



INDIAN SCHOOL AL WADI AL KABIR

Class: XII Entrepreneurship	Department: Commerce
Worksheet No: 2	Topic: Entrepreneurial Opportunity

1. North west Airlines started their operations from India to various parts of the country in the year 2015. The company had been successful in it's operations as more people preferred to travel by air due to change in the lifestyle and attitude towards work and leisure. It is _____ factor as per PESTEL model.

Ans: Social

2. _____ is the first stage in the process of innovation.

Ans: Creativity

3. Environment scanning is required to convert an idea into an opportunity. State True or False
Ans: False

4. Innovation is an indication that will help the entrepreneur to understand the market and produce goods or provide services in sync with the market needs, demand and taste. State True or False.
Ans: False

5. Exploring opportunities in the environment is a process involving various steps. Arrange the steps in correct order.

- i) Evaluating the ideas received from different sources to find a creative solution
- ii) Identifying a product or service through innovation
- iii) Opportunity spotting by analysing the needs and problems that exist in the environment
- iv) Setting up a project and nurturing it to success

Ans. iii-i-ii-iv

6. Vikrant was always interested in technology driven products. After finishing his engineering degree, he started working on a new walking stick which will help blind people. The stick will be Bluetooth and wi-fi enabled which will be connected through an app on the phone which will guide the blind persons about the objects in front of their walking path. He has started testing the walking stick and found that the stakeholders were satisfied and it had a great value to the customers. Vikrant is in stage of innovation process.

Ans: Commercial Application.

7. Priya joined a Publication Company that publishes a monthly magazine "Lifestlye". It covers articles related to fitness, clothing, gadgets, cooking etc., Priya had joined the clothing division of the magazine. Her divisional head explained her nature of work of the division. She also informed Priya that in addition to visits to local mall she would have to attend 'Power lunches' on the first Monday of every month. Identify the way of spotting trend, the divisional head is

talking about?

Ans: Watch Trend.

8. Varun, a student of class XII, observed that a large number of students of the school were using mobile phones. He also observed that many parents of such students were worried about the content being viewed by their children on mobile phones and were not able to control them. Being a talented and an intelligent student he decided to develop an app that may help the parents to watch and control children regarding the content being viewed. Identify the “idea field” used by Varun to develop the app.

Ans: Creative efforts.

9. List the two things that an entrepreneur has to ensure before selecting an opportunity.

Ans: There is a good market for the product he is going to produce

The rate of return on the investment is attractive to be accepted by him

10. List any two elements of a business opportunity

Ans: a. Assured market scope b. An attractive and acceptable rate of return on investment 1 mark each for two essentials/ elements c. Practicability of the idea d. Competence of the entrepreneur to encash it e. Potential of future growth

11. What is idea germination?

Ans. This is the seeding stage of a new idea. It is the stage where the entrepreneur recognizes that an opportunity exists which can be explored and exploited to its best potential.

12. Enlist the elements of Innovation process.

Ans. a. Analytical planning: Carefully identifying the product or service features, design as well as the resources that will be needed. b. Resource organization: Obtaining the required resources, materials, technology, human or capital resources. c. Implementation: Applying the resources in order to accomplish the plans and delivering results. d. Commercial application: The provision of value to customers, reward employees, and satisfy the stake holders.

13. Dristi Ltd. decided to manufacture mobile phones with a new feature. It will have an inbuilt button which when pressed will extend into a selfie stick enabling the customers to click selfies easily without the need to carry a separate selfie stick.

Identify two PESTEL factors which enabled Dristi Ltd., to bring out this new feature.

Ans. Technological and Social

14. “All ideas need not necessarily become sound business opportunities”. In reference to this statement explain the first three steps in idea and opportunity assessment.

Ans. 1. Product identification: An idea should lead the entrepreneur to a definite product/service which he can sell. So the first step is to obtain a concept of the product or service suggested by one idea. We should also see whether this product is already available in the market or not. If it is, then we should identify the reason for introducing the same product or service in the market. For example, innovating a new pendrive especially for teachers which will have a built in antivirus and which can be worn like a watch so it minimises the problem of losing the pendrive.

2. Application and use: Ideas should be examined for their real life use and application. If it already exists in the market, we will have to find out its present use, then we may think of modifying it for better use. In the above mentioned example, we can clearly see that even though there are many companies manufacturing pendrives, the latest will be in consonance with the upcoming trends.

3. Level of operation: This is a crucial test for product/service identification. Depending on the use of the product/service the entrepreneur will produce it in a cottage industry or a small scale– industry or a large–scale industry.

15. Harish, after finishing his degree wanted to start his own business. He was confused as to the kind of business he should start. He attended a start-up session. One of the speakers stated that ‘Creativity can be used to spot and harness opportunities, as well as be applied to develop new products and services’. State any three ways in which creative ideas can be generated.

Ans. There are basically five ways in which creative ideas can be generated:

1. Develop a new product or service.
2. Improve an existing product or service
3. Find a new process or resource for manufacturing a product.
4. Find new markets for existing products or services.
5. Find a new use for an existing product or service.

16. An entrepreneur identifies problems as roadblocks. They understand that they need to bring creative solutions to it. For this he needs to completely understand the problem, identify the target group and find an acceptable solution. Justify as to how identifying a problem will help an entrepreneur.

Ans. Uses of problem Identification:

1. It helps an entrepreneur to bring out new products in the market
2. Understand the problems and needs of the market
3. Helps the entrepreneur to be creative
4. Increase in employment generation
5. Increase in national income of the country