



INDIAN SCHOOL MUSCAT
FIRST PERIODIC TEST
ENTREPRENEURSHIP (066)

CLASS: XII

25.04.2022

Max. Marks: 20

Time Allotted: 50 Mins.

GENERAL INSTRUCTIONS

- A. There are total 8 questions.
- B. There is NO internal or external choice.
- C. All questions are compulsory.
- D. Marks are indicated against each question.

1. Fill in the blank

1

_____ is a process of converting an idea into an opportunity and then into an enterprise.

2. True or False

1

Commercial application is the step in the innovation process in which the entrepreneur applies the resources in order to accomplish the plans and delivering results.

3. Radha who graduated in Horticulture, was a gold medalist. She also had developed large variety of plants in the garden. She wanted to pursue it as her career. In fact, her father also had a piece of agricultural land 10km away from where she lived. She could also see a lot of opportunities for her business in hotels, marriages, offices etc. to provide plants and flowers. Threats existed in terms of some large players in the business.

2

Identify and explain the type of analysis she is doing.

4. Reena was manufacturing beauty products and was always on the lookout to improvise her products. She used social media and online surveys to understand the latest trend in customer's needs and overall in the cosmetic industry. Through the surveys she understood that the customers prefer natural ingredients like rose powder in place of chemicals in the beauty products. Resorting to the customers' needs, she developed a rose powder in an attractive package. It was highly priced as she knew that the customers will be ready to pay for the quality. Her face pack was an instant success.

2

Identify and explain the way in which Reena spotted this trend.

5. State any three factors while assessing the market
6. Explain how the following factors affect idea and opportunity assessment?
- (A) Application and use (B) Level of operation (C) Competition.

3

3

7. Satyashree, a graduate of horticulture from Agra University came across a barren land near Solan when she visited this place. Satyashree was fond of mangoes and was inquisitive to understand why mangoes

3

could not be grown there. She was informed by the local authorities that the land was infertile for raising mangoes. She took this as a challenge and believed in its success. Best quality mangoes now mark the beauty of that barren piece of land.

- (a) Mention the stage in the creativity process in which Satyashree starts looking for the answer to implement the idea on the basis of his interest and curiosity.
- (b) Explain the next two consecutive steps of (a).

8. State the five sources that lead to the emergence of basic ideas.

5

End of the Question Paper

**INDIAN SCHOOL MUSCAT
FIRST PERIODIC TEST
ENTREPRENEURSHIP (066)**

CLASS: XII

Max. Marks: 20

25.04.2022

Time Allotted: 50 Mins.

GENERAL INSTRUCTIONS

- A. There are total 8 questions.
- B. There is NO internal or external choice.
- C. All questions are compulsory.
- D. Marks are indicated against each question.

1. Fill in the blank 1
_____ is the first stage in the process of innovation.
2. True or False 1
If you don't adapt, you don't endure' is the core idea behind environment scanning.
3. Mr. Ravi thought of air-conditioned houses which do not require electricity. He wanted to explore the idea of construction of such eco-friendly houses which will remain cool in summers and warm in winters. He conceived the idea in 2015 but the final product could take shape in 2019. Name and explain the stage in 'The Creative Process' described in the above lines. 2
4. Give any two points of distinction between 'Basic Idea' and 'Post Scanning Idea'. 2
5. David retired as a professor from department of Horticulture and Bio-tech Institute. During his stint with the institute, he came across many herbs that had healing medicinal properties but were untapped due to limited knowledge. A workaholic by nature, David decided to use his experience in preparing alternative healing powders for common ailments by mixing various herbs. His company was named 'Aayushman'. As the people are turning to natural and organic products, his products became a hit. 3
 - (i) Identify and explain the idea field explored by David for his venture.
 - (ii) With the help of 'Enterprise Process Diagram' show how David converted his idea into a business venture.
6. State any three sources which lead to the emergence of basic ideas. 3
7. Explain how the following factors affect idea and opportunity assessment. 3
 - (A) Competition
 - (B) Technical complexity
 - (C) Annual turnover and profit margin

8. Disha, a graduate of Horticulture from Kurushetra University came across a barren land near Solan when she visited this place. Disha was fond of strawberries and was inquisitive to understand the reason why strawberries could not be grown there. She was informed by the local authorities that the land was infertile for raising strawberries. She took this as a challenge and believed in its success. Best quality strawberries now mark the beauty of that barren piece of land. 5
- (a) Identify and explain the idea field from where the idea has been generated.
 - (b) Also explain and give one example each for four other idea fields which may generate useful product ideas.

End of the Question Paper



INDIAN SCHOOL MUSCAT
FIRST PERIODIC TEST
ENTREPRENEURSHIP (066)

CLASS: XII

Max. Marks: 20

25.04.2022

Time Allotted: 50 Mins.

GENERAL INSTRUCTIONS

- A. There are total 8 questions.
- B. There is NO internal or external choice.
- C. All questions are compulsory.
- D. Marks are indicated against each question.

1. Fill in the blank: 1
_____ are convenient frames of references for streamlining the process of generation of ideas.
2. True or False 1
Identification of business opportunity is the basic test for a successful entrepreneur.
3. Vipin Taneja has completed his Master's degree in Computer Science from IIT, Delhi. He thought of an attractive economic idea which could be implemented to create a business, earn profits and ensure further growth. The idea was to link the different restaurants with the Indian Railway network so that while travelling, the railway passengers can order food as per their liking. 2
Identify the concept and list any two elements of the concept discussed above.
4. Radha who graduated in Horticulture, was a gold medalist. She also had developed large variety of plants in the garden. She wanted to pursue it as her career. In fact, her father also had a piece of agricultural land 10km away from where she lived. She could also see a lot of opportunities for her business in hotels, marriages, offices etc. to provide plants and flowers. Threats existed in terms of some large players in the business. 2
Explain the type of analysis she is doing.
5. Explain how the following factors affect idea and opportunity assessment? 3
(A) Application and use (B) Level of operation (C) Cost
6. State any three factors while assessing the market 3
7. Dyan retired as professor from department of Horticulture and Bio-tech Institute. During his stint with the institute, he came across many herbs that had healing medicinal properties but were untapped due to limited knowledge. A workaholic by nature, Dyan decided to use his experience in preparing alternative 3

healing powders for common ailments by mixing various herbs. His company was named 'Aayushi'. As the people are turning to natural and organic products, his products became a hit.

(a) Identify the idea field explored by Dyan for his venture.

(b) With the help of 'Enterprise Process Diagram' show how Dyan converted his idea into a business venture.

8. One of the keys to business success is to anticipate what the market will want or need. Since it is not possible for an entrepreneur to see into the future, there is one best way. The best way will help the entrepreneur to understand the market and produce goods or services accordingly. 5

(a) Identify the concept stated in the above lines

(b) Explain the different ways in which an entrepreneur can perform the activities related to concept identified.

End of the Question Paper