

SET	C
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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									
C	1	Harvest			1									
C	2	Leadership			1									
C	3	Ecological, Technological			1									
C	4	I - C II - B			1									
C	5	Entrepreneurship			1									
C	6	Social benefits			1									
C	7	Mitticool refrigerators			1									
C	8	Core value			1									
C	9	Problem solving			1									
C	10	Market Research			1									
C	11	Generating ideas			1									
C	12	Free association			1									
C	13	Muhammed Yunus			1									
C	14	Profit is the primary motive of Entrepreneurship Welfare of the society is the primary motive and profit is the secondary motive.			1									
C	15	Motivational and Perceptual			1									
C	16	E-business			1									
C	17	Competitors			1									
C	18	Planning the survey			1									
C	19	Investigation of an idea Assembling the requirements (Explain the above)			2									
C	20	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. <div>OR</div> <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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Innovation	Produces as per the needs of the customers	Executes the already set plan												
C	21	The process of identifying problems and opportunities, determining objectives, describing situations, defining successful outcomes, and assessing the range of			2									

		costs and benefits associated with several alternatives for solving a problem.	
C	22	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
C	23	(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
C	24	Disadvantages <ul style="list-style-type: none"> • Salary • Benefit • Work schedule • Administration • Incompetent staff OR Advantages <ul style="list-style-type: none"> • Adventurous • Originality • Independence • Rational salary • Freedom 	2
C	25	(a) Affects behavior (b) It is invisible (c) Attitudes are acquired (d) Attitudes are pervasive OR (a) Direct personal experience (b) Group associations (c) Influential others	3
C	26	(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
C	27	Role of technology (a) Information collection (b) Business Intelligence (c) Smart mobility (d) Cloud computing	3
C	28	Ans. Vertical expansion a. Backward integration- Taking a step back on the value-added chain. In this the producer becomes the 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
C	29	(a) New demographic market (b) New product use	3

		(c) New Geographic market	
C	30	(a) Achievement (b) Affiliation (c) Power OR (a) Physiological (b) Safety (c) Belongingness (d) Esteem	3
C	31	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
C	32	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 minimise risks while maximizing return 2. The next step after idea generation is feasibility study.	5
C	33	Number of buyers (a) Type of buyers (b) Buying habits (c) Credit facilities	5
C	34	Characteristics of social entrepreneurs (a) Social Catalysts (b) Socially aware (c) Opportunity seeking (d) Innovative (e) Resourceful (f) Accountable	5