

INDIAN SCHOOL MUSCAT
CLASS: 11
HALF YEARLY EXAMINATION
ENTREPRENEURSHIP (066)
SET - A

QP.NO.	VALUE POINTS	SPLIT UP MARKS
1.	Mitticool refrigerators	1
2.	Group discussion to generate alternatives to solve a problem	1
3.	Dr. Varghese Kurian – Amul	1
4.	Ability of an organisation to collect maintain and organize data or Human risk	1
5.	Business plan	1
6.	Disadvantages of an entrepreneur a. No security of salary b. Work schedule cannot be predicted c. Wrong decisions due to in expertise d. Incompetent staff (Any two)	1+1
7.	Entrepreneur - definition	2
8.	Business entrepreneurs meaning Professional entrepreneurs meaning or Technical entrepreneurs meaning Non-technical entrepreneurs meaning	1+1 1+1
9.	Dominant, independence Leaders who loves working with systems and technologies Look at people as vehicles for helping them (Any two)	1+1
10.	Intrapreneurs are employees within a company who are assigned a special task or projects. (Meaning with examples)	2
11.	Managerial functions of an entrepreneur: a. Planning – Deciding in advance what has to be done for the future. b. Controlling – Comparing actual plan with the standard performance to find out the deviations in order to take corrective actions. c. Coordination – Integrating various activities of business towards the overall objectives of business	1+1+1
12.	Business Ethics Socially determined moral principles which should govern business activities. Ethical standards: a. Providing quality goods at reasonable price b. Environmental protection c. Pay minimum wages to workers d. Proper utilization of natural resources e. Provide correct quantity of goods (Any four points) or Mc Clelland Theory of motivation – should also include the organizational implications: a. Achievement b. Affiliation c. Power	1+1/2+1/2+1/2+1/2 1+1+1

13.	<p>Entrepreneurial functions</p> <ol style="list-style-type: none"> Innovation Risk taking Organization building <p>(Explain)</p>	1+1+1
14.	Identifying problems, determining objectives, defining successful outcomes and assessing the cost and benefit associated with alternatives to solve the problem.	3
15.	<p>HR plan – Number of human resources required, qualification required.</p> <p>Marketing plan- Promotional strategies, pricing policies</p> <p>Production Plan – Raw materials to be used, Plant and machinery needed</p>	1+1+1
16.	Business incubation – These are programs designed to support the successful development of entrepreneurial companies through certain business support resources and services.	3
17.	<p>Myths of entrepreneurship:</p> <ol style="list-style-type: none"> Starting a business is easy It takes a lot of money Banks don't lend money Startup can't be financed with debts Success is assured financially Growth depends on entrepreneurial talent (Any three) 	1+1+1
18.	<p>Attitudes of an entrepreneur</p> <ol style="list-style-type: none"> Have passion for business Make timely decision Believe in oneself Maintain a strong work ethic Don't let fear of failure to hold back <p>(Any four)</p>	1+1+1+1
19.	<p>Challenges faced by women entrepreneurs:</p> <ol style="list-style-type: none"> Patriarchal society Lack of opportunity Social barriers Attitude of creditors Organized sector Lack of technologies <p>(Any four with explanation) or Result announced by Dell in 2012.</p> <ol style="list-style-type: none"> 71% of women entrepreneurs say their business is very successful 74% of them say their technology needs are more complex 90% started their business maintaining their day job 85% believe it is very important that their social business has a social impact 	<p>1+1+1+1</p> <p>1+1+1+1</p>
20.	<p>Japanese love for fish</p> <p>Problem</p> <ol style="list-style-type: none"> Love for fish – Led to use bigger boats Needs for fresh fish – Installation of freezers Taste of fresh fish – Installation of fish tank Improve the taste of fresh fish – Added shark 	1+1+1+1

[illegible]