

Question Paper 2013 Delhi
CBSE Class 12th ENTREPRENEURSHIP

General Instructions:

- All the questions are compulsory.
 - Marks are indicated against each question.
 - Question Nos. 1 to 5 are very short answer questions carrying 1 mark each.
 - Question Nos. 6 to 10 are short answer questions carrying 2 marks each.
 - Question Nos. 11 to 17 are short answer questions carrying 3 marks each.
 - Question Nos. 18 to 21 are short answer questions carrying 4 marks each.
 - Question Nos. 22 to 24 are long answer questions carrying 6 marks each.
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1. What is meant by 'Services' as one of the classification of the products under product mix? (1)
2. 'State any one feature of Borrowed Fund'. (1)
3. "Entrepreneurs are dreamers with vision." State how. (1)
4. Identify the channel of distribution: (1)
 - (i) When goods are produced at large scale; and
 - (ii) When goods are produced at small scale.
5. "The path of sustainable development is in consonance with, Values, Environment Protection and judicious management of Natural Resources. In this context list any two values required to develop a successful business. (1)
6. Selling is one of the Functions of Exchange' in Marketing. Mention any four functions included in "Selling. (2)
7. Neelam, an entrepreneur decided to open a chain of retail outlets to sell trendy items like Short-skirts, Jeans, Cosmetics etc. (2)
 - (i) Mention the area (Rural or Urban) where she should open these outlets with reason.
 - (ii) Explain the environmental factor which helped her in the above decision.

8. State any four unique characteristics of an entrepreneur. (2)
9. Explain how 'Existing Products or Services' act as 'Idea fields' for generation of ideas. (2)
10. State any two factors which affect the formulation of a financial plan. (2)
11. A factory is engaged in manufacturing washing machines. The following information is available to you: (3)
- Sales = 5,00,000
- Direct Labour cost (for 100 units) = 50,000
- Direct Material cost (for 100 units) = 1,25,000
- Direct Expenses (for 100 units) = 25,000
- Fixed cost = 1,50,000
- Calculate: (a) Variable cost per unit.
(b) Total cost
(c) Break-even-point
12. Explain briefly the first six steps involved in the process of Decision Making. (3)
13. Explain how 'Supply and Nature of Competition' and 'Cost and Price of Products' helps an entrepreneur in assessing the market. (3)
14. Explain any two elements of a Project Report. (3)
15. Explain any three qualities that distinguishes a good salesman from others. (3)
16. At the time of setting up of a small scale enterprise at stage I various decisions are taken under the head 'Material Resources'. Explain any three such decisions. (3)
17. One of the objectives of Marketing Management is 'Securing a Firm Foot-Hold'. Explain.
18. Explain any four factors that influence growth of an enterprise. (4)
19. What is meant by Cost? Explain any three categories under which costs can be classified. (4)
20. Trilochan an entrepreneur wants to start an industry to manufacture Scooter 'Pawan Putra' in a rural area of Rajasthan where very less employment opportunities are available.

He wants to fix a very low and reasonable price for this scooter as compared to his competitors so that lower income group people can also afford to buy this. For this he prepared a comprehensive business plan that encompasses the entire range of activities being planned in the business. (4)

(i) Identify the plan and explain why this is needed by an entrepreneur.

(ii) State any two values which Trilochan wants to communicate to the society by setting up this manufacturing unit.

21. Ram Lakhan an entrepreneur conducted a feasibility study to start a Jute bag factory in Kanpur and is satisfied with the feasibility of the project. What is the next step before entering into this venture? Explain why this step is required? Also state any two objectives of it. (4)

22. State the main objectives and functions of Industrial Development Bank of India. (6)

OR

What is meant by venture capital? State the features of venture capital.

23. Before identifying a feasible product or process an idea should be tested along certain parameters which involves a number of steps. Explain the first four steps. (6)

OR

An idea interacts with creativity leading to innovation of a product or service and for this ideas are collected and generated in many ways. Explain any six ways.

24. Explain the uses of a 'Project-Report' for their (i) Entrepreneur; (ii) Financial Institutions and (iii) Government. (6)

OR

Explain the following as features of a feasibility plan:

(i) Market survey and analysis

(ii) Operational plan and

(iii) Marketing strategies.