

**INDIAN SCHOOL MUSCAT****ANNUAL EXAMINATION****FEBRUARY 2020****SET A****CLASS XI****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 Industrial entrepreneur	1
9.	Collaborators OR Managers	1
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.	<p>Managerial functions</p> <ol style="list-style-type: none"> <li>1. Planning</li> <li>2. Organizing</li> </ol> <p>OR</p> <p>Entrepreneurial functions</p> <ol style="list-style-type: none"> <li>1. Innovation</li> <li>2. Risk taking</li> <li>3. Organization building</li> </ol> <p>(any two point with explanation))</p>	1+1
19.	<p>Feasibility study – Identifying problems and opportunities determining outcomes and setting objectives by assessing the cost and benefits with different alternatives.</p> <p>Business Plan – Blue print of actions to be taken in future</p>	1 + 1
20.	<p>Insurable risk – which can be covered through insurance policies. E.g.: Theft fire etc...</p> <p>Non insurable risk – Which cannot be insured against. E.g.: Change in price and demand</p> <p>(point with explanation)</p>	1+1
21.	<p>Personal barriers</p> <p>Motivational</p> <p>Perceptual</p> <p>(point with explanation)</p>	1+1
22.	<p>Vertical integration</p> <ol style="list-style-type: none"> <li>a. Backward integration</li> <li>b. Forward integration</li> </ol> <p>(point with explanation)</p>	1+1
23.	<p>Angel investors – Finance early stages of business by providing seed capital and startup capital.</p> <p>Venture capitalist – Invest only in high technological enterprises.</p> <p>OR</p> <p>Capitalization</p> <p>Total amount of long term funds received by a business.</p> <p>Capital structure</p> <p>Composition of different types of long term capital.</p>	1+1
24.	<p>Stability Strategy</p> <p>Same product, less risky, comfortable, average profit.</p> <p>Expansion strategy</p> <p>Additional product, new market, larger profit, high risk.</p>	1+1



	d. Debentures				
32.	a. Social catalyst b. Socially aware c. Innovative d. Resourceful e. Accountable (point with explanation)				1+1+1+1
33.	SWOT Analysis Generating ideas Planning Raising startup capital Growth Harvest  OR Need for entrepreneurship a. Life line of a nation b. Provides innovation c. Change of growth d. Increased profits e. Employment opportunities f. Social benefits (point with explanation)				1+1+1+1+1+1
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 commission		600	660	
	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	