

SET	B
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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
B	1	Planning	1
B	2	Production	1
B	3	Core value	1
B	4	Entrepreneurship	1
B	5	Provides Innovation	1
B	6	Generating ideas	1
B	7	I - C II B	1
B	8	Persistence	1
B	9	Focus Group	1
B	10	Mitticool refrigerators	1
B	11	Creativity	1
B	12	Dr. Verghese Kurien	1
B	13	E-business	1
B	14	Profit is the primary motive of Entrepreneurship Welfare of the society is the primary motive and profit is the secondary motive.	1
B	15	Motivational and Perceptual	1
B	16	Planning the survey	1
B	17	Competitors	1
B	18	Ecological, Technological	1
B	19	a. Political b. Economic (explain) OR Social – Cast structure, customer needs, mobility of labour. Cultural – The values and beliefs of the society is conducive to creativity and risk taking.	2
B	20	Disadvantages Salary Benefit Work schedule Administration Incompetent staff OR Advantages Adventurous	2

		Originality Independence Rational salary Freedom										
B	21	Innovation Risk bearing	2									
B	22	It is an intrapreneurship programme for their selection of entrepreneurial project. They employees may be frustrated and eve quit the organization if it is not encouraged. OR <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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B	23	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									
B	24	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									
B	25	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.										
B	26	(a) Achievement (b) Affiliation (c) Power OR (a) Physiological (b) Safety (c) Belongingness (d) Esteem	3									
B	27	(a) Affects behavior (b) It is invisible (c) Attitudes are acquired (d) Attitudes are pervasive OR (a) Direct personal experience (b) Group associations (c) c. Influential others	3									
B	28	(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									

B	29	<p>Role of technology</p> <ul style="list-style-type: none"> (a) Information collection (b) Business Intelligence (c) Smart mobility (d) Cloud computing 	3
B	30	<p>It involves developing or modifying the existing product to meet the customer requirement.</p> <ul style="list-style-type: none"> (a) Adding new features- Fairness cream with sunscreen (b) Different quality levels- Surf excel, Surf Ultra (c) Alternative technology- CDMA and GPRS 	3
B	31	<p>1.Importance of evaluating ideas</p> <ul style="list-style-type: none"> (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 <p>2. The next step after idea generation is feasibility study.</p>	5
B	32	<p>Characteristics of social entrepreneurs</p> <ul style="list-style-type: none"> (a) Social Catalysts (b) Socially aware (c) Opportunity seeking (d) Innovative (e) Resourceful (f) Accountable 	5
B	33	<p>Core values</p> <ul style="list-style-type: none"> 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 <p style="text-align: center;">OR</p> <p>On the basis of motivation</p> <ul style="list-style-type: none"> (a) Spontaneous entrepreneurs (b) Induced entrepreneurs (c) Motivated entrepreneurs (d) On the basis of use of technology (e) Technical entrepreneurs (f) Non-technical entrepreneurs 	5
B	34	<p>Methods of pricing</p> <ul style="list-style-type: none"> Cost plus pricing Variable pricing Skimming pricing Penetration pricing <p>Pricing is crucial to profits as mistakes in pricing decisions affect the firm's profit, growth and future.</p>	5