



INDIAN SCHOOL SOHAR
FIRST TERM EXAM
ENTREPRENEURSHIP

Date: 26/09/2017
STD: XII

Marks: 70
Time: 3hrs

General Instructions:-

- (i) Answers to questions carrying 1 mark each should not exceed 15 words.
- (ii) Answers to questions carrying 2marks each should not exceed 50 words.
- (iii) Answers to questions carrying 3marks each should not exceed 75 words.
- (iv) Answers to questions carrying 4 marks each should not exceed 150 words.
- (v) Answers to questions carrying 6marks each should not exceed 250 words.

1. "It is the process of entrepreneurship which involves the translation of useful idea into an application which has commercial value." Identify the process. 1
2. Define scheduling as an element of operational plan. 1
3. "These are the firms or individuals who help in transferring the goods from place of manufacturing to place of consumption." Identify the element of market mix started here. 1
4. In UK they are called 'end lines, or strap lines', Germans call them as 'claims' French refer them a 'Signature' while Belgians call them 'Baselines'. Identify the term quoted here. 1
5. In which method of pricing bargaining plays an important role? 1
6. Show the SWOT analysis with the help of diagram. 2
7. Shyam started a factory for manufacturing bags for students of nursery and primary classes. He made the instructional plan describing the details that were needed for the operation of machines by the workers.
 - a. Identify and explain the format of business plan described the above Para. 2
8. Identify the activities entailed in vendor management. 2
9. Explain the concept of conglomerate merger. 2
10. On which type of industries is EPS and ESI scheme applicable? 2
11. An organization proposes the use of CFLs and LEDs which consumes less electricity than normal bulbs for its lighting arrangements. Which value is attained by the organization? 3
12. Mr. Sandeep had always wanted to manufacture an innovative energy efficient fan. He was looking into various options and has finally narrowed it down to one option. He understands that the entire idea would have to follow a process.
 - a. Identify and explain the process. 3

13. Atul wants to run his own enterprise which will produce health drinks for all age groups, containing the minerals and vitamins also, seeing the needs of the health conscious public .before starting a venture, he is required to make a comprehensive project report encompassing the entire range of activities which she has planned in the business.
- a. Identify the concept of project report discussed here.
 - b. Name the different components outlined by this identified concept. 3
14. Explain the points of the considerations for vendor management? 3
15. Healthy juice India Ltd. and ‘Asli Juice Ltd’.are engaged in the production of fruit juice. Both the companies sell the juice in 1000 ml tetra packs and are in direct competition. To avoid competition ,the management of both the companies decided to merge and form a new company ‘Asli Health Juice India Ltd’.The new company decided to sell the fruit juice through the company owned outlets throughout the country.
- a)Name and explain the enterprise growth strategy.
 - b) Identify the channel of distribution decided by ‘Asli Health Juice India Ltd’. 3
16. Dairy Foods Ltd.,has been well known for its products throughout India. They started manufacturing biscuits and chocolates in the year 2000 and slowly built their brand. The company occupied the top position in terms of sales and it increased its product range also. By 2015 they were the undisputed leader in the field of confectionaries. Their annual general meeting was held wherein the board of directors felt that the company should also be socially responsible in doing their business. They decide d to use new technologically advanced recycle paper for all their products which would retain the freshness of their products as well as contribute towards the saving of our planet.
- By doing this the company has modified their goods in a particular way to create a new product of greater value to the customers.
- a. Identify the concept mentioned above.
 - b. Explain it from financial and marketing points of view. 3
17. Define CRM with their benefits. 3
18. Rajeev has completed his B.tech and wants to start his own business. He knew that the demand of electricity in India was increasing day-by-day, whereas its generation was not sufficient. Rajeev shared his views with some of his friends and they all decided to start the business of electricity generation. They experimented various methods and ultimately succeeded in

Electricity generations through garbage .They all were happy as India is also facing the problem of garbage disposal.

a. Identify and explain the source of 'Idea-Field'from where the idea had been generated by Rajeev and his friends.

b. Also explain two other sources of 'Idea- Field' with the help of example. 4

19. Saransh after completing his XII class from his village school joined the course of electrician in an ITI in a town near his village. On completion of this course he tried for government job but could not get the same .therefore, he decided to work as a helper to a local electrician in his village. After working with him for two years, he decided to start his own electrician shop in the village. He hired a shop at a monthly rent of ₹ 2000 and purchased equipments of ₹ 15000 for this. He himself managed the shop.

a. Identify the kind of business organization set up by Saransh.

b. State the formalities (legal) Involved in setting up this kind of business organization.4

20. Ankur,an entrepreneur, introducing a new shampoo which will help in reducing hair fall.inspite of heavy advertisement and publicity by other companies he is not able to boost the sales.

a) Suggest any five techniques to Ankur that will help him in boosting the sales? 4

21. Franchising is beneficial for both the franchisor as well as franchisee. Explain the advantages of franchising, both for the franchisor and franchisee. 4

22. Unicon Ltd. and surya communications provide cable TVnetwork in adjacent areas of Delhi .After sometimes the market was slowly taken over by big cable companies. Both Unicon Ltd. and surya communications understood the competition and decided to come together so as to increase their market shares. This strategyhelped them in cost saving through economies of scale as they could cover more areas now. It led to the overall growth of both the companies.

a. Identify the enterprise growth strategy adopted by the two.

b. State the five benefits that the companies have after this arrangement. 6

23. Neelam after completing her 3 years course in fashion designing from NIFD has started her boutique in a posh locality. She is highly confused whether to design ethnic dresses or to specialized in western dresses, whether to take local orders or to go online for it etc. so to overcome this confusion she took following measures:

- i. Read key business magazines to know what is most liked.
- ii. Talked to people coming to her shop and joined groups on networks to see what people are buzzing about latest trend.
- iii. Attended, fashion shows,garment trade fairs, Malls etc

iv. After observing and watching customer's behavior, she finalized the designs which are not in demand.

a. Identify the concept used by Neelam to understand the market and to produce the goods as per new trends?

b. Name the different ways used by Neelam for the same by quoting the lines.

c. By doing so give any four values communicated by Neelam. 6

24. Sameer, Sunil and Sudesh are all engineers. They belong to middle class families. Being very good at technical skills, they invented an engine whose fuel consumption is just 60% of the traditional engine. Enthusiastic about their discovery, they got it patented and decided to start their own manufacturing plant. However, only after one year of operations, problems started cropping up and a promising venture was stalled.

a. What are the causes of their business failure?

b. Which values are exhibited by them in doing business together? 6