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SET B



**INDIAN SCHOOL MUSCAT
FINAL EXAMINATION
SUBJECT : ENTREPRENEURSHIP**

CLASS: XII
13.11.2018

Sub.Code: 066

Time Allotted: 3 Hrs.
Max.Marks: 70

General Instructions:

All questions are compulsory.

Internal choice is given in selected questions

There is no word limit for numerical questions.

Questions **1 to 5** carrying **1** mark each. Answers to these questions should be from one word to one sentence.

Questions **6 to 10** carrying **2** marks each. Answers to these questions should be in 50 to 75 words.

Questions **11 to 17** carrying **3** marks each. Answers to these questions should be in about 100 words.

Questions **18 to 21** carrying **4** marks each. Answers to these questions should be in about 150 words.

Questions **22 to 24** carrying **6** marks each. Answers to these questions should be in about 200 words.

1 Rahul wants to start a small shoe manufacturing factory. As a part of his business plan he prepared an entertaining slide show and oral narrative that was meant to trigger discussion and create interest in potential investors for reading the written presentation. Identify the format of business plan described in the above statement. 1

2 What is Franchising? 1

3 Name the two different forms of budgeting. 1

OR

Mohit is the sales manager of his company. The company is planning its annual operations and has asked Mohit to prepare the relevant budget for his department. Which budget is Mohit required to prepare?

4 Vishal was working with Abhinav, a new entrepreneur, as a Production Manager. For smooth and coordinated flow of work he had to pay attention towards various elements. To ensure predetermined quality of products he had to compare the performance with established standards. Identify and state the element being discussed above which is related to one of the components of a 'Business Plan'. 1

5 Differentiate between Brand Mark and Trade Mark 1

OR

Why is logo important for a company?

- 6 Explain the types of acquisition. 2
- 7 Sun cars Ltd' is a manufacturer of cars. It is famous for adding new and unique features in every new model. This time the company launched a car 'Solaro' which does not require hydro-carbon fuel. It is run by solar energy and takes less time in charging. Besides saving fuel, it saves electricity also. Because of these qualities, the car was a big hit in the market. Quoting the lines from the above para, identify and explain the two types of 'added value' in the business growth strategy 2

OR

Business adds values to goods and services by modifying them in a particular way to create a new product for greater value to customers. Comment on the concept of value addition from financial and marketing perspective.

- 8 Aditya wants to start a business of selling books – text books, novels, guides etc. by opening a book store as well as online, by creating a website www.adityabooks.com. By taking loan from bank and investing his savings, he opened the store in one of the complex in the city. Though, sole proprietorship does not need registration but Aditya has to undergo some legal formalities. Write down any two of such formalities which Aditya has to comply to start a sole proprietorship 2
- 9 Gauri started her business of manufacturing designer furniture in Lonavala. Her business was a huge success and she thought of starting a designer studio involving huge capital in Mumbai as well as in Pune. Her friends wanted to join hands with her and open the same. They approached a chartered accountant and he suggested them to form a private company as according to him this form of company is more desirable. State the privileges of a private company that make it a more desirable than a public company. 2

OR

Raghav had a very good hand at cooking and everyone appreciated his culinary skills. Therefore, he did his graduation in Hotel Management. He got an offer from Hyatt and got placed there.

- (i) Which economic activity is presented in this case? Explain.
- (ii) Name other two types of economic activities.

- 10 Ankur, an entrepreneur introduced a new shampoo which will help in reducing hair fall. In spite of heavy advertisement and publicity he is not able to boost the sales. Suggest any four techniques to Ankur that will help him in boosting the sales. 2
- 11 'Employee Relationship Management is a process that a company uses to effectively manage interactions with employees to achieve the goals of the organization'. In the light of the statement explain any three factors that lead to effective employee relationship. 3
- 12 State the advantages of cost-plus method of pricing. 3

OR

An entrepreneur launches a new product in the market with high prices. Identify the type of pricing and give any two disadvantages

- 13 A factory is engaged in manufacturing coolers. The following information is available to you: 3
- | | |
|-------------------------------------|--------------|
| Sales | =Rs.2,50,000 |
| Direct Labour Cost(for 100 units) | = Rs.25,000 |
| Direct Material cost(for 100 units) | =Rs.62,500 |
| Direct Expenses(for 100units) | =Rs.12,500 |
| Fixed cost | =Rs.75,000 |
- Calculate: (a) Variable cost per unit
 (b) Total Cost
 (c) Quantity to be sold at Break-even Point
- 14 What is Synergy? In what forms it can take place? 3
- 15 A stationery shop sells 25,000 copies per year. The cost price of the copy is Rs.20 per copy and carrying cost is 20% of the cost price. Cost of placing an order is Rs.20. Calculate the EOQ for copies for the stationery shop. 3
- 16 Explain any three features of a Co-operative Organization. 3
- 17 Explain any three factors that influence the decisions with regard to order of inventory. 3
- 18 Briefly explain the 'support activities' of value chain concept. 4
- 19 Vipul did his agriculture diploma and started organic farming. Looking at the great scope for healthy options in fruits and vegetables because of people becoming diet and health conscious, he decided to open salad bars and organic fruit juice corner in malls. Now he needed a road map for him to start the venture. 4
- (i) Identify the term used for 'road-map' by Vipul
 (ii) Why is this road map required?
- 20 Explain the methods of negotiation? 4

OR

Explain in brief the factors which are responsible for 90% of the business failures.

- 21 What do you mean by financial management? What are the main objectives of financial management? 4
- 22 What do you mean by channels of distribution? What consideration related to market should be taken into account while selecting the channel of distribution 6
- 23 ABC Company, manufacturing shoes, has taken over XYZ company which also manufactures shoes at a small scale .What do you think will be the reason for this kind of takeover? Also explain the types of mergers. 6

OR

Mergers and acquisitions are inspired by a desire to diversify or achieve higher growth rate. What are the other reasons for merger and acquisitions?

- 24 Raj Singh has started a restaurant on a National highway in the name of 'Desi Dhaba' by spending Rs.25, 00,000. He invested Rs.10, 00,000 of his own and took a loan of Rs.15, 00,000 from Dena Bank @6% per annum. His monthly sales revenue is Rs.17, 00,000 and cost of goods sold is Rs.9, 00,000. He pays monthly salary of Rs.3, 00,000 to his employees. The tax rate is 25%. Calculate (a) Return on Investment and (b) Return on Equity. 6

End of the Question Paper