

COMMON PRE-BOARD EXAMINATION 2023-24 Subject: ENTREPRENEURSHIP (066)



Class XII

MARKING SCHEME

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Q	VALUE POINTS	MARKS	
NO		SPLIT UP	
1	Environment scanning	1m	
2	i only	1m	
3	Public company	1m	
4	Public Relations	1m	
5	How many people are required?	1m	
6	Family brand name	1m	
7	Stock option	1m	
8	Assertion (A) is true but Reason (R) is false	1m	
9	Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A)	1m	
10	Bridge financing	1m	
11	₹18, 50,000	1m	
12	Incubation	1m	
13	Identifying a product through innovation	1m	
14	Legal	1m	
15	Joint stock company	1m	

16	Read Trends			
17	Resource organization			
18	B Window display			
19	1. Demand			
	2. Supply			
	3. Cost and price of product			
	4. Project innovation and change (with explanation)			
	OR	½ m X4		
	a. Verbal information from customers, traders, consultants			
	b. Records of the companies			
	c. Government publications			
	d. Publication by various financial institutions			
	e. Formal studies conducted by strategic planners (any four)			
20	Direct sales strategy	1m X 2		
	Indirect sales strategy (with explanation)			
21	a. There is a good market for the product.b. The rate of return on the investment is attractive to be accepted by him			
22	Benefits which a franchisor gets through franchising.	½m for		
	1. Quick expansion	each point and ½m for		
	2. Cost advantages (with explanation)	explanation		
	OR Factors related to manufacturer/company			
	1. Goodwill	1m X 2		
	Desire to control the channel of distribution			
	Financial strength (any two points with explanation)			
23	Reverse acquisition – A private company takes over a public company Back flip acquisition- Purchasing company becomes subsidiary of purchased company. OR -Most popular method -Provided with a proven method for operating			

	-Pays royalty in return for using trademark of the company -Purchases supplies from the company	2m
24	Skimming/ creaming pricing Advantages 1. Helps to recover research and development cost.	1m
	Cater to quality conscious consumers.	1m X 2
25	Minimum 2 members only required	½ m X 6
	Minimum only 2 Directors required	
	Can commence after incorporation	
	Statutory meeting not required	
	No limit on manager's remuneration	
	Index of members not required	
	No issue of prospectus required (any six benefits of a private company)	
	OR	
	Business venture a. Site (with explanation)	1m
	 b. Physical infrastructure – Raw materials, Labour, Utilities, Transport & Communication, Machinery & equipment, Production process and pollution control. 	1mX 2
	(any two with explanation)	
26	The minimum level of output to be produced. The effect of change in quantity of output upon the profits.	1m X 3
	3) The selling price of the product.4) The profitable options in line of production. (any three)	
27	Product mix	1m
	Elements 1. Brand	
	2. Logo	1m X 2
	3. Tagline (any two with explanation)	
28	ROE= (net income - interest/ equity) x 100	
	= (140000 – 10% of 600000/400000) x 100	1m for application
	= (80000/400000) X 100	1m for final
	= 20%	answer

29	Partial manufacturing	1m	
	Elements	½m X 4	
	Name and address of sub-contractors		
	Reasons for their selection		
	3. Cost and time involved		
	4. Contracts completed		
	OR		
	a. Decide what market wishes to pursue- through a market research		
	b. Divide the market into a) Consumer characteristics b) Buying	4 2/ 0	
	situations	1m X 3 as	
	c. Select segment and d. Develop a marketing plan	given	
30	Idea and opportunity assessment	1m X 5	
	Product identification	,	
	2. Application and use		
	3. Level of operation		
	4. Cost		
	5. Competition (with explanation)		
	OR		
	Features of a company	1m X 5	
	Voluntary association		
	Artificial person		
	Separate legal entity		
	Common Seal		
	Limited liability		
	Transferability of shares		
	Diffusion of ownership and management		
	Number of members		
	Limitation of action		
	Winding up		
	(any five with explanation)		
31	(a) Venture Capitalist	½ m	
	(b)Venture capital is a type of private equity capital provided as seed funding		
	to early-stage, high potential, high risk, growth up companies/entrepreneurs		
	who lack the necessary experience and funds to give shape to their ideas.		
	Features of venture – capital		
	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 capitalist 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 t market.	ne nolaings either to ti	ne promoters or in the (any four features)	
32	Synergy-Operating and Finance	cial		1m X 5
	synergy			
	Acquiring new technology			
	Improved profitability			
	Acquiring a competency			
	Entry into new markets			
	Access to funds			
	Tax benefits			
	(any five points with explanation	on)		
	(arry me perme man explanation	OR		
	Horizontal mergers- Merger between competitors		1m for identification	
	Other mergers:			n
	Vertical merger			1m X 4
	Product extension			
	Market extension			
	Conglomerate		(with explanation)	
f33	A written presentation for external stakeholders		1m	
	Importance of business plan			1m X 4
	i) It helps in finding the viability of the venture in a designated market			
	(ii) It helps in providing guidance to the entrepreneur in organizing, planning			
	activities as such:			
	(a) identifying the resources required			
	(b) enabling obtaining of licenses if required, etc.			
	(c) working out with legal requirements.			
	(iii) It helps in satisfying the queries, and issues of each group of people			
	interested in the venture.			
	(iv) It provides room for self-assessment and self-evaluation.			
	(v) It helps entrepreneur to plan ways to avoid obstacles.			
	(vi) It helps to realize the obstacles which cannot be avoided or overcome,			
	suggesting to stop the venture while still on paper without investing further			
	time and money.			
34	Due deset	Soya	Chili	1m for
J +	Product	Sauce	sauce	contributio
34			1	I
5 4	Sales price per unit	80	90	1m for

	Contribution	20	40
	Sales Mix	60%	40%
•	WAC	12	16 = 28

Total BEP= 56,000/28 =2000 units BEP of Soya sauce= 2000 X 60%=1,200 units BEP of Chili sauce= 2,000 X 40%=800 units In Rupees Soya sauce= 1,200 X 80= ₹96,000 average
Contributio
n
1m for
Total BEP
1m for
individual
BEP
1m for BEP
in ₹ for
Soya
sauce