

**INDIAN SCHOOL MUSCAT
FINAL EXAMINATION 2023
ENTREPRENEURSHIP (066)**

CLASS: XI

Max. Marks: 70

MARKING SCHEME

SET	QN.NO	VALUE POINTS	MARKS SPLIT UP
A	1	Innovation	1
A	2	Financing the proposition	1
A	3	Directing	1
A	4	Muhammed Yunus	1
A	5	Economic	1
A	6	Business incubation	1
A	7	Perceptual	1
A	8	Skimming pricing	1
A	9	Joint ventures	1
A	10	Sales receipts	1
A	11	Gross profit per unit	1
A	12	Fixed cost/ Gross margin per unit	1
A	13	Start-up cost	1
A	14	Equity share capital	1
A	15	Interest	1
A	16	Ploughing back of profits	1
A	17	Trade credit	1
A	18	Intellectual property	1
A	19	Social benefits- Providing benefits to the society. Quality products at reasonable price.	2
A	20	Fabian	2

		a) Drone (b) Innovative (c) Business (Explain any one) OR Technical Entrepreneurs- They have the capability of developing new and improved quality of goods and services out of their own Knowledge and skill. Non-technical entrepreneurs- They are concerned with developing alternative marketing and distribution strategies to promote their business.	
A	21	(a) To decide what is important (b) To identify the strength and weaknesses of the idea (c) To make the best use of limited resources (d) To minimize risks while maximizing return (any two)	2
A	22	Backward Integration- Taking a step backward in the value-added chain where the firm becomes its own parts manufacturer. OR Types of integration a) Vertical integration- Forward and Backward b) Horizontal integration (explanation required)	2
A	23	Unit price is the price at which one unit of sale is sold. Unit of sales the measure of what products are sold. OR a. To know whether or not revenue has the ability to cover its cost. b. To know neither profit nor loss point c. To know the number of outputs to be sold d. To fix the price of the product (any two)	2
A	24	Seed capital- For research and developmental activities Second round financing- For expansion, modernisation and diversification.	2
A	25	a) Achievement needs b) Affiliation- Desire to belong c) Power- Drive to control and influence others OR a) Basic salary- Physiological needs c) Pension plans-Safety needs d) Promotion- Esteem needs Point with explanation	3

A	26	(a) Environment scanning (b) Creativity (c) Market research (explain)	3
A	27	Social entrepreneur. Features-Social catalyst, socially aware, Opportunity seeking, Innovative, Resourceful, Accountable (explain)	3
A	28	1. Considerations related to product Unit value of the product Costly product Less costly product 2. Standardized or customized product Standardized product Customized product 3. 3. Perishability Perishable goods Durable goods 4. Technical nature Goods of technical nature	3
A	29	BEP= FC/ Gross margin =9,00,000/ 120-90 =9,00,000/30 =30,000 units Sales target= FC+ Target sales/Gross margin = 9,00,000+60,000/30 =32,000	3
A	30	Process of Entrepreneurship 1. Self-Discovery 2. Identifying opportunities 3. Generating and evaluating ideas 4. Planning 5. Raising start-up capital OR 1. Planning 2. Organising 3. Staffing 4. Directing 5. Controlling	5
A	31	Core values are beliefs that guide the actions and judgement across a variety of situation. Core values are 1. Innovation and creativity 2. Independence / self-reliance 3. Respect for work 4. Quest for outstanding performance	5

A	32	(a) Proforma investment decision (b) Proforma financing decision (c) Proforma income statement (d) Proforma balance sheet (e) Proforma cash flow (f) Economic and social variables	5
A	33	The PESTEL Model 1. Political- It includes government stability, political unrest, peace in the country, taxation policy etc. 2. Economic – It includes interest rates, inflation, business cycles, unemployment, purchasing power of people etc. 3. Social- It includes lifestyle changes, levels of education, population demographics, cultural factors etc. 4. Technological – It is influenced by government spending on research, new discoveries, speed of technological transfer etc. 5. Ecological- It consider the ways in which the organization can produce its goods or services with minimum environmental damage. 6. Legal- It covers taxation policy, monopoly, legislation and environment protection laws, import export laws etc. OR a. Producer b. Customer c. Competitors d. Suppliers e. Marketing Intermediaries	5
A	34	1. It is basically equity finance in relatively new companies. 2. It is long-term investment in growth- oriented small or medium firms. 3. Venture capitalists not only provide capital but also business skills to investee firms. 4. It involves high risk-return spectrum. 5. It is a subset of private equity. 6. The venture capital institutions have a continuous involvement in the business after making the investment. 7. Such institutions disinvest the holdings either to the promoters or in the market.	5