>A.(i)-c; (ii)-b; (iii)-d; (iv)-a B.(i)-b; (ii)-c; (iii)-a; (iv)-d C.(i)-c; (ii)-d; (iii)-a; (iv)-b D.(i)-a; (ii)-d; (iii)-b; (iv)-c</p>	Methods	Features	(i)Environment Scanning	(a) These groups of individuals provide information about proposed products or services in a structured setting.	(ii) Brainstorming	(b) A systematic and in-depth study is undertaken to obtain useful data to determine demand supply position.	(iii) Focus Groups	(c) A humongous amount of information from popular news magazines, reviews, government publications.	(iv) Market Research	(d) A group of persons sit together and generate a number of business ideas by innovating alternative ways of meeting the needs.	1
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15	<p>Form of ownership and Administrative structure are part of _____ plan.</p> <p>A. General Introduction B. Miscellaneous C. Marketing Plan</p>	1										

	D. Organized Plan	
16	<p>Founder of Jaipur rugs, which promotes rural development through capacity building of rural people in carpet weaving is _____.</p> <p>A. Harish Hande B. Dr. Verghese Kurien C. Dr. Abraham M. George D. Nand Kishore Chaudhary</p>	1
17	<p>This data produces large amounts of information that can help develop new opportunities. Identifying these opportunities, and implementing an effective strategy, can provide a competitive market advantage and long-term stability. Identify the concept defined above:</p> <p>A. Smart Mobility B. Cloud Computing C. Business Intelligence D. Artificial Intelligence</p>	1
18	<p>_____ is a continuous activity for the entrepreneur, always seeing new ways of doing things with little concern for how difficult they might be or whether the resources are available.</p> <p>A. Creativity B. Innovation C. Opportunity D. Ethics</p>	1
SECTION B		
19	State the difference between entrepreneur and entrepreneurship.	2
20	<p>In India, Marico, manufacturers of Parachute Hair Oil, Saffola, Kaya Skin Clinic Industries have institutionalised innovation awards, where they receive 30-40 entries every year for innovations across the spectrum, including factories, brand, sales and HR, virtually covering the whole organisation. Identify the define the programme followed by Marico Industries.</p>	2
21	State any two points how feasibility study help entrepreneurs.	2
22	Why entrepreneurs are called as problem solvers?	2
23	In the current global scenario why is there a growing need for Social Entrepreneurs?	2
24	<p>Define: Traditional Market. Mention the focus of traditional market.</p> <p style="text-align: center;">OR</p> <p>Define: Market of Seventies / Eighties –Modernised Version of market.</p>	2
SECTION C		
25	Economic growth depends on the rate of innovation in the economic field, which in turn, depends on the number and quality of entrepreneurs in the society. Thus, entrepreneur is an agent of progress in the society. The reason for slow progress of	3

	<p>our Indian economy during the first four decades of independence is that, the Indian entrepreneur has been shy. But as our economy has been progressing, we have seen an upsurge in the number of entrepreneurs emerging in all fields, but more needs to be done for increased economic growth in our country.</p> <p>In the light of the above problem discuss the ant three need for entrepreneurship in India.</p>	
26	<p>Attitudes constitute an important psychological attribute of individuals which shape their behaviour. It may be defined as the way a person feels about something-a person, a place, a commodity, a situation or an idea.</p> <p>Briefly discuss the sources from where attitudes can be acquired?</p> <p style="text-align: center;">OR</p> <p>State any three differences between entrepreneur and employee, mentioning the appropriate basis.</p>	3
27	Discuss the importance of evaluating ideas.	3
28	<p>John Hopps an electric engineer created Pacemaker.</p> <p>(a)What was he actually trying to make?</p> <p>(b)How was the pacemaker invented?</p>	3
29	<p>E-business's growing popularity is because of the role it plays especially for the promotion of the business community.</p> <p>Comment on the above statement.</p>	3
SECTION D		
30	<p>Although enterprises are as different and unique as the entrepreneurs who create them, most of them appear to work through a process.</p> <p>Explain the steps involved in the entrepreneurial process.</p>	5
31	Explain Maslow's hierarchy of need motivational theory with proper example and diagram.	5
32	<p>Discuss the features of feasibility study.</p> <p style="text-align: center;">OR</p> <p>Discuss the misconceptions of business idea</p>	5
33	<p>Muhammad Yunus, the founder of the Grameen Bank and winner of the 2006 Nobel Peace Prize, found a solution to the plight of poor Bangladeshis who are unable to acquire funds to start their own business – microcredit. He lent \$27 of his personal funds to a group of poor women, who quickly started a sewing business that was able to generate enough income to help them pay back the loan, and more importantly, to rise above poverty. Thus, the idea of the Grameen Bank was born.</p> <p>(a)What type of entrepreneur is Muhammad Yunus?</p> <p>(b)Explain any four characteristics of the type of entrepreneur identified in (a).</p>	5
34	Discuss the micro environmental factors that affect a market condition.	5

