



INDIAN SCHOOL MUSCAT
SENIOR SECTION
DEPARTMENT OF COMMERCE & HUMANITIES
CLASS XI
ENTREPRENEURSHIP
UNIT 2: AN ENTREPRENEUR
WORKSHEET NO.2

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Very short answer type questions carrying 1 mark each.	
1	Define the term 'Attitude'.
2	<p>Gokul started local mobile companies using the same technology as big companies to manufacture their products. He did not have sufficient funds for this. One of his friends suggested him to approach SBI for the loan. Accordingly he arranged the capital and became a successful entrepreneur.</p> <p>Identify the category of entrepreneurs to which Gokul belongs.</p>
3	<p>Hema , a young girl from Chennai started a small unit of garment manufacturing unit with the help of local unemployed women. Hema a keen observer of environment around her gave her this idea. She saw many unemployed women in her neighborhood who knew tailoring. This gave her confidence and motive to utilize the existing resource for the benefit of the society.</p> <p>What is that competency Hema had?</p>
4	Who is an Intrapreneur?
5	'Hero Motocorp manufactures two wheelers and provides services.' This is an example of which type of entrepreneur?
6	"They are highly ambitious and are normally not satisfied by slow progress in their jobs." This applies for which entrepreneur.
7	"Who refuse to copy or use opportunities that come their way. They are conventional in their approach. They are not ready to make changes in their existing production methods even if they suffer losses". Who are they?
Short answer type questions carrying 2 marks .	
1	Why attitude is called pervasive?
2	<p>At 20, he and a friend (Steve Wozniak) started a company in a garage on April 1, 1976. Later that year, the duo debuted the Apple I at the Homebrew Computer Club in Palo Alto, California. A local store offered to buy 50 machines and to finance the production, the duo had to sell their most expensive possessions. Jobs sold his Volkswagen van while Wozniak sold his Hewlett-Packard scientific calculator. Jobs named their company Apple in memory of a happy summer he had spent as an orchard worker in Oregon. Steve Jobs, the brain behind Apple and I-pod, is known to value quality in all the products introduced by the company.</p> <p>Identify and explain the competency of Jobs that gave a great entrepreneur to the world.</p>
3	Explain any two features of attitude.

4	<p>Explain these core values:</p> <p>a) Respect for work b) Innovation and creativity</p>
5	<p>“Raju is a 16 year young boy, working hard to earn his living. He also tries to save some part of his earnings to acquire basic education”. He falls in which level of Need as propounded by Maslow in his Motivational Theory?</p>
6	<p>What is the importance of an Intrapreneur in an organization?</p>
<p>Long answer type questions carrying 3 marks.</p>	
1	<p>"The thoughts feelings and tendencies to behave are acquired gradually." In the light of this statement describe the sources of attitudes.</p>
2	<p>“An entrepreneur within a large firm who uses entrepreneurial skills without incurring the risks with those activities”.</p> <p>Identify the concept and explain the importance of such resources for a firm.</p>
3	<p>The founders of Adobe, John Warnock and Charles Geschke were employees of Xerox. As employees they were frustrated because their new product ideas were not encouraged. They quit Xerox in the early 1980s to begin their own business. Currently, Adobe has an annual turnover of over \$3 billion.</p> <p>What does this case tell about intrapreneurship ?Explain</p>
4	<p>“Challenges seem to stimulate and motivate entrepreneurs. As they have strong motivation to Succeed they value performance of a high order”.</p> <p>Identify and explain the core value of an entrepreneur</p>
5	<p>Pradhan Mantri Mudra Yojana (PMMY; Hindi: प्रधानमंत्री मुद्रा योजना) under the Micro Units Development and Refinance Agency (MUDRA) Bank is a new institution being set up by Government of India for development and refinancing activities relating to micro units. It was announced by the Finance Minister while presenting the Union Budget for FY 2016. The purpose of MUDRA is to provide funding to the non corporate small business sector. Loans worth about Rs 1 lakh crore have been sanctioned to small entrepreneurs under the Pradhan Mantri MUDRA Yojana, Prime Minister Narendra Modi said today, emphasising that the government wants youth to be job creators and not job seekers.</p> <p>Under the scheme, Pradhan Mantri Mudra Yojana three categories of interventions has been named which includes</p> <ol style="list-style-type: none"> 1. Shishu :- Loan up to ₹50,000 (US\$780) 2. Kishore :- Loan ranging from ₹50,000 (US\$780) to ₹5 lakh (US\$7,800) 3. Tarun :- Loan above ₹5 lakh (US\$7,800) and below ₹10 lakh (US\$16,000) <p>These three categories will signify the growth, development and funding needs of the beneficiaries as well as it will assure the loan amount to be allotted by Micro Units Development and Refinance Agency Bank.</p>



	<p style="text-align: center;">Launch of Pradhan Mantri Mudra Yojana</p> <p>This new initiative to encourage make In India programme impressed Prashanth , a Commerce graduate form Raipur. He Approached nearby SBI branch to know about MUDRA. This keen interest finally ended up in his Start Up to produce Solar Panels, a go green imitative of Prashanth.</p> <p>Identify and explain the category of entrepreneurs referred in the above case.</p>
6	Why is systematic planning a must for an Entrepreneur?
7	Define Business Ethics? Why is it important to an entrepreneur?
8	Explain types of entrepreneurs on the basis of use of technology.
9	Explain types of entrepreneurs on the basis of motivation.
10	What are the entrepreneurial values? Explain with a diagram.
	Long answer type questions carrying 4 marks.
1	"Entrepreneur's decisions can strengthen or seriously weaken a firm's future business viability." Discuss this statement in the light of necessity of ethics for society and development of business
2	Motivation is a process, explain by a model.
3	<div style="text-align: center;">  <p><i>Google creator of successful "Innovation Time Off" program</i></p> <p>The Google <i>Innovation Time Off</i> program is successful because it uniquely and creatively works from the bottom up, without organization bureaucracy or bottle necks. If an employee has a great technical idea they don't have to clear it with a "boss." Instead, a Google employee is empowered to take their idea to their fellow Google engineers. This program allows good ideas to spread fast, encourages collaboration, and fosters constructive input. This unique product creation method minimizes technical, product positioning, and marketing mistakes.</p> <p>The Google <i>Innovation Time Off</i> program has a formal process for monitoring each Google's approved new projects. An employee prepares and submits a project proposal with a timeline in which they articulate what and how they will measure their Google supported new project's success.</p> <p>It is critically important to note that several of Google's newest products and service such as Gmail, Google News, Orkut, and AdSense were originated from Google's <i>Innovation Time Off</i> program.</p> <p>Which concept is referred in the above case? Explain the concept and importance of the same for an enterprise</p> </div>
4	Explain in detail the McClelland Theory of Motivation.

5	<p>“A consumer's attitude can be formed and changed through personal contact with influential persons such as respected friends, relatives and experts. Opinion leaders are examples of people who are respected by their followers and who may strongly influence the attitudes and purchase behavior of followers”.</p> <p>How this influence of others on our attitude is used by the firm to achieve their business goals?</p>
	<p>Essay answer type questions carrying 6 marks.</p>
1	<p>When Dhirubhai Ambani faced cash crunch he took the risk of issuing shares in 1977 to the public when they were not that aware about share market.</p> <p>Identify the competency of an entrepreneur from the case . Explain other competencies of an entrepreneur.</p>
2	<p>Explain any six essential attitudes of an entrepreneur.</p>
3	<p>Explain Maslow’s Theory of Motivation.</p>
4	<p>“A set of defined behaviors that provide structured guide enabling the identification, evaluation and development of the behaviors in an entrepreneur that helps in his business venture”. Identify the concept and explain.</p>
5	<div style="text-align: center;">  </div> <p>Sun Airlines Limited was an airline group based in India. Its head office is in Andheri (East), Mumbai. Until December 2011, Sun Airlines Limited had the second largest share in India's domestic air travel market. However, the airline had been facing financial issues for many years, and due to a severe financial crisis faced by the airline at the beginning of 2012, this share dropped to the lowest in the market in April 2012.</p> <p>The airline had shut down its operations and locked out its employees for several days when on 9th October 2012 the DGCA (Director General of Civil Aviation) suspended its flight certificate. The suspension resulted from the airline's failure to give an effective response to the show-cause notice issued by the DGCA. On 29th October 2012, its employees agreed to return to work. However, in March 2013 the Indian government announced the withdrawal of both domestic and international flight entitlements allocated to the airline The CEO quit on 1st February 2014.</p> <p>Vijay Sinha the founder faces several court cases in India, including Rs11, 000 crore in loan defaults by Sun Airlines Limited, tax evasion and money laundering.</p> <p>Identify the concept that is being referred in above case. What are the good practices that are to be followed by any enterprise in their pursuit of earning huge profit?</p>
6	<p>Differentiate between an entrepreneur and an employee.</p>
7	<p>"Competencies is a set of defined behaviors." State the types of competencies required by an entrepreneur? Explain.</p>