

SET	C
------------	----------

**INDIAN SCHOOL MUSCAT
FIRST PRE BOARD EXAMINATION 2023
ENTREPRENEURSHIP (066)**

CLASS: XII

Max. Marks: 70

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

C	17	Illumination	1
C	18	ILlumination	1
C	19	<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
C	20	<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>	2
C	21	<p>(a) Competition</p> <p>(b) Technical complexity</p> <p style="text-align: right;">(with explanation)</p>	2
C	22	<p>ATL</p> <p style="text-align: right;">(with explanation)</p>	2
C	23	<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>	2
	24	<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
C	25	<p>A production plan helps to plan the work in such a manner that one can clearly form an idea about:</p> <p>a) Production schedule and/or budget</p> <p>b) Machinery, equipment requirement</p>	2

C	30	<p>Synergy can take the following forms:</p> <p>a) Operating synergy This refers to 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> <p style="text-align: center;">OR</p> <p>External expansion</p> <p>Product manufacturing business opportunity</p> <p style="text-align: right;">(with explanation)</p>	5																		
C	31	<table border="1"> <tr> <td></td> <td>Doll</td> <td>Gun</td> </tr> <tr> <td>Sales price per unit</td> <td>100</td> <td>80</td> </tr> <tr> <td>Variable cost per unit</td> <td>70</td> <td>40</td> </tr> <tr> <td>Contribution per unit</td> <td>30</td> <td>40</td> </tr> <tr> <td>Sales mix</td> <td>60%</td> <td>30%</td> </tr> <tr> <td></td> <td>18</td> <td>12 =30</td> </tr> </table> <p>Total BEP= 30,000'/30= 1,000</p> <p>BEP of Doll=1,000 X 60%=600</p> <p>BEP of Gun= 1,000 X 30%=300</p> <p>BEP in Rupees of Doll= 600 X 100= 60,000</p>		Doll	Gun	Sales price per unit	100	80	Variable cost per unit	70	40	Contribution per unit	30	40	Sales mix	60%	30%		18	12 =30	5
	Doll	Gun																			
Sales price per unit	100	80																			
Variable cost per unit	70	40																			
Contribution per unit	30	40																			
Sales mix	60%	30%																			
	18	12 =30																			
C	32	<p>Creative efforts</p> <p>1. Develop a new product.</p>	5																		

		<ol style="list-style-type: none"> 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 <p style="text-align: center;">OR</p> <p>Features of a company</p> <p>Voluntary association</p> <p>Artificial person</p> <p>Separate legal entity</p> <p>Common Seal</p> <p>Limited liability</p> <p>Transferability of shares</p> <p>Diffusion of ownership and management</p> <p>Number of members</p> <p>Limitation of action</p> <p>Winding up</p>	
C	33	<p>(a) Venture Capitalist</p> <p>(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.</p> <p>Features of venture – capital</p> <ol style="list-style-type: none"> 1) It is basically equity finance in relatively new companies. 2) It is long-term investment in growth-oriented small or medium firms. 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. 6) The venture capital institutions have a continuous involvement in the business after making the investment. 7) Such institutions disinvest the holdings either to the promoters or in the market 	5

C	34	<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
---	----	--	---