

<b>SET</b>	<b>A</b>
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**INDIAN SCHOOL MUSCAT  
FIRST PRE BOARD EXAMINATION 2023  
ENTREPRENEURSHIP (066)**

CLASS: XII

Max. Marks: 70

MARKING SCHEME			
SET	QNO	VALUE POINTS	MARKS SPLIT UP
A	1	Environment scanning	1
A	2	ii only	1
A	3	Diffusion of ownership and control	1
A	4	Personal Selling	1
A	5	Financial Plan – Economic & Social Variables	1
A	6	16, 50,000	1
A	7	Product	1
A	8	Public issue	1
A	9	Assertion (A) is true but Reason (R) is false	1
A	10	Secondary Market	1
A	11	Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A)	1
A	12	Analytical planning	1
A	13	Think Trends	1
A	14	Preparation	1
A	15	Service related	1
A	16	Ecological	1

A	17	Public sector	1
A	18	Outdoor	1
A	19	<p>An entrepreneur should creatively identify an idea to generate a valuable solution to a problem. Then he should have the vision to convert it into a business opportunity by overcoming all the obstacles. A. Overcome adversity. B. exercise control over the business C. Make a significance difference</p> <p style="text-align: center;">OR</p> <p>Strategic positioning. Knowledge, skills, competencies and creative thinking needed to develop an idea are backed by factors critical for market success. Fig: Conversion of idea into opportunity.</p>	2
A	20	<p>Sahil could have taken Intellectual Property Right- Copyright</p> <p>Copyright protects the creativity of creators artistic or literary work</p>	2
A	21	<p>a. There is a good market for the product.</p> <p>b. The rate of return on the investment id attractive to be accepted by him.</p>	2
A	22	<p>a. Application and use</p> <p>b. Level of operation (explain)</p>	2
A	23	<p>Quick expansion</p> <p>Cost advantages</p> <p style="text-align: center;">OR</p> <p>Direct/ Negative sales strategy</p> <p>Indirect/ Positive sales strategy</p> <p style="text-align: right;">(with explanation)</p>	2
A	24	<p>Marketing strategy</p> <p>Marketing mix- Product, Price, Place and Promotion</p> <p style="text-align: right;">(with explanation)</p>	3
A	25	<p>This is the title or cover page that provides a brief summary of business plan's contents.</p>	3

		<p>The information of general nature contained in the introductory profile includes:</p> <ul style="list-style-type: none"> <li>a) Entrepreneur's bio-data: Name and address of the promoter, His/her qualifications, Experience and other capabilities, number, addresses, designation etc. individually</li> <li>b) Industry's profile: The name and address of the enterprise, Telephone numbers/Fax/e-mail/website address, The nature of business and Any branches/sister concerns.</li> <li>c) Constitution and organization: The constitution and organizational structure of the enterprise i.e. the legal form of the proposed enterprise-sole, partnership, company or any other form, along with registrations details.</li> <li>d) Product details: Product utility, Product range, Product design &amp; Precise USP of product</li> </ul> <p style="text-align: center;">OR</p> <p>Follow-Up -Follow-up or expediting function relates to evaluation and appraisal of work performed. A properly planned follow-up procedure is helpful in dispatching errors and defects in the work. Follow-up element helps the entrepreneurs in:</p> <ul style="list-style-type: none"> <li>a) Developing ways to review the present situation with regard to materials, work-in-progress and finished goods</li> <li>b) Evolving ways to expedite the performance of those departments which lag behind.</li> <li>c) Removing obstacles in the way of production by suggesting remedial measures.</li> </ul> <p>Inspection-It is the art of comparing materials, product or performance with established standards. This element helps the entrepreneur to set up laboratories or evolve strategies/methods to ensure predetermined quality of product/service.</p> <p>Shipping-This section goes beyond the manufacturing process and describes the flow of goods/ services from production to the consumers. This part is a detailed presentation by the entrepreneur explaining the chronological steps in completing a business transaction efficiently and profitably. Operation plan is greatly affected by</p> <ul style="list-style-type: none"> <li>:a) Nature of venture</li> <li>b) Type of product/service</li> <li>c) Scale of operation, and</li> <li>d) Technology involved</li> </ul>	
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A	26	<p>Privileges of a private company</p> <p>Minimum 2 members only required</p> <p>Minimum only 2 Directors required</p> <p>Can commence after incorporation</p> <p>Statutory meeting not required</p> <p>No limit on manager's remuneration</p> <p>Index of members not required</p>	3
A	27	<p>The most common technique, where the manufacturer charges a price to cover the cost of producing a product plus a reasonable profit. The cost-plus method is simple, but it does not encourage the efficient use of resources.</p> <p>Cost-plus pricing is typically based on a manufacturing estimate.</p>	3
A	28	<p>a. Routing</p> <p>b. Scheduling</p> <p>c. Dispatching</p> <p>(with explanation)</p>	3
A	29	<p>Firm cannot sue the partners</p> <p>Firm cannot sue the third parties</p> <p>Partners cannot sue the firm</p>	3
A	30	<p>Synergy can take the following forms:</p> <p>a) Operating synergy This refers the cost savings that come through economies of scale or increased sales and profits. It leads to the overall growth of the firm.</p> <p>b) Financial synergy</p> <p>This is the direct result of financial factors such as lower taxes, higher debt capacity or better use of idle cash.</p> <p>Acquiring new technology</p> <p>Improved profitability</p> <p>Acquiring a competency</p> <p>Entry into new markets</p> <p>Access to funds</p> <p>Tax benefits</p>	5



		<p>Total BEP = <math>7,000/70=100</math> units</p> <p>BEP for normal bicycles=<math>100 \times 60\%= 60</math></p> <p>BEP for geared bicycles= <math>100 \times 40\%= 40</math></p> <p>BEP in rupees for normal cycles= <math>60 \times 200=12,000</math></p>	
A	33	<p>i) It helps in finding the viability of the venture in a designated market</p> <p>(ii) It helps in providing guidance to the entrepreneur in organizing, planning activities as such:</p> <p>(a) identifying the resources required</p> <p>(b) enabling obtaining of licenses if required, etc.</p> <p>(c) working out with legal requirements.</p> <p>(iii) It helps in satisfying the queries, and issues of each group of people interested in the venture.</p> <p>(iv) It provides room for self-assessment and self-evaluation.</p> <p>(v) It helps entrepreneur to plan ways to avoid obstacles.</p> <p>(vi) It helps to realize the obstacles which cannot be avoided or overcome, suggesting to stop the venture while still on paper without investing further time and money.</p>	5
A	34	<p>Creative efforts</p> <ol style="list-style-type: none"> <li>1. Develop a new product.</li> <li>2. Improve an existing product</li> <li>3. Find a new process for manufacturing a product.</li> <li>4. Find new markets for existing product.</li> <li>5. Find new use of an existing product.</li> </ol> <p style="text-align: center;">OR</p> <p>Features of a company:</p> <ol style="list-style-type: none"> <li>1 Voluntary association</li> <li>2. Artificial person</li> <li>3. Separate legal entity</li> <li>4. Common Seal</li> <li>5. Limited liability</li> <li>6. Transferability of shares</li> <li>7. Diffusion of ownership and management</li> <li>8. Number of members</li> </ol>	5

		9. Limitation of action 10. Winding up  (with explanation)	