

Question Paper 2014 Compt. Outside Delhi
CBSE Class 12th Entrepreneurship

General Instructions:

- All the questions are compulsory.
 - Marks are indicated against each question.
 - Questions No. 1 to 5 are very short answer type questions, carrying 1 mark each. Answer to each of these should not exceed 15 words.
 - Questions No. 6 to 10 are short answer type questions, carrying 2 marks each. Answer to each of these should not exceed 50 words.
 - Questions No. 11 to 17 are short answer type questions, carrying 3 marks each. Answer to each of these should not exceed 75 words.
 - Questions No. 18 to 21 are short answer type questions, carrying 4 marks each. Answer to each of these should not exceed 150 words.
 - Questions No. 22 to 24 are long answer type questions, carrying 6 marks each. Answer to each of these should not exceed 250 words.
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1. State why the study of environmental factors becomes important for an entrepreneur. (1)
 2. Identify and explain the environmental factor which acts as an active consultant for entrepreneurs. (1)
 3. What is the difference between 'Basic Ideas' and 'Post-Scanning-Ideas'? State. (1)
 4. Name the category of cost which varies with the output, the time and other factors.
 5. Give the meaning of 'Factoring' as a source of finance. (1)
 6. State any two incentives provided by Government of India to encourage and develop entrepreneurship in the small scale sector. (2)
 7. Show the different stages of an 'Enterprise Process Model' with the help of a diagram. (2)
 8. Why does the entrepreneur need a feasibility plan? (2)
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9. What does the 'financial profile' indicate as a feature of feasibility plan? Explain. (2)
10. Mention any four issues which are determined under the physical resources of an enterprise. (2)
11. State any three decisions to be taken under 'Material Resources' while setting up a small scale enterprise at Stage-I. (3)
12. Explain 'contract-commitment' and 'concern for workers' as social responsibilities of an entrepreneur. (3)
13. Explain any three growth sustaining activities of an entrepreneur. (3)
14. Differentiate between 'Preference Shares' and 'Equity Shares' on the following bases: (3)
- (a) Rate of dividend
 - (b) Convertibility
 - (c) Redemption of shares
15. "One of the basic objectives of marketing-management is to 'create a demand' for the goods or the services." How is it carried out by an entrepreneur? Explain. (3)
16. 'Quality is an important customer need.' What should an entrepreneur do to ensure the quality? Also mention the parameters of quality on the entire line of production to be prescribed by an entrepreneur. (3)
17. While starting a new venture the entrepreneur should have a fair idea of 'Asset Management'. Explain how it is done by an entrepreneur. (3)
18. Explain any four factors which affect the formulation of a financial plan. (4)
19. Explain any four major objectives of preparing a 'Project Report'. (4)
20. A factory is engaged in manufacturing washing machines. The following information is available to you: (4)
- Sales – Rs. 4,00,000
- Direct Labour Cost (2000 units) – Rs. 40,000
- Direct Material Cost (2000 units) – Rs. 1,00,000
- Direct Expenses (2000 units) – Rs. 20,000

Fixed Cost – Rs. 1,20,000

Find out: (a) Variable cost per unit

(b) Total cost

(c) Quantity to be sold at Break-even-point (BEP)

21. Ramsaran, an auto-mechanic, was working in a city. But due to ill health of his parents he was compelled to shift to his village. The village was approximately two kilometres away from the nearest highway. He noticed that vehicles which broke down had no repair facility in that area. This gave him an idea to open a Auto-Service-Centre for earning his livelihood. He motivated some young boys of his village to join him for providing this service. He trained them and employed them in his workshop. (4)

Basic ideas emerge from different sources.

(a) Identify the category of source under which Ramsaran's ideas emerge.

(b) State two other categories from where basic ideas emerge.

(c) Identify any one value which was communicated to the society by Ramsaran's behaviour.

22. Explain with the help of examples how 'Socio-cultural factors', 'Political factors' and 'Economic factors' help in scanning of environment. (6)

OR

Explain any six steps which help in identifying a 'feasible product or process'.

23. Explain the following as elements of a Project Report: (6)

(a) Description of the enterprise

(b) Economic viability and marketability

(c) Technical feasibility

Explain the uses of the Project Report for the following:

(a) The Entrepreneur

(b) Financial Institutions/Bankers

(c) The Government

24. Shivani, a dropout from tenth standard, was forced by her mother to start working and contribute to the family. She agreed on the condition that she would only work as a cook in the nearby colony. She got an opportunity to work for three families i.e. Punjabi, Gujarati

and Rajasthani. She worked for a year and to everyone's surprise she expressed her desire to start her own business. (6)

She opened a small eating joint of her own named 'Apna Bhoj' with her savings. She employed a specially abled friend of her's for cutting and chopping work. Every day the left-over food was distributed in the nearby night shelter. Because of her good behaviour, quality food and fusion platter, her joint became a hot spot.

(a) Identify and explain the entrepreneurial competency of Shivani being referred to here.

(b) Explain two other entrepreneurial competencies required by the entrepreneurs other than stated in (a).

(c) State any two values communicated by Shivani to the society.

OR

Shweta, a student of fashion designing, was assigned a project of designing an eco-friendly dress, for the upcoming fashion week to be observed at her institute. She got a chance to visit her relatives in Madhya Pradesh, where she observed that the tribals wear their saree in a unique way. On further investigation, she found that they were using hand-woven cotton yarn. Getting an idea from there she designed a dress which was a fusion of western wear and saree.

Her dress won the first prize at the fashion week. She was motivated to start her own business. She arranged for the necessary finances and started a factory at Madhya Pradesh where the dresses would be prepared. She opened a boutique at a local shopping complex for sale. The boutique became a hit and a place known for style and classy designing.

(a) Identify and explain the entrepreneurial competency of Shweta being referred.

(b) Explain two other entrepreneurial competencies required by the entrepreneurs other than stated in (a).

(c) State any two values communicated by Shweta to the society.