



# INDIAN SCHOOL AL WADI AL KABIR

## Sample paper- 1

Class: XI

Sub: ENTREPRENEURSHIP

Marks: 70

Sr. no	Questions	Marks
1.	<p>_____ It is defined as a systematic recording of entrepreneurial transactions of an enterprise and the financial position of the enterprises</p> <p>a. Marketing b. Organizing c. Staffing d. Accounting</p>	
2.	<p>Arvind the manufacturer of footwear sells the same to different retailers, who then sell to the consumers. Identify the channel and level of distribution involved</p> <p>a. Direct Channel/Zero Level b. Indirect Channel/One Level c. Indirect Channel/Two Level d. Indirect Channel/Three Level</p>	1
3.	<p>It Includes a description of the industry, current market, anticipated future market potential, competition, sales projections, potential buyers.</p> <p>a. Market feasibility b. Technical feasibility c. Financial feasibility d. Organizational feasibility</p>	1
4.	<p>_____ is necessary to mitigate the financial repercussions among vulnerable.</p> <p>a. Entrepreneurship b. social media c. Technology d. social entrepreneurship</p>	1
5.	<p>Mrs. Radhika Verma is a very well-known businesswoman, ranking among the top 10 industrialists in India. Her company Alpha Group of Industries operates in the field of interior designing, architecture and building materials. Her son Abhay Verma, after completing his management degree from Harvard, decides to join the family business.</p>	1

	Which type of entrepreneur is Abhay?	
6.	Feasibility study is beneficial in terms of _____ a. Growth b. idea viability c. stability d. financial support	1
7.	Businesses will compete on _____ to differentiate themselves a. Products b. Services c. Social media posts d. Analytics	
8.	Mention the formula to calculate BEP in units.	1
9.	_____ can be defined as individual item that a company sells. a. Variable Cost b. Unit of Sale c. Break-even point d. Fixed Cost	1
10.	_____ is the cost which is incurred initially a business is started. a. Operational Cost b. Start-up cost c. Variable Cost d. Fixed Cost	1
11.	Quite often the terms "Start-up" and " _____ " are used interchangeably. a. Operational Cost b. Start-up cost c. One time Cost d. Fixed Cost	1
12.	_____ is concerned with the activities which are undertaken to boost the sales a. Promotion mix b. Product mix c. Price mix d. Place mix	1
13.	It was _____, the American marketing expert who coined the expression 'Marketing Mix' a. Jerome McCarthy b. James Culliton c. Peter Drucker d. Philip Kotler	1
14.	_____ techniques at times, is viewed as synonymous with Market Research. a. Traditional Market b. Modern market c. market survey d. market research	1
15.	Mention any one promotional functions of entrepreneur.	1

16.	<p>‘ _____ ’— is the mantra for successful enterprises</p> <ol style="list-style-type: none"> <li>'Right man at right job at the right time'</li> <li>Consumer is the king</li> <li>Right salary for right person</li> <li>None of the above</li> </ol>	1
17.	<p>It refers to anything tangible or non-tangible resources required to support the activities of the business to achieve pre-determined goals.</p> <p>Identify the concept</p>	1
18.	Which activities relate to the physical movement of product from the seller to buyer?	2
19.	"When it wanes, as it surely will in difficult times, take some guilt time." This statement shows which attitude of an entrepreneur.	2
20.	To everything in life, there are advantages and disadvantages; entrepreneurship is no exception. As a matter of fact, entrepreneurship involves a lot of risk taking. Yet, it can pay off very well, with rewards such as profits, the opportunity to be your own boss and make your own decisions. Explain any two advantages of being an entrepreneur.	2
21.	<p>ABC Ltd is a watch making company which has decided to launch its new product in the market within the next 6 months. The owner wishes to have an out of the box advertisement campaign for the same. He calls for a meeting with his employees. All the employees begin to discuss about the advertisement campaign. Finally, one employee comes up with a great idea but his idea is quickly counter attacked by another employee. The discussion goes on with many employees accepting and rejecting suggestions in a respectable manner.</p> <p>Answer the following questions based on the above case study:</p> <p>Which method of idea generation has been used? Give reasons for your answer</p>	2
22.	What is Physical Distribution?	2
23.	Market Survey is used if the required data is not available these forms. Mention these forms.	2
24.	Do all business units need to prepare a business plan? Will the plan vary depending on the size of the unit? Give Reasons for your answer.	2
25.	What is "Innovation time off" in an Intrapreneurship program?	3
26.	"Market Survey" is a useless expensive tool". – Do you agree with the statement? Should it be dispensed away with? Support you answer with reasons.	3
27.	"Buy one get one free" is an example of one of the techniques of Promotion Mix. Name the technique. Explain any two other techniques of promotion mix.	3

28.	Define feasibility study. Discuss its types	4
29.	Write about any two innovations which led to entrepreneurial ventures.	4
30.	What is pricing? Discuss the various factors that determine the price of a product.	4
31.	Explain in detail three new forms of business which is created because of technological changes.	6
32.	<p>One of the famous Chinese brands Miniso wanted to enter into the U.S market. However, the top-level executives were not sure whether the U.S market will be a profitable one. They are of an opinion that maybe the U.S market might not accept the product since it is a Chinese one.</p> <p>a. What must the top-level executives of Miniso do in order to be sure of their decision?</p> <p>b. Which technique of the identified concept must Miniso undertake?</p>	6
33.	<p>Meenal's family owns a famous clothing store in Mumbai. They have been in business since 1960's. However, after Covid-19 they have been facing a lot of difficulties in paying the rent for their store as well as overhead expenses such as water and electricity bills, employee salaries, etc. Meenal is now afraid that her family business might not be able to survive in the market anymore.</p> <p>Using the above scenario as a reference answer the following questions:</p> <p>a. What type of market is Meenal's family business operating in?</p> <p>b. If you had to help Meenal, which type of market would you suggest her to enter into? State the importance of that market.</p>	6