



# INDIAN SCHOOL MUSCAT

## FIRST TERM EXAMINATION

### ENTREPRENEURSHIP

CLASS: XI

Sub. Code: 066

Time Allotted: 3 Hrs

18.09.2017

Max. Marks: 70

#### General instructions:

- i. All questions are **compulsory**
- ii. There are total **24** Questions in all
- iii. Marks for questions are indicated against the questions.
- iv. Questions no. 1-5 are very short answer type carrying **1** mark each.
- v. Question No. 6 - 10 are short answer type questions carrying **2** marks each.
- vi. Questions 11-17 are Long answer-I type questions carrying **3** marks each.
- vii. Questions 18 -21 are Long answer-2 type questions carrying **4** marks each.
- viii. Questions 22-24 are Long answer-3 type questions carrying **6** marks each.
- ix. Answers should be brief and to the point.
- x. Please write the serial number of the questions before attempting it.

- 1 "When it wanes, as it sure it will in difficult times, takes some guilt times". This statement shows which attitude of an entrepreneur? 1
- 2 What is cloud computing? 1
- 3 Collaborators can be great sales men in a 'warm selling' market because they use their sociability to sell their expertise. What does this warm selling mean? 1
- 4 They have high level of sociability, an above the average level of dominance and are both driven and independent. Identify the personality type of entrepreneur. 1
- 5 Give one example for innovation that led to successful venture 1
- 6 Distinguish between entrepreneur and entrepreneurship 2
- 7 Motivation is essentially a process. Draw a model showing the process of motivation 2

describing situations, defining successful outcomes and assessing the range of cost and benefits associated with several alternatives for solving a problem”.

Which concept is referred here? Mention the benefits of this concept to the entrepreneur.

- 17 What are attitudes? What are the essential features of attitude? 3
- 18 According to Abraham Maslow people are motivated by a series of five universal needs? 4  
What are these? Explain with suitable illustration
- 19 Varshini identified that there is no high end boutique shops in her town which is growing 4  
and expanding at a very fast scale. She wanted to start her high end boutique in a posh  
locality. She was not aware of how to make her boutique popular among the people.  
Explain the promotional functions that she has to perform to make her idea successful.
- 20 ABC company wants to start a shoe manufacturing unit. As the promoters are not having 4  
enough experience in this particular segment of the market, they would like to get the  
support for their start-up. In order to get the support services they decided to go for the help  
of Business Incubators. How do incubators help start-ups?
- 21 A business plan is different from feasibility study. Explain how. 4
- 22 Risk is the chances of loss. It is the possibility of some adverse occurrences. What are the 6  
different types of risks that a business has to undertake? Explain
- 23 The main need of entrepreneurship state in a country is for economic development. In 6  
under-developed countries private entrepreneurship is not encouraged because of the  
degree of risk involved. In developing economies like that of India the role of government  
and the private entrepreneurs is equally important. The role of private entrepreneurs has  
further increased because of liberalization and globalization policies. Explain the need and  
role of entrepreneurship in a country like that of India.
- 24 “Women entrepreneurs face a lot of problems right from the beginning till the enterprise 6  
functions” Explain

**End of the Question Paper**