| SET | C |
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INDIAN SCHOOL MUSCAT FIRST PRE BOARD EXAMINATION 2023 ENTERPRENEURSHIP (066)

CLASS: XII Max. Marks: 70

| | MARKING SCHEME | | |
|-----|----------------|---|-------------------|
| SET | Q.NO | VALUE POINTS | MARKS SPLIT UP |
| С | 1 | Environment scanning | 1 |
| С | 2 | ii only | 1 |
| С | 3 | Public company | 1 |
| С | 4 | Sales Promotion | 1 |
| С | 5 | Financial Plan | 1 |
| С | 6 | Price | 1 |
| С | 7 | Rights issue | 1 |
| С | 8 | Partnership | 1 |
| С | 9 | Point of sale | 1 |
| С | 10 | Commercial application | 1 |
| С | 11 | Talk Trends | 1 |
| С | 12 | Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A) | 1 |
| С | 13 | Secondary Market | 1 |
| С | 14 | Both Assertion (A) and Reason (R) are true but Reason (R) is not the correct explanation of Assertion (A) | 1 |
| С | 15 | Market driven | 1 |
| С | 16 | Social | 1 |

| С | 17 | Illumination | 1 |
|---|----|---|---|
| С | 18 | lLlumination | 1 |
| С | 19 | a. There is a good market for the product. | 2 |
| | | b. The rate of return on the investment id attractive to be accepted by him. | |
| C | 20 | Oviet averagion | 2 |
| С | 20 | Quick expansion | 2 |
| | | Cost advantages | |
| | | OR | |
| | | Direct/ Negative sales strategy | |
| | | Indirect/ Positive sales strategy | |
| | | | |
| С | 21 | (a) Competition | 2 |
| | | (b) Technical complexity | |
| | | (with explanation) | |
| С | 22 | ATL (with explanation) | 2 |
| C | 23 | (with explanation) | 2 |
| | 23 | An entrepreneur should creatively identify an idea to generate a valuable solution | 2 |
| | | 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 | |
| | 24 | Strategic positioning. Knowledge, skills, competencies and creative thinking | 2 |
| | | needed to develop an idea are backed by factors critical for market success. Fig: | |
| | | Conversion of idea into opportunity. | |
| | | | |
| С | 25 | A production plan helps to plan the work in such a manner that one can clearly | 2 |
| | | form an idea about: | |
| | | a) Production schedule and/or budget | |
| | | b) Machinery, equipment requirement | |

| | | c) Manufacturing method and process involved | | |
|---|----|--|---|--|
| | | d) Plant layout | | |
| | | e) Time, motion and work study | | |
| | | f) Manpower requirement | | |
| | | g) Inventory requirement | | |
| | | OR | | |
| | | 1) The minimum level of output to be produced. | | |
| | | 2) The effect of change in quantity of output upon the profits. | | |
| | | 3) The selling price of the product. | | |
| | | 4) The profitable options in line of production | | |
| | | | | |
| С | 26 | Complete manufacturing | 3 | |
| | | (with explanation) | | |
| С | 27 | Firm cannot sue the partners | 3 | |
| | | Firm cannot sue the third parties | | |
| | | | | |
| | | Partners cannot sue the firm | | |
| | | | _ | |
| С | 28 | Minimum 2 members only required | 3 | |
| | | Minimum only 2 Directors required | | |
| | | Can commence after incorporation | | |
| | | Statutory meeting not required | | |
| | | | | |
| | | No limit on manager's remuneration | | |
| | | Index of members not required | | |
| | | | | |
| С | 29 | The most common technique, where the manufacturer charges a price to cover the | 3 | |
| | | 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. | | |
| | | Cost-plus pricing is typically based on a manufacturing estimate. | | |
| | | Part D | | |
| | | | | |

| С | 30 | Synergy can take the following | ng forms: | | | 5 |
|---|----|--|-------------------------|----------------------|-------------|---|
| | | a) Operating synergy This ref | fers to the cost saving | gs that come through | economies | |
| | | of scale or increased sales and profits. It leads to the overall growth of the firm. | | | he firm. | |
| | | b) Financial synergy | | | | |
| | | This is the direct result of fina | ancial | | | |
| | | factors such as lower taxes, h | igher debt | | | |
| | | capacity or | | | | |
| | | better use of idle cash. | | | | |
| | | Acquiring new technology | | | | |
| | | Improved profitability | | | | |
| | | Acquiring a competency | | | | |
| | | Entry into new markets | | | | |
| | | Access to funds | | | | |
| | | Tax benefits | | | | |
| | | | OR | | | |
| | | External expansion | | | | |
| | | Product manufacturing busine | ess opportunity | | | |
| | | | | (with ex | aplanation) | |
| С | 31 | | Doll | Gun | | 5 |
| | | Sales price per unit | 100 | 80 | | |
| | | Variable cost per unit | 70 | 40 | | |
| | | Contribution per unit | 30 | 40 | | |
| | | Sales mix | 60% | 30% | | |
| | | | 18 | 12 =30 |) | |
| | | Total BEP= 30,000'/30= 1,00 | 00 | | | |
| | | BEP of Doll=1,000 X 60%=6 | 500 | | | |
| | | BEP of Gun= 1,000 X 30%= | 300 | | | |
| | | BEP in Rupees of Doll= 600 | X 100= 60,000 | | | |
| C | 32 | Creative efforts | | | | 5 |
| | | Develop a new produce | ct. | | | |

| | | 2. Improve an existing product | |
|----------|----|---|---|
| | | 3. Find a new process for manufacturing a product. | |
| | | 4. Find new markets for existing product. | |
| | | 5. Find new use of an existing product | |
| | | OR | |
| | | Features of a company | |
| | | Voluntary association | |
| | | Artificial person | |
| | | Separate legal entity | |
| | | Common Seal | |
| | | Limited liability | |
| | | Transferability of shares | |
| | | Diffusion of ownership and management | |
| | | Number of members | |
| | | Limitation of action | |
| | | Winding up | |
| <u> </u> | 33 | (a) Venture Conitalist | 5 |
| С | 33 | (a) Venture Capitalist (b) Venture conital is a type of private equity conital provided as good funding | 3 |
| | | (b) Venture capital is a type of private equity capital provided as seed funding | |
| | | to early-stage, high potential, high risk, growth up companies/entrepreneurs | |
| | | who lack the necessary experience and funds to give shape to their ideas. | |
| | | Features of venture – capital 1) It is besigned a capital finance in relatively new companies | |
| | | 1) It is basically equity finance in relatively new companies. 2) It is long term investment in growth oriented small or medium firms. | |
| | | 2) It is long-term investment in growth-oriented small or medium firms. 3) Venture conitelist not only provide conitel but also business skills to | |
| | | 3) Venture capitalist not only provide capital but also business skills to investee firms. | |
| | | | |
| | | 4) It involves high risk-return spectrum. 5) It is a subset of private equity. | |
| | | 5) It is a subset of private equity. 6) The venture conited institutions have a continuous involvement in the | |
| | | 6) The venture capital institutions have a continuous involvement in the | |
| | | business after making the investment. 7) Such institutions disinvest the heldings either to the promotors or in the | |
| | | 7) Such institutions disinvest the holdings either to the promoters or in the | |
| | | | |
| | | market | |

| С | 34 | i) It helps in finding the viability of the venture in a designated market | 5 |
|---|----|--|---|
| | | (ii)It helps in providing guidance to the entrepreneur in organizing, planning | |
| | | activities as such: | |
| | | (a) identifying the resources required | |
| | | (b) enabling obtaining of licenses if required, etc. | |
| | | (c) working out with legal requirements. | |
| | | (iii) It helps in satisfying the queries, and issues of each group of people | |
| | | interested in the venture. | |
| | | (iv) It provides room for self-assessment and self-evaluation. | |
| | | (v) It helps entrepreneur to plan ways to avoid obstacles. | |
| | | (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. | |