



INDIAN SCHOOL AL WADI AL KABIR

Class: XI	Department: Commerce
Subject: Marketing	PART A-EMPLOYABILITY SKILLS
A.Y. 2026 - 27	Chapter 4 – Entrepreneurship Skills (Employability Skills)

Q.No.	OBJECTIVE TYPE QUESTIONS
1	I am a person who tries to meet needs of a customer through new ideas or ways of doing business and makes profit in return.
2	Kartik has a factory that produces purified packaged drinking water. Identify the type of business activity a. Trading business b. Manufacturing business c. Services business d. None of the above
3	Gupta Pharmacy sells medicines produced or manufactured by different pharmaceutical companies. Gupta pharmacy is a trading business. Identify the type of business activity a. Trading business b. Manufacturing business c. Services business d. None of the above
4	Amar is a painting contractor. Identify the type of business activity a. Trading business b. Manufacturing business c. Services business d. None of the above
5	Any business activity that is intangible, which cannot be seen and felt, but is for the benefit of a buyer is called a _____. a. Service b. Trade c. Business d. Sales
6	A _____ business does not manufacture a good or product but only facilitates the act of bringing the finished goods from the manufacturing unit to the buyer or customer a. Trading business b. Manufacturing business c. Services business d. None of the above
7	A _____ business is one that converts raw material(s) into finished product(s) to meet the demands of the customer. a. Trading business b. Manufacturing business c. Services business d. None of the above
8	Many people start a business based on what they are interested in and what they have studied. It comes under _____.

	a. Event Based Ideas b. Interest Driven Ideas c. Vocation Driven Ideas d. None above Above
9	The three principles which can be followed to grow a business are_____. a. Setting goals, Objectives, Quality b. Adding substitutes, Values, Quality c. Adding substitutes, Confidence, Scaling up d. Adding substitutes, Quality, Scaling up
10	A _____business is one that converts raw material(s) into finished product(s) to meet the demands of the customer. a. Trading b. Services c. Manufacturing d. Procurement
11	Medex Pharmacy sells medicines produced or manufactured by different pharmaceutical companies. Medex pharmacy is a type of <u>Trading business</u>.
12	Suhail is a painting contractor. It is an example of _____. a. Trading b. Services c. Manufacturing d. Procurement
13	The word Entrepreneurship is derived from _____ a. Latin b. English c. French d. None of the above
14	Bineeta makes special Indian snacks and goes door to-door in her town to sell it to different people. Only 1 in 10 people to whom she goes, buys her products. What value does Shalu have? a. Open Mindedness b. Perseverance c. Confidence d. All the above
15	_____is an exercise that entrepreneurs do to understand whether there is a market for what they have to offer a. Market Survey b. Customised Survey c. Customer Survey d. None of the above
DESCRIPTIVE TYPE QUESTIONS	
1	Kailasa Fabrics is a well-known local fabric store situated in a busy residential area. The store does not manufacture any of the fabrics it sells. Instead, it sources fabrics from various manufacturers and makes them available to customers. Kailasa Fabrics earns a profit by selling these ready-made fabrics to customers at a price higher than the cost at which they were purchased from the manufacturers. Based on the above case, Identify the type of business Kailasa Fabrics is engaged in. Justify your answer.
2	Rohit runs a special hair salon in Mumbai. Young boys come to him and ask him to give a Justin Beiber haircut. Rohit doesn't know about this haircut so he searches on the Internet and finds the pictures. What value does Rohit have?

3	Ronnie, a young entrepreneur from a small village in Goa, observed that the villagers were struggling to get clean drinking water. The groundwater in the region was salty and not suitable for consumption, and the nearest water purification facility was located 20 kilometres away. Understanding this gap, Ronnie decided to set up a small-scale water purification and supply business in the village. He started delivering clean drinking water at affordable prices to nearby households and small shops. Based on the above case, answer the following: - What type of entrepreneurial idea did Ronnie apply? Justify your answer. - Why is it important for entrepreneurs to consider location while generating business ideas?												
4	Thomas, a creative young designer, noticed that during the wedding season in his city, there was a high demand for unique and customized wedding invitation cards. He decided to start a small business designing and printing personalized wedding cards. He also partnered with local caterers and DJ to offer complete wedding packages to clients. His business quickly became popular due to the festive demand and the uniqueness of his designs. Based on the above case, answer the following: - Identify the type of business idea Thomas applied. Give a reason for your answer. - Give two other examples of businesses that can be started based on idea identified in (a)												
5	Poonam makes handmade purses for women in Odisha. She takes the help of local women who know embroidery to make the purses. Poonam used to sell these in Kolkata. She however, could not sell many pieces and also had to spend a lot of time and money on travelling to Kolkata. Poonam then tried to sell this by going door-to-door but only few more people bought her products. In fact, people were rude and did not talk to her respectfully. However, she did not give up hope and continued to go to more people to sell the purses. She even added new styles and designs to the purses and began making them in different sizes and colours. Then someone told her about a shopping website through which she could sell her products without going to big cities. She immediately registered her company and started getting orders. Earlier she could sell maximum 50 purses in a month, but now she sells more than 500 purses every month. Based on the above case fill the table provided below. <table> <tr> <th>Poonam's Actions</th><th>Values</th></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> </table>	Poonam's Actions	Values										
Poonam's Actions	Values												

6	Surabhi, has always liked art and makes paintings. She started her business of selling these paintings to her friends. They all liked the paintings and asked Surabhi to make and sell more. Surabhi took a loan from the bank to buy more art-supplies so that she could make more paintings. She went to different customers to first understand what they wanted, and then made paintings based on their taste. She now has an art studio where people come to learn how to paint in their free time. She also frequently puts up exhibitions of her work in different places. Akash, works at a shop that sells art-supplies. His job is to arrange paint-brushes, colours and papers in different shelves. He goes to work at 9.00 am and finishes by 4.00 pm. Every time a customer comes to Akash, he tells them where they can find what. He then directs them to the cash counter to pay for what they liked. Akash's boss decides the work he is supposed to do on a monthly basis.
	What do you think is the difference in attitude of Surabhi and Akash? Write with examples.
7	The need of travelling from one place to the other is taken care of by both, private bus services and government bus services. From the above given statement identify the category of customer needs
8	Before an entrepreneur starts the business, another important step for understanding the market is to know which other businesses in the market are providing the same product or service. This helps an entrepreneur to understand the competition they might face. Explain any two key aspects to keep in mind while understanding your competitors.
9	For a business of candles, an entrepreneur can improve on the quality by making scented candles or candles in different colours or sizes. Identify and explain the principle of business mentioned above -
10	Richa started a candle making business to help her earn enough money for her college fees. A friend informed her about a candle making workshop, and even though it was quite far, she attended the workshop and learnt the art of candle making. She saved ₹2000 over a few months, and bought raw materials — wax, wicks, molds and containers and dyes. She had enough material for making 200 candles. In the beginning, she made many mistakes and a lot of work had to be re-done. Making one candle took her 20 minutes. She was able to make only 70 candles. She tried selling the candles for ₹50 each, but realised that the price in the market for similar candles was only ₹25. She decided to sell for ₹20. What could she do now? How could she create more value? Write three solutions for improving business using the principles.
11	A startup company called Fresh Sip Beverages is planning to launch a new range of flavoured healthy drinks. Before investing in production and marketing, the company is unsure whether customers will actually like the product and which flavours would be most popular. What should be done by the company to reduce this uncertainty?