INDIAN SCHOOL MUSCAT

ANNUAL EXAMINATION

FEBRUARY 2020

SET A

CLASS XI

${\bf Marking\ Scheme-ENTREPRENEURSHIP}$

Q.NO.	Answers	Marks
		(with split up)
1.	Retailers	1
2.	Customer satisfaction	1
3.	Product development strategy	1
4.	Micro environmental factors	1
5.	Enterprise	1
6.	Intrapreneurship	1
7.	Corporate Social Responsibility	1
8.	Professional entrepreneurs OR	1
	Industrial entrepreneur	
9.	Collaborators	1
	OR Managers	
10.	Brainstorming	1
11.	Business incubation	1
12.	GST	1
13.	Copyright and patent	1
14.	Individual or organization which offers guidance and support services to new entrepreneurs	1
15.	Auditors and bankers	1
16.	Fixing very high price for the product initially	1
17.	Helps to collect, maintain and organize data.	1

18.	Managerial functions	1+1
	1. Planning	
	2. Organizing	
	OR	
	Entrepreneurial functions 1. Innovation	
	2. Risk taking	
	3. Organization building (any two point with explanation))	
19.	Feasibility study – Identifying problems and opportunities determining outcomes and setting objectives by assessing the cost and benefits with different alternatives. Business Plan – Blue print of actions to be taken in future	1+1
20.		1+1
20.	Insurable risk – which can be covered through insurance policies. E.g.: Theft fire etc Non insurable risk – Which cannot be insured against. E.g.: Change in price and demand (point with explanation)	
21.	Personal barriers	1+1
	Motivational Perceptual (point with explanation)	
22.		1+1
	Vertical integration a. Backward integration b. Forward integration (point with explanation)	
23.	Angel investors – Finance early stages of business by providing seed capital and startup capital. Venture capitalist – Invest only in high technological enterprises. OR	1+1
	Capitalization Total amount of long term funds received by a business. Capital structure Composition of different types of long term capital.	
24.	Stability Strategy Same product, less risky, comfortable, average profit. Expansion strategy Additional product, new market, larger profit, high risk.	1+1
	1	1

25.	Direct export	1+1+1				
25.	Exporting with the firm's own export division or department.					
	Indirect export					
	Exporting through independent middle men to carry out unsolicited orders.					
	Licensing					
	The licensor licenses a foreign company to use a manufacturer process,					
	trademarks, patents etc					
	OR					
	Banking – Provides credit facilities Insurance – Covers verious business risks					
	Insurance – Covers various business risks. Advertising – Provides information to consumers (point with explanation)					
	Advertising – Frovides information to consumers (point with explanation)					
26.	Mc Clelland's Theory of Needs –	1+1+1				
20.	a. Achievement					
	b. Affiliation					
	c. Power (point with explanation)					
27.	Challenges faced by women entrepreneurs	1+1+1				
	a. Patriarchal society					
	b. Lack of opportunity					
	c. Lack of technology					
	d. Attitude of creditors					
	e. Social barriers					
	f. Organized sector (point with explanation)					
28.	Internal risk	1+1+1				
	a Human featage					
	a. Human factors b. Tachnological factors					
	b. Technological factors					
20	c. Physical factors (point with explanation)	1.1.4				
29.	VC= 50 1 mk	1+1+1				
	BEP = Fixed cost / Contribution 1 mk					
	= 30,000 / 50					
	BEP= 6,000 1 mk					
30.	Role of e business	1+1+1+1				
	a Quick solution to doubte					
	a. Quick solution to doubts					
	b. Updated information					
	c. Extending market					
	d. Less risk					
	e. Less time and cost					
	f. Easy to launch new product (point with explanation)					
31.	a. Trade credit	1+1+1+1				
	b. Equity shares					
	c. Retained profit					
	·					

	d. Debent	ures				
32.	a. Social cata	-				1+1+1+1
	b. Socially aware					
	c. Innovative					
	d. Resourcefu	ntion)				
	e. Accountab					
33.	SWOT Analysis					1+1+1+1+1
	Generating ideas					
	Planning					
	Raising startup cap	pital				
	Growth					
	Harvest		OD			
	Nood for outnomes		OR			
	Need for entreprena. Life line of	-				
	b. Provides in					
	c. Change of					
	d. Increased	_				
	_	ent opportuni	ities			
	f. Social bene			point with explai	nation)	
34.	Cash inflow	0	1	2		
	Owners fund	50,000				
	Borrowed fund	40,000				
	Cash sale		4,800	5,040		
	Credit sale			1,200		
	Total	90,000	4,800	6,240		
	Cash outflow					
	Initial expenses	30,000				
	Raw materials	5,000	5,500	6,000		
	Salary		2,000	2,000		
	Sales		600	660		
	commission					
	Office expenses		1,000	1,000		
	Rent		2,000	2,000		
	Total	35,000	11,100	11,660		
	Surplus /Deficit	55,000	(-) 6,300	(-) 5,420		
	Closing balance	55,000	48,700	43,280		