



INDIAN SCHOOL MUSCAT
SECOND PERIODIC ASSESSMENT
ENTREPRENEURSHIP (066)



CLASS: XII

MAX.MARKS: 20

DATE: 05.05.21

TIME ALLOWED: 40 MINUTES

INSTRUCTIONS:

1. There are 8 questions in the question paper. All questions are compulsory.
2. Question no 1 and 2 carries 1 mark each.
3. Question no 3 to 5 are very short answer questions carrying 2 marks each.
4. Question no 6 is short answer questions carrying 3 marks each.
5. Question no 7 is a long answer questions carrying 4 marks each.
6. Question no 8 is a very long answer questions carrying 5 marks each.
7. Answer All the Questions.
8. Draw a labelled diagram wherever it is necessary.
- 9. Make your handwriting legible. Scan your answer paper properly and upload it on time.**

- 1 Sidhu is engaged in the production of readymade garments using cotton cloth. Identify the business activity in which Sidhu is involved. Also name and define the utility created by Sidhu. 1
- 2 Raj, Saj and Jag were carrying on a business named 'RSJ enterprises' which was engaged in exporting sea food. They decided to expand their business, for which they took a loan from 'Geo finances'. Suddenly their business incurred a loss, due to which they were unable to repay the loan amount. 'Geo finances' filed a case against RSJ enterprises. The court ordered to recover the loan amount from the private property of Raj, Saj and Jag. Identify the type of business organization run by them. Also identify and briefly explain the characteristic highlighted in the above para of the identified business organization. 1
- 3 Tejus Industries Ltd. had a team of professionals and experts to draft a comprehensive yearly document with all the relevant details of internal and external elements in managing the venture. This document acts as a decision-making tool for the management. The Chief Executive Officer of the company always pays special focus on one element of this document that ensures the orderly flow of materials from raw state to finished product with a proper system of quality control, as according to him 'work your plan' is more important than 'plan your work'. Identify and briefly explain the element of the yearly document that is the priority of the CEO of the company. 2
- 4 Mention any four benefits of breakeven analysis. 2
- 5 Rakesh wanted to start a bio degradable plastic manufacturing unit in U.P. As per the advice of his Manager, he appointed 'Real enterprises' to formulate a business plan for his manufacturing unit. The company in its business plan mentioned the cost of installing a water waste treatment plant within the premises of the manufacturing unit. Interpret any two socio-economic benefits expected to acquire from the proposed investment. 2

- 6 Devik wants to start a big size tailoring shop in a posh colony where young men and women are working in various multinational companies. He went to one of his friends who had completed a B.Tech course in textile designing to discuss about the opening of the tailoring shop. His friend advised him to prepare a written document describing formally all the relevant external and internal elements involving in starting a new venture. It will not only help in understanding the feasibility and viability of the proposed venture but also facilitate in assessing and making provisions for the bottlenecks in the progress and implementation of the idea. State any six points of importance of the concept discussed by Devik with his friend. 3
- 7 “There is no fixed format for business plan presentation. It varies according to the entrepreneur’s goals and audience. Especially for start-ups there are four formats that are followed for business plan presentation.” Comment. 4
- 8 Potential investors regard the marketing plan as critical to the success of the new venture. Thus, the entrepreneur should make every effort to prepare it as comprehensive and detailed. Describe the first five steps involved in preparing a marketing plan. 5

End of Question Paper