



Sample paper- 2

Class: XI

ENTREPRENEURSHIP

Marks: 70

Sr. no	Questions	Marks
Q1.	The formula to calculate Gross Margin is _____ a. Selling Price – Fixed Cost b. Fixed Cost – Variable Cost c. Selling Price – Variable Cost d. Gross Profit – Gross Loss	1
Q2.	Harvesting also means moving on to new venture and new challenges. State whether the above statement is True or False	1
Q3.	This stage can involve producing prototypes or test-marketing services. Identify	1
Q4.	They usually copy or adopt suitable innovations made by innovative entrepreneurs. They are adaptive and more flexible. They are organisers of factors of production rather than creators. The imitative entrepreneurs are also revolutionary and important. They contribute to the development of underdeveloped economies. Who are they? a. Imitative entrepreneur b. Drone entrepreneur c. Innovative entrepreneur d. Fabian entrepreneur	1
Q5.	_____ has given the four classifications of entrepreneurs. a. Maslow b. McClelland c. Steve Jobs d. C. Danhof	1
Q6.	The key to a successful execution is _____ a. Profit b. Alignment c. Finance d. None of the above	1
Q7.	An art to induce people to buy the product. It is an effort to win the everlasting confidence of the consumers. The Promotional Mix defined above is	1

	<ul style="list-style-type: none"> a. Personal Selling. b. Advertising c. Publicity. d. Sales Promotion 	
Q8.	Why is there a growing need for Social Entrepreneurs?	1
Q9.	<p>These needs also include the desire for reputation, prestige, status, fame, glory, dominance, recognition. According to Abraham Maslow, the above needs are classified as</p> <ul style="list-style-type: none"> a. Physiological Need. b. Need for belongingness. c. Esteem needs. d. Self-actualization. 	1
Q10.	<p>Which one of the following is a disadvantage of Entrepreneurship?</p> <ul style="list-style-type: none"> a. Administration b. Salary c. Work schedule d. Incompetent staff. 	1
Q11.	<p>_____ is a rare trade union of poor, unorganised, self-employed women who work as vendors, hawkers and labourers.</p> <ul style="list-style-type: none"> a. White revolution b. Grameen Bank c. Self-Employed Women's Association (SEWA) d. Gujarat co-operative Milk Marketing Federation 	1
Q12.	<p>Creativity and innovation are the distinguishing marks of the entrepreneur.</p> <p>State whether the given statement is True or False</p>	1
Q13.	<p>_____ are known as primary or internal forces of market environment</p> <ul style="list-style-type: none"> a. Micro environment b. Macro environment c. Secondary forces d. Goods and services 	1
Q14.	<p>Shivangi owns a famous accessories and apparels brand called "With Love Anaya." She does not have any physical outlet for selling her products. Instead, she sells her products online through her website and other online shopping platforms such as Amazon and Meesho.</p> <p>From the above scenario, it can be assumed that Shivangi's business is operating in _____ type of market.</p> <ul style="list-style-type: none"> a. Traditional Market 	1

	<p>b. Market in the fifties and sixties</p> <p>c. E-Commerce</p> <p>d. Modern market</p>	
Q15.	<p>Quite often the terms "Start-up" and " _____ " are used interchangeably.</p> <p>a. Operational Cost</p> <p>b. Start-up cost</p> <p>c. One time Cost</p> <p>d. Fixed Cost</p>	1
Q16.	<p>The most important assets that a firm must have and that management must be most concerned with, are these assets of the enterprises, in whose absence all other nonliving resources are useless</p> <p>a. Physical</p> <p>b. Human</p> <p>c. Financial</p> <p>d. Material</p>	1
Q17.	<p>Jaya started a business. She is aware that in order to sell her product she needs to do a lot of research. As an entrepreneur she needs communicate with her customers to make them aware of her products.</p> <p>a. What can be a very quick and inexpensive method for Jaya to communicate with her customers?</p>	1
Q18.	Explain any two reasons for the need of entrepreneurship	2
Q19.	Briefly discuss any two commercial functions of entrepreneur	2
Q20.	<p>Shivi, a dropout from 10thstd is forced by her mother to start working as a domestic help. Shivi agrees on the condition to do only cooking in 2-3 houses. One family turns out to be Punjabi, another Gujrati and the third one is Rajasthani. She cooked their kind of food for an year and to everyone's surprise, she expressed her desire to open up a small eating joint of her own. All alone, determined, she finally opens "Apna Bhoj", a small eating joint with her savings and it became a hot spot because of the fusion food platter being offered.</p> <p>Do you think Shivi is an entrepreneur? Give reasons for your answers</p>	2
Q21.	Why do strategies fail?	2
Q22.	<p>A product means something more than a physical commodity. It has many dimensions requiring due consideration to be given to each.</p> <p>State any such four dimensions of the product.</p>	2
Q23.	Explain any two features of attitude	3

Q24.	State six contents of Financial Plan under Business Plan.	3
Q25.	Discuss McClelland's Theory	3
Q26.	<p>“Innovation Time Off” is an Intrapreneurship program introduced by Google. The main aim of Google was to support its employees to come up with their innovative ideas in the 20% time off provided to them.</p> <p>Is this beneficial to Google? Give reasons for your answers.</p>	4
Q27.	State the main steps involved in Marketing Research.	4
Q28.	Elaborate Maslow's Theory	4
Q29.	<p>It defines the legal and corporate structure of the business, It also includes professional background information about the founders and what skills they can contribute to the business.</p> <p>(a)Name the type of feasibility study mentioned. (b)Elaborate on the types of feasibility study.</p>	4
Q30.	Discuss the primary forces that comprise the internal environment of the market..	6
Q31.	Discuss the process of entrepreneurship	6
Q32.	Explain the importance of evaluating ideas.	6