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INDIAN SCHOOL MUSCAT
HALF YEARLY EXAMINATION 2022
ENTREPRENEURSHIP (066)

CLASS: XI

Max. Marks: 70

MARKING SCHEME			
SET	QN.NO	VALUE POINTS	MARKS SPLIT UP
A	1	Identifying opportunities	1
A	2	Startup can't be financed with debt	1
A	3	I – C II - B	1
A	4	Entrepreneurship	1
A	5	Life-line of a nation	1
A	6	Mitticool refrigerators	1
A	7	Core value	1
A	8	Problem solving	1
A	9	Brain storming	1
A	10	Generating ideas	1
A	11	Attribute listing	1
A	12	Ela Bhatt	1
A	13	Profit is the primary motive of Entrepreneurship Welfare of the society is the primary motive and profit is the secondary motive.	1
A	14	Motivational and Perceptual	1
A	15	E-business	1
A	16	Competitors	1
A	17	Ecological, Technological	1
A	18	Planning the survey	1
A	19	Disadvantages Salary Benefit Work schedule Administration Incompetent staff OR Advantages Adventurous Originality Independence Rational salary Freedom	2
A	20	Planning - Deciding in advance what has to be done in future Controlling – Setting standards carrying out actual performance and comparing both to find out deviations.	2

A	21	<p>It is an intrapreneurship programme for their selection of entrepreneurial project.</p> <p>They employees may be frustrated and eve quit the organization if it is not encouraged.</p> <p style="text-align: center;">OR</p> <table><tr><td></td><td>Entrepreneur</td><td>Employee</td></tr><tr><td>Motive</td><td>Setting up an enterprise</td><td>Render service to someone else enterprise</td></tr><tr><td>Innovation</td><td>Produces as per the needs of the customers</td><td>Executes the already set plan</td></tr></table>		Entrepreneur	Employee	Motive	Setting up an enterprise	Render service to someone else enterprise	Innovation	Produces as per the needs of the customers	Executes the already set plan	2
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A	22	The process of identifying problems and opportunities, determining objectives, describing situations, defining successful outcomes, and assessing the range of costs and benefits associated with several alternatives for solving a problem.	2									
A	23	Connecting companies with Angel investors Connecting companies with Venture Capitalists Assisting companies in applying for loans Working with companies in perfect venture capital presentations Assisting Companies in accessing Government agencies	2									
A	24	a) Political b) Economic (explain) <p style="text-align: center;">OR</p> <ul style="list-style-type: none">• Cultural – If the culture of society is conducive to creativity and risk taking then entrepreneurship will get encouragement.• Social – Caste structure, customer needs might have far reaching impact on business.	2									
A	25	(a) Achievement (b) Affiliation (c) Power <p style="text-align: center;">OR</p> <p>(a) Physiological (b) Safety (c) Belongingness (d) d. Esteem</p>	3									
A	26	(a) Affects behavior (b) It is invisible (c) Attitudes are acquired (d) Attitudes are pervasive <p style="text-align: center;">OR</p> <p>(a) Direct personal experience (b) Group associations (c) c. Influential others</p>	3									
A	27	(a) Blueprint of future actions (b) Guides in raising the factors of production (c) Guide in organizing and directing the activities (d) Help in measuring the progress of the venture (e) Communicates to investors, lenders, suppliers etc.	3									
A	28	Role of technology (a) Information collection	3									

		(b) Business Intelligence (c) Smart mobility (d) Cloud computing	
A	29	Ans. Vertical expansion a. Backward integration- Taking a step back on the value-added chain. In this the producer becomes the its own raw material supplier. b. Forward integration- It is taking a step forward on the value-added chain. Here the firm becomes its own wholesaler.	3
A	30	It involves encouraging existing customers to buy more of the firm's current product. Encourage frequency of use Attract new client Attract Competitors customers	3
A	31	Characteristics of social entrepreneurs (a) Social Catalysts (b) Socially aware (c) Opportunity seeking (d) Innovative (e) Resourceful (f) Accountable	5
A	32	Core values a. Innovation and creativity These values come out with creative ideas, new products etc. E.g.- Sachet market b. Independence or Ownership Enables them to develop a mission concept, which drive them towards the goal. E.g.: A young man who could not achieve the dream of becoming a civil servant became an entrepreneur in the field of education. c. Respect for work They believes that they can achieve anything through hard work. d. Quest for outstanding performance They believe in outstanding performance OR On the basis of motivation a. Spontaneous entrepreneurs b. Induced entrepreneurs c. Motivated entrepreneurs On the basis of use of technology a. Technical entrepreneurs b. Non-technical entrepreneurs	5
A	33	1.Importance of evaluating ideas a. To decide what is important b. To identify Strengths and weaknesses of the idea c. To make the best use of limited resources d. To minimize risks while maximizing return 2. The next step after idea generation is feasibility study.	5
A	34	Ans Sales promotion is the tool (a) Advertising- It is a paid form of communication designed to persuade potential customers to choose the product or service over that of the competitors. (b) Personal selling- Personal selling is a face-to-face selling technique	5

		<p>by which a salesperson uses his or her interpersonal skills to persuade a customer in buying a particular product.</p> <p>(c) Sales promotion – These are short-term incentives or activities in order to encourage the purchase of a product.</p> <p>(d) Public relations- It is a deliberate or planned effort to establish and maintain good relation with the public through publicity.It includes: News creation, Speeches and presentations, Educational programmes, Community activities</p> <p>(e) Publicity- It is an unpaid mention of the enterprise, its product and brand by the news media in newspaper, journals, radio or television.</p> <p>(f) f. Exhibitions and demonstrations -Promoting the product, where the enterprise may display product in fairs and exhibitions.</p>	
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