

Entrepreneurship XI

Model Test Paper 2024-25

Class-11th

Code-A

Roll No.

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(English Medium)

Academic/Open

Time Allowed: 3 Hours

Maximum Marks- 60

- Please make sure that the printed pages in this question paper are 5 in numbers and it contains 30 questions.
- The Code no. on the right side of question-paper should be written by the candidate on the front page of the answer book.
- Before beginning to answer a question, its Serial Number must be written.
- Don't leave blank page/pages in your answer book.
- Except answer book, no extra sheet will be given, write to the point and do not strike the written answer.
- Candidate must write their Roll No on the question paper.
- Before answering the questions, ensure that you have been supplied the correct and complete question paper, not claim in this regard, will be entertained after examination.

(Section – A)

1x15=15

- Q.1 “Entrepreneurship introduce something new in any branch of economic activity. He foresees a potentially profitable opportunity and tries to exploit it” which of the following entrepreneurial function of an entrepreneur is highlighted in quoted lines?
- a. Risk taking
 - b. Organization building
 - c. Innovation
 - d. Production
- Q2. In underdeveloped countries, Local mobile phone companies use the same technology used by big companies to manufacture their product. Which of the following types of entrepreneurs is highlighted above?
- a. Trading entrepreneur

- b. Agriculture entrepreneur
 - c. Imitative entrepreneur
 - d. Innovative entrepreneur
- Q3. The inventor of X- Rays is –
- a. Wilhelm Roentgen
 - b. Sir Alexander Fleming
 - c. Percy Spencer
 - d. George Crum
- Q4. Wadhwa mart is marketing its product online. Identify the channel of distribution being adopted by the company?
- a. Zero Level Channel
 - b. One Level Channel
 - c. Two Level Channel
 - d. Three Level Channel
- Q5. Which of the following leads to cash outflow?
- a. Unit Price
 - b. Unit Cost
 - c. Gross Profit
 - d. All of the above
- Q6. Which among these is a money manager who is involved in making risk investments from equity capital with the objective of gaining better returns?
- a. Entrepreneurs
 - b. Business Person
 - c. Buyer
 - d. Venture Capitalist
- Q7. Which type of entrepreneur is suitable for medical, technological, finance, legal and consulting fields.
- Q8. What do you mean by marketing survey?
- Q9. Define the term 'Resources'?
- Q10. Entrepreneurship is defined by _____ not by _____?
- Q11. The makeup of a firm's capitalization is capital structure?(True / False)
- Q12. The business earns neither _____ nor bear _____ when it is at breakevenpoint?

- Q13. Assertion (A): An entrepreneur takes risks.
Reason (R) : An entrepreneur is self-confident.
- Both A & R are true and R is correct explanation of A.
 - Both A & R are true but R is not the correct explanation of A.
 - A is true, R is false.
 - Both A & R are false.
- Q14. Assertion (A): Entrepreneurship is the act of creating a new and innovative enterprise/Product or Service.
Reason (R) : An entrepreneur must be creative, organized and risk taker.
- Both A & R are true and R is correct explanation of A.
 - Both A & R are true but R is not the correct explanation of A.
 - A is true, R is false.
 - Both A & R are false.
- Q15. Assertion (A) : Startup cost is the cost which is incurred initially a business is started.
Reason (R) : It consists of expenses for acquiring assets as well as for acquiring initial raw material.
- Both A & R are true and R is correct explanation of A.
 - Both A & R are true but R is not the correct explanation of A.
 - A is true, R is false.
 - Both A & R are false.

(Section – B)

2x6=12

Q16. What do you mean by Attitude?

OR

Name the types of entrepreneurs according to Danhof?

Q17. What do you mean by feasibility study?

Q18. Define Business Intelligence?

Q19. Define macro Environment?

Q20. What do you mean by promotion mix.

Q21. What do you mean by unit of sales?

OR

Give classification of employees on the basis of job.

(Section – C)

3x6=18

Q22. Mehak wants to start a textile unit near Gurugram. Discuss the commercial functions which she will require to plan and perform for the same?

OR

What are the entrepreneurial values? show by diagram?

Q23. Describe the characteristics of a “Go- Getter” type of personality?

Q24. What do you mean by pricing . What is the importance of pricing?

Q25. Write the steps involved in conducting the market research?

Q26. What do you mean by Debt Financing . Write the name of sources of debts?

Q27. The following information relates to a company which produces a single product?

Direct Labour cost per unit	-	Rs 22/-
Direct material cost per unit	-	Rs 12/-
Variable overhead per unit	-	Rs 6/-
Fixed cost	-	Rs 4,00,000/-
Selling price per unit	-	Rs 60/-

Use the figures above to show the minimum number of units that must be sold for company to break even?

OR

What do you mean by Break Even point?

(Section – D)

5x3=15

Q28. Define Entrepreneurship. Describe the process of Entrepreneurship?

OR

Explain Maslow’s theory of Motivation?

Q29. Explain the “Barriers of Entrepreneurship”?

OR

Explain in details any five problems faced by women entrepreneur?

Q30. What do you mean by Cost? Explain its types?

OR

What is the Resource Mobilization? Explain the types of Resources?

Marking Scheme

Class – XI

Subject –Entrepreneurship

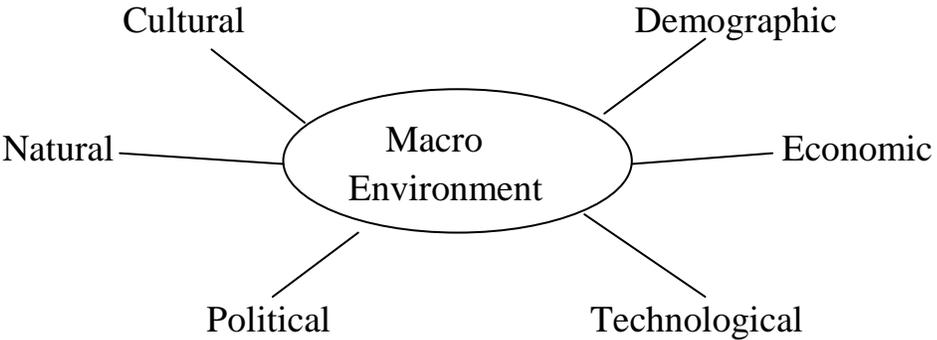
Time- 3Hours

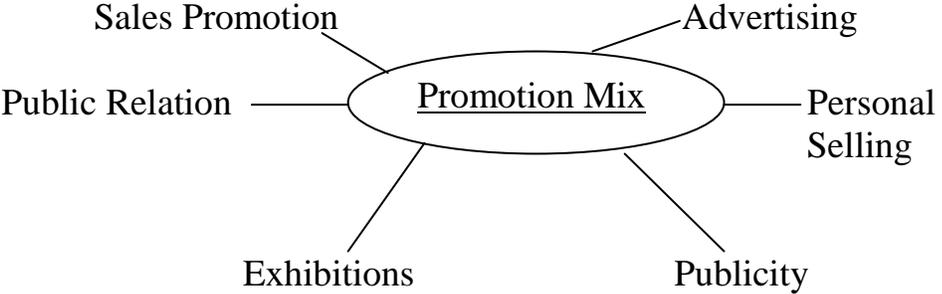
M.M.-60

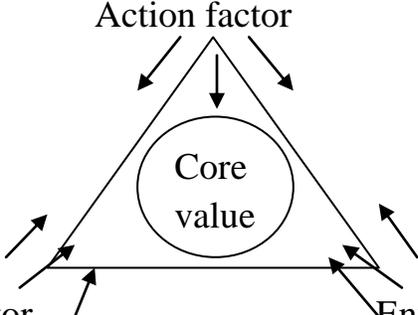
General Instructions-

- The Question paper is divided into parts. There is no overall choice, though the internal choice is given in selected sections.
- Section A has 15 Objective questions carrying 1 mark each.
- Section B has 6 questions carrying 2 marks each. Answers may be within 50 to 75 words
- Section C has 6 questions carrying 3 marks each answers may be about 100 words
- Section D has 3 questions carrying 5 marks each. Answer may be about 150 words.

Question No.	Answer	Marks
Q1.	(c) Innovation	1
Q2.	(c) imitative entrepreneur	1
Q3.	(a) Wilhelm Roentgen	1
Q4.	(a) Zero Level Channel	1
Q5.	(b) Unit Cost	1
Q6.	(d) Venture Capitalist	1
Q7.	Trailblazers	1
Q8.	<u>Marketing Survey</u> –Market survey means the original filed research work for the purpose of collecting primary data, with reference to a defined problem on hand.	1
Q9.	<u>Resources</u> – “Anything or means (Physical tangible/ Non-Physical tangible) required or required to support the activities of organization to archive pre-determined organizational goals are refused as rewards.	1
Q10.	Results, Attributes	1
Q11.	True	1
Q12.	Profit, Loss	1
Q13.	(a) Both A & R are true and R is correct explanation of A.	1
Q14.	(b) Both A & R are true but R is not correct explanation of A	1

Q15.	(a) Both A & R are true and R is correct explanation of A.	1
Q16.	<p><u>Attitude</u> – Attitude constitute an important psychological attribute of individuals which shape their behavior. It may be defined as a person feels about something – a person, a place, a commodity, a situation or an idea.</p> <p style="text-align: center;">OR</p> <p><u>Types of Entrepreneurs</u> –</p> <ol style="list-style-type: none"> 1. Innovative Entrepreneurs 2. Imitative Entrepreneurs 3. Fabian Entrepreneurs 4. Drone Entrepreneurs <p style="text-align: right;">(½ marks for each point)</p>	2
Q17.	<p><u>Feasibility study</u> – feasibility study can be defined as a controlled process by identifying problems and opportunities, determining objectives, describing situation. Defining successful outcome and assessing the range of costs and benefits associated with several-alternatives for solving a problem.</p>	2
Q18	<p><u>Business Intelligence</u> – business intelligence is the ability of an organization to collect, maintain and organize data.</p> <p><u>Example</u>– sales data during off season discounts.</p>	2
Q19.	<p><u>Macro Environment</u> – Macro environment refers to all forces that are part of the larger society and are the “uncontrollable” to which companies adapt through setting the controllable factors.</p> <div style="text-align: center;">  <pre> graph TD ME((Macro Environment)) --- Cultural ME --- Demographic ME --- Economic ME --- Technological ME --- Political ME --- Natural </pre> </div>	2

<p>Q20.</p>	<p><u>Promotion-Mix</u> – Promotion mix is concerned with the activities which are undertaken to boost the sales through its sub-components tools.</p>  <pre> graph TD PM([Promotion Mix]) --- SP(Sales Promotion) PM --- AD(Advertising) PM --- PS(Personal Selling) PM --- PUB(Publicity) PM --- EX(Exhibitions) PM --- PR(Public Relation) </pre>	<p>2</p>
<p>Q21.</p>	<p><u>Unit of Sales-</u> can be defined as the measure of what products are sold. It is the amount of product or service, you use to figure your operations and profit for example – it you were a retail who sold athletic shoes, your unit of sales is a single pair of shoes.</p> <p style="text-align: center;">OR</p> <p><u>Classification of employees on the basic of jobs :-</u></p> <ol style="list-style-type: none"> 1. Managerial Staff 2. Non-Managerial Staff 3. Others 4. Professionals 	<p>2</p>
<p>Q22.</p>	<p><u>Commercial Functions :-</u></p> <ol style="list-style-type: none"> 1. Production 2. Finance 3. Marketing 4. Personnel 5. Accounting <p style="text-align: right;">(Explain any three) 1x3=3</p> <p style="text-align: center;">OR</p> <p><u>Entrepreneurial value –</u> Values are beliefs that guide actions and judgement across a variety of situations such as honesty, truthfulness, integrity etc. entrepreneurs share some of these qualities that guide and divert them and hence they have come be called entrepreneurial values.</p>	<p>3</p>

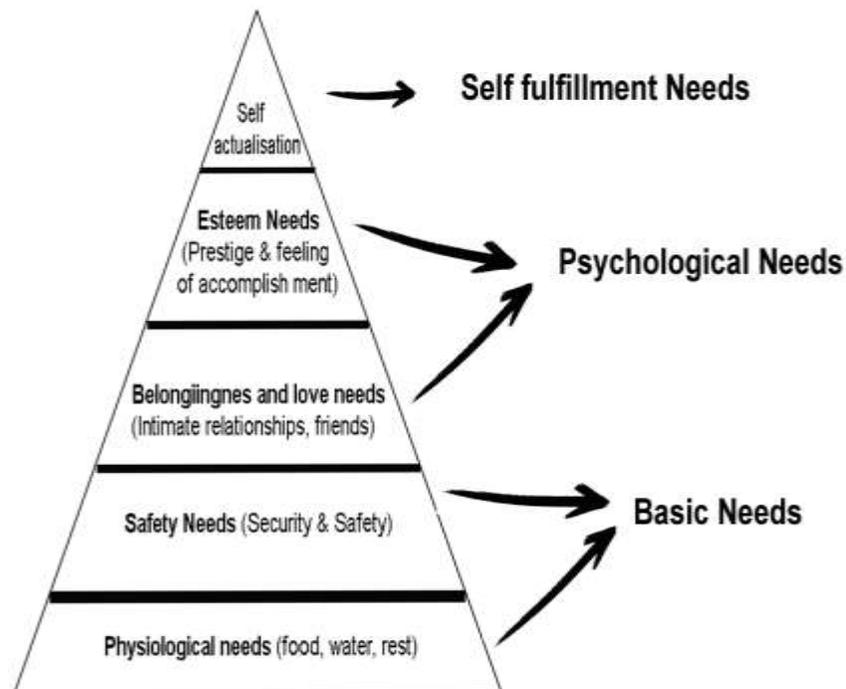
		3
Q23.	<p><u>Characteristics of Go-getters</u>–</p> <ol style="list-style-type: none"> 1. They have a higher-than-average level of both dominance and sociability and are very driven and independent. 2. They are competitive, but your drive to succeed is sometimes tempered by your interest in and concern for others. 3. They represent the largest percentage of founders. Their natural style leads itself to managing and leading both processes and people. 4. They show a great deal of initiative, coupled with compelling sense of urgency to get things done. 5. They are typically good leaders and good managers, excelling at motivating themselves and those around them. 	3
Q24.	<p><u>Pricing</u> – Pricing is the process of determining what company will receive in exchange for its products. (1)</p> <p><u>Importance</u> –</p> <ol style="list-style-type: none"> a. Key to Revenue b. Attract Customers c. Edge over Competition d. Crucial to profits (Explain any two point) 1x2=2 e. Platform for achieving other objectives. 	3
Q25.	<p><u>Steps in Market Survey</u>:-</p> <ol style="list-style-type: none"> 1) Planning the Survey 2) Field work 3) Analysis and interpretation of data 4) Report marketing <p>(Explain three points. 1x3=3)</p>	3
Q26.	<p><u>Debt-financing</u>: - Debt financing is a financing method involving and interest-bearing instruments, usually a loan. The payment of which is only indirectly related to the sales and profits of the</p>	

	<p>venture. Typically, debt financing called as asset-based financing requires that some assets e.g., car, house etc. be used as collateral. (1)</p> <p><u>Sources of debts:</u> -</p> <ol style="list-style-type: none"> 1. Debenture 2. Public deposit 3. Loan from Bank/FI 4. Grants 5. Private money lenders 6. Trade credit (1/2x4=2) <p>Q27. Breakeven point – $\frac{\text{fixed cost}}{\text{Contribution per unit}}$</p> <p>Fixed cost – Rs4,00,000/-</p> <p>Variable cost per unit – direct labour per unit + Direct Material per unit + Variable O/H per unit = 22+12+06= Rs40/- per unit</p> <p>Selling price per unit = Rs60/- per unit</p> <p>B.E.P. (in units) = $\frac{400000}{60-40} = \frac{400000}{20} = 20000$ units</p> <p>B.E.P. (in Rs) = 20000x60 = Rs12,00,000/-</p> <p style="text-align: center;">OR</p> <p><u>Breakeven point</u> – B.E.F. can be defined as the point where the total cost of the firm is exactly equal to its total revenue. At this point the firm earns zero economic profit. The breakeven points is the sales volume at which there is neither profit nor loss, cost being equal to revenue. B.E.P. is neutral point. Sales below this point show costs and sales excess this point show profit. It is the relationship among cost of production, volume of production, profit and sales value.</p> <p>B.E.P. (in volume) = $\frac{\text{Fixed cost}}{\text{Contribution per unit}}$</p>	3
Q28.	<p><u>Entrepreneurship</u> – is the set of the activities performed by entrepreneur (1)</p> <p><u>Process of Entrepreneurship :-</u></p> <ol style="list-style-type: none"> 1. Self Discovery 2. Identifying opportunities 3. Generating and evaluation ideas 4. Planning 5. Raising Start up Capital 6. Start-Up 	5

7. Growth
 8. Harvest
- (½ marks for each point explained)

OR

Maslow's Theory of Motivation: – The theory was proposed by Abraham Maslow and is based on the assumption that people are motivated by a series of five universal needs. These needs are ranked, according to the order in which they influence human behaviour, in hierarchical fashion.



(Explain these 5 needs in detail)
(1 mark for each need point)

Q.29

Barriers to Entrepreneurship: –

1. Environmental Barriers: –

- (a) Economic
- (b) Social
- (c) Cultural
- (d) Political

2. Personal Barriers :–

- (a) Motivational
- (b) Perceptual

(Explain in detail all these points)

5

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