

Total No. of Printed Pages—4

**HS/XII/Com/En/19**

**2 0 1 9**

**ENTREPRENEURSHIP**

**( Commerce )**

*Full Marks : 70*

*Time : 3 hours*

*The figures in the margin indicate full marks for the questions*

*General Instructions :*

- (i) Write all the answers in the Answer Script.
- (ii) All questions are compulsory.
- (iii) Attempt all parts of a question together at one place.

Answers to Question Nos. **1** to **5** should not exceed  
15 words each : 1×5=5

- 1.** Define entrepreneur.
- 2.** What do you mean by PERT?
- 3.** Give the meaning of 'sensing entrepreneurial opportunities'.
- 4.** What do you mean by scalar chain?
- 5.** Explain the meaning of marketing planning.

( 2 )

Answers to Question Nos. **6** to **10** should not exceed  
30 words each : 2×5=10

- 6.** What type of factors affect a production plan?  
Mention any two of them.
- 7.** Mention any two factors affecting environmental appraisal.
- 8.** How is an entrepreneur different from an employee?
- 9.** What do you mean by cost of capital?
- 10.** Mention any two types of diversification that an enterprise adopts.

Answers to Question Nos. **11** to **17** should not exceed  
45 words each : 3×7=21

- 11.** State any three objectives of financial planning.
- 12.** Differentiate between equity shares and debentures  
(give *three* points).
- 13.** Explain any three main objectives of sales promotion  
with example.
- 14.** Explain any three elements that need to be kept in  
mind when selecting a good media of advertising.
- 15.** Briefly explain any three functions of an  
entrepreneur.

( 3 )

- 16.** Define retailing. Mention any two main characteristics of retailer.
- 17.** Explain any three basic sources of working capital required by an enterprise to finance its day-to-day expenses.

Answers to Question Nos. **18** to **21** should not exceed  
60 words each : 4×4=16

- 18.** What is the four-stage growth model? How does it help an entrepreneur? Explain briefly.
- 19.** What do you mean by price mix? State the methods of pricing products in manufacturing and service units.
- 20.** Explain any four different types of preference shares.
- 21.** Give four points of differences between entrepreneurship and management.

Answers to Question Nos. **22** to **24** should not exceed  
75 words each : 6×3=18

- 22.** What type of factors influence the environmental scanning for an enterprise? Explain briefly.

( 4 )

*Or*

What do you mean by competitors according to marketing concept? Explain briefly different types of competition faced by the marketers.

- 23.** What is the process of setting up an industry? How does the entrepreneur put thoughts into action? Explain briefly.

*Or*

What do you mean by social responsibility of business? Explain briefly the responsibility of business towards workers.

- 24.** What are the main characteristics of a project report? Discuss the guidelines of a report.

*Or*

What are the importances of marketing to the (a) society, (b) firm and (c) buyers or sellers market?

★ ★ ★