

<b>Roll Number</b>		
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SET NO. 2



**INDIAN SCHOOL MUSCAT  
FIRST TERM EXAMINATION  
ENTREPRENEURSHIP**

CLASS: XII  
30.04.2018

Sub. Code: 066

Time Allotted: 3 Hrs  
Max. Marks: 70

**General Instructions:**

All questions are compulsory.

Marks for each question are indicated against it.

Questions 1 to 5 are very short Answer type carrying 1 mark each.

Questions 6 to 10 are Short Answer-I Type questions carrying 2 marks each

Questions 11 to 17 are Long Answer-I Type questions carrying 3 marks each

Questions 18 to 21 are Long Answer-II Type questions carrying 4 marks each.

Questions 22 to 24 are Essay Answer Type questions carrying 6 marks each.

Answer should be brief and to the point.

Please write down the serial number of the question before attempting it.

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|---|---|---|
| 1 | What is meant by 'Environment Scanning'?  | 1 |
| 2 | Differentiate between 'Excise Duty' 'Customs Duty'.   | 1 |
| 3 | Damini, on visiting her grandparents in Kashmir, found it to be an ideal place to start a high school. She started scanning and screening environment and collected the following information. Help her categorize the information making use of PESTELMODEL.   | 1 |
|   | (a) Kashmiries were too much concerned about preservation of flora and fauna.   |   |
|   | (b) Western wears and allied kind of dresses were not preferred by Kashmiris.   |   |
| 4 | List any two categories of persons that are required to obtain registration from Central Excise Department.   | 1 |
| 5 | State any two types of utilities created by business activities.  | 1 |
| 6 | Rajeev and Ramesh entered into a verbal agreement to form a firm. They agreed to share its profits. Their business was running smoothly. One day a dispute arose between Rajeev and Ramesh regarding the profit sharing ratio. Rajeev decided to move the court and enforce his rights against the firm and Ramesh. | 2 |
|   | Will Rajeev succeed? Give reasons in support of your answer.  |   |
| 7 | 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   | 2 |

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.

Identify and state any two elements of the concepts discussed above.

- 8 When should an entrepreneur choose company form of business organization? List any four points. 2
- 9 A sole proprietor does not require registration, but may require certain general formalities. Name any two such formalities. 2
- 10 Rohit sells his PlayStation to his friend at a profit of Rs.1500.Is it a business activity? Explain any two characteristics of business. 2
- 11 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. 3
  - (i) Which economic activity is presented in this case?
  - (ii) Explain other two types of economic activities.
- 12 Before operationalization of a Hindu Undivided Family Business, its Karta has to fulfill certain legal formalities. Explain any three such legal formalities. 3
- 13 While assessing the market, an entrepreneur has to prepare details on four factors, one of them being ‘project innovation and change’. Explain briefly the other three. 3
- 14 Explain the following features of a cooperative society? 3
  - (i) Democratic management
  - (ii) Distribution of surplus
  - (iii) Capital and return thereon.
- 15 What is meant by TAN? Name the persons who must apply for and obtain TAN. 3
- 16 Vipul made his business plan with the help of an engineer. The plan was in the form of an entertaining slide show complemented with an oral narrative. When he showed his business plan to the bank officials, they were excited about the project and discussed various details .The business plan also had an executive summary and important graphs showing financial trends. 3
  - (i) What type of business plan has been presented by Vipul?
  - (ii) Explain two more formats of business plans.
- 17 Vinay was a young entrepreneur who wanted to start a new business with an initial investment of Rs.25 lakh .He was not sure of what business he has to undertake. His friend suggested seeking the help of professionals who would spot the latest trends in the market and give him an idea, but Vinay decided to do it by himself. Suggest the various ways by which he can do it. 3

- 18 Kannan after completing his XII class from his village school joined the course of electrician in an ITI in a town near his village. On completion of this course he tried for a government job but could not get the same. He therefore decided to work as a helper to a renowned electrician of the area. After working with him for two years she decided to start his own electrical shop in the village. For this he purchased equipment of Rs.10, 000 and hired a shop at a monthly rent of Rs.2000. he himself managed the shop. 4
- (a) Identify the kind of business organization set up by Kannan.  
(b) Briefly explain any three characteristics of the identified form of business organization.
- 19 Explain first four steps of idea and opportunity assessment before an entrepreneur goes for market assessment. 4
- 20 What is meant by problem identification? What are the objectives of problem identification? 4
- 21 Saurabh Publications was a Private Limited company .The publishing business was growing by leaps and bounds. The demand was huge. It required huge investment to set-up its branches and printing base all over the country. 4  
The board members were thinking to offer shares to public to meet investment requirements.  
(i) Identify the form which board members are thinking of?  
(ii) What two benefits would be denied, if this form is accepted?  
(iii)What two benefits would be there, if this form is accepted by the company?
- 22 Sheila has a degree in robotics and she loves to design products. She started her career in ‘Robotech’ which uses high end technology in all their products. Her job profile included travelling a lot also. Whenever she travelled she noticed that disabled people have difficulty in maneuvering their wheelchair from one place to another because in some places ramp is not provided and there is no way they can walk up the stairs. 6  
  
She came up with an idea of a wheelchair which can be used on stairs easily. She decided to quit her job and start her own company. She realized that her idea was the first stage in the process of innovation.  
  
Identify the concept and explain the steps in its process.
- 23 Ramesh 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. 6  
  
(i) Identify the term used for ‘road-map’ by Ramesh.  
(ii) Why is this road-map required?
- 24 Dr. Charak retired as professor from department of Horticulture and Biotech Institute. He worked there for 30 years. 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 Dr. Charak decided to use his experience in preparing alternative healing powders for common ailments by mixing various herbs. His medicines will not have any side effects and will be safe for consumption. He used tulsi, neem, ashwagandha, jatamansi, bhringraj and many such herbs for his 6

preparation. His company as named 'Aayu charak '.As the people are turning to natural and organic products, his products became a hit.

- (a) Identify the idea field explored by Dr.Charak for his venture.
- (b) With the help of 'Enterprise Process Diagram', show how Dr. Charak converted his idea into a business venture.
- (c) Explain two other sources of idea field with the help of example.

**End of the Question Paper**