



# INDIAN SCHOOL AL WADI AL KABIR

<b>Class: XI</b>	<b>Department: Commerce</b>
<b>Subject: Entrepreneurship</b>	<b>Chp 3 – Entrepreneurial Journey</b>
<b>Worksheet no: 01</b>	<b>Objective and Application Based Questions</b>

Q.1. Fill in the blanks:

1. In a \_\_\_\_\_ a moderator focuses the group discussion or whatever issues are being examined
2. \_\_\_\_\_ means cross thinking by seeing new angles, connections and approaches.
3. \_\_\_\_\_ is important because it forces the entrepreneur to decide what is important to the entrepreneurial venture
4. By evaluating the \_\_\_\_\_ and \_\_\_\_\_ of each idea, the entrepreneur is forced to identify and assess the strong and weak points of the idea.

Q.2. Answer the following:

1. Define Feasibility.
2. What is meant by Idea Generation?
3. Mention any two ways in which Feasibility helps the entrepreneurs.
4. What is Market Research?

Q.3. Answer in one sentence:

1. What is attribute listing?
2. What is free association?
3. One challenge faced while conducting environmental scanning.

Q.4 Application Based Question:

1. 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.

Answer the following questions based on the above case study:

1. Which method of idea generation has been used? Give reasons for your answer.