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SET	A
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**INDIAN SCHOOL MUSCAT
HALF YEARLY EXAMINATION 2022
ENTREPRENEURSHIP(066)**



CLASS : XI
DATE: 04.12.2022

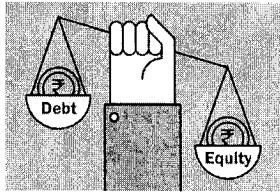
TIME ALLOTTED : 3 HRS.
MAXIMUM MARKS: 70

GENERAL INSTRUCTIONS:

1. The question paper contains 4 sections – A, B, C & D
 - 1.1. Section A contains 1 mark
 - 1.2. Section B- 2 Marks
 - 1.3. Section C- 3 Marks
 - 1.4. Section D- 5 Marks
2. Internal choice is given in the paper, there is no overall choice.

Section A

1. Which step in the process of entrepreneurship includes looking for needs, wants and problems? 1
 - (a) Raising startup capital
 - (b) Identifying opportunities
 - (c) Self-discovery
 - (d) Growth
2. Which myth related with entrepreneurship has been clarified from the given picture. 1

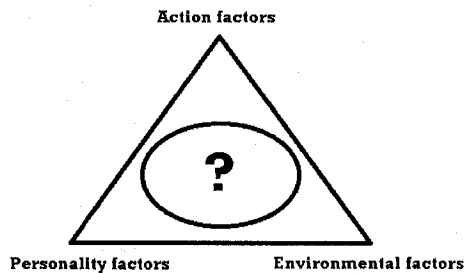


- (a) Bank don't lend money to start-ups
 - (b) Start-up can't be financed with debt
 - (c) Starting a business is easy
 - (d) It takes a lot of money to finance a new business
3. Match the following categories of entrepreneurs who played role in various types of economies. 1

I	Private entrepreneurs	A	Mixed economy
		B	Socialist economy
II	Government	C	Capitalist economy
		D	Underdeveloped economy

fy

4. Complete the following concept: 1
 Entrepreneur \longrightarrow _____ \longrightarrow Enterprise
5. Identify the need for Entrepreneurship from the following statement: 1
 “Entrepreneurship is the yardstick to measure the level of development of a country.”
6. The earthquake in Gujarat during the year 2001 led Mansukh Bhai Prajapati to this indigenous invention. 1
 (a) Blue pottery
 (b) Mitticool refrigerators
 (c) Haathi Chaap
 (d) Cooperative society
7. Complete the diagram that depicts the qualities which guides an entrepreneur. 1



8. Many problems are bound to come in the path of progress. Ratan Tata shifted the manufacturing plant for Nano cars from Singur to Sanand due to unforeseen complexities. Which type of competency is shown here? 1
9. Maruti Vega Ltd. entered into the market with colored Television and has now introduced products like air conditioners, washing machines etc. The company is not only offering the products but also handling complaints and offering after sales services. Whenever the company is facing a problem they call a group of persons and they all sit together and generate a number of business ideas by innovating alternative ways of meeting the needs and solving the problem. Identify the method used by the firm to generate ideas. 1
 (a) Brain storming
 (b) Focus group
 (c) Environment scanning
 (d) Market research
10. _____ is the first step in the process of finding a business. 1
 (a) Generating ideas
 (b) Evaluating ideas
 (c) Business Plan
 (d) Feasibility Study

11. _____ is an approach in which an entrepreneur develops a new idea by looking at the positive and negative attributes of a product or a service. 1
- (a) Free association
 - (b) Attribute listing
 - (c) Focus groups
 - (d) Brainstorming
12. _____ is the founder of Self-Employed Women's Association (SEWA), a rare trade union of poor, unorganized, self-employed women who work as vendors, hawkers and laborers. 1
13. What is the main difference between Entrepreneurship and Social Entrepreneurship on the basis of profit? 1
14. The two personal barriers are _____ and _____. 1
15. Carrying both industrial and commercial activities using computer networks is known as _____. (E-business/E-commerce) 1
16. Eastman Kodak, in its film business, has been worrying about the greater threat from recent invention of filmless camera which takes' video still pictures to be shown on a TV receiver. Which factor of micro environment is highlighted in the above statement? 1
- (a) Producers
 - (b) Customers
 - (c) Competitors
 - (d) Suppliers
17. Victor industries has been one of the leading companies in mobile phone industry in India. The company decided to launch a new model A1 which will have inbuilt latest software to encourage hands free use and enhance the customer experience through 3D photos They are also looking into ideas for ecofriendly recyclable materials for the phone which will cause less environmental damage. 1
- Identify the two factors of PESTEL model
- (a) Economic, Social
 - (b) Legal, Economic
 - (c) Social, Political
 - (d) Ecological, Technological
18. Questionnaire development comes under _____ step of market survey. 1
- (a) Planning the survey
 - (b) Field work
 - (c) Analysis and interpretation of data
 - (d) Report making

Section B

19. Explain any two disadvantages of being an entrepreneur. 2

OR

Explain any two advantages of being an entrepreneur.

20. Describe the following managerial functions of an entrepreneur: 2

(a) Planning

(b) Controlling

21. Explain Google's Innovation Time off. Also give the consequence of not encouraging it. 2

OR

Differentiate between Entrepreneur and Employee on the basis of Motive and Innovation.

22. Define Feasibility study. 2

23. Explain by giving four points on how Business incubators help start-ups get funding. 2

24. Identify and explain the following barriers to entrepreneurship. 2

(a) War tension between two countries can hinder the trade between these countries.

(b) Availability of factors such as land, labour, capital, market, material etc. can act as a barrier to entrepreneurship.

OR

Explain 'Cultural and Social environmental barriers.

Section C

25. According to David McClelland, regardless of culture or gender, people are driven by three motives. Mention and explain them. 3

OR

Evaluate the Basic and Psychological needs of Maslow's hierarchy Theory.

26. 'Attitude may be defined as the way a person feels about something'. Describe any three of its features. 3

OR

'Attitude constitute an important psychological attribute of individuals which shape their behavior.' Mention and explain the sources from where attitudes are acquired.

27. Mention any three purposes of business plan. 3

28. Describe the role of technology in creating new forms of business. (Any three) 3

29. Car parts Ltd., set up their small manufacturing unit producing bucket seat covers in the name of 'Comfy'. The product was a great hit. After sometime, SMW Ltd- market leaders in luxury car manufacturing planned to join hands with Car Parts Ltd. Such a deal will allow SMW to obtain better pricing and control over the manufacturing process. 3

Identify and explain the type of integration for Car Parts Ltd and SMW Ltd.

30. Describe the Penetration Strategy approaches to increase the sale of the current products in the current market in Intensive expansion. 3

Section D

31. Enumerate the characteristics of social entrepreneurs. 5
32. There are four core values generally possessed by dynamic entrepreneurs. Evaluate them with an example. 5

OR

Analyze the types of entrepreneurs on the basis of motivation and use of technology.

33. There are good reasons why evaluating ideas is an important step in researching the venture's feasibility. Explain them. Also mention the next step after idea generation. 5
34. Archana opens a grocery store. To promote her products, she announces free coupons worth ₹100 and ₹200 on a purchase of goods ₹1000 and above. Which element of promotion mix is being used by Archana. Explain two other tools of promotion mix with relevant examples. 5

******END OF THE QUESTION PAPER******

3/14

ROLL NUMBER				
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SET	B
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DATE: 04.12.2022

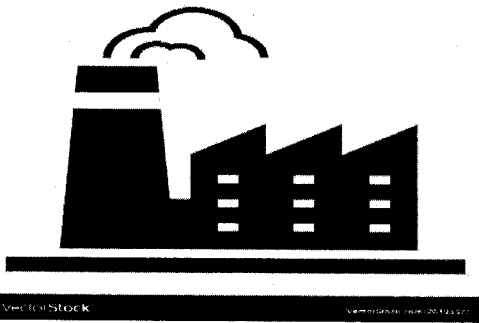
TIME ALLOTTED : 3 HRS.
MAXIMUM MARKS: 70

GENERAL INSTRUCTIONS:

1. The question paper contains 4 sections – A, B, C & D
 - 1.1. Section A contains Multiple choice questions
 - 1.2. Section B- 2 Marks
 - 1.3. Section C- 3 Marks
 - 1.4. Section D- 5 Marks
2. Internal choice is given in the paper, there is no overall choice.

Section A

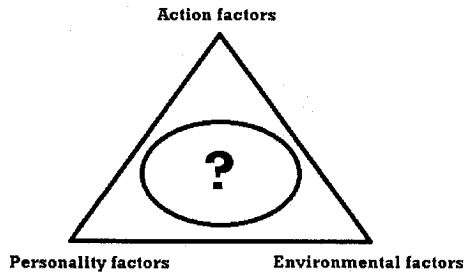
1. Which step in the process of entrepreneurship involves researching and identifying resources needed to turn an idea into a viable venture? 1
 - (a) Start up
 - (b) Harvest
 - (c) Planning
 - (d) Self-discovery
2. Identify the commercial function. 1



- (a) Finance
- (b) Marketing
- (c) Production
- (d) Accounting

Handwritten mark

3. Complete the diagram that depicts the qualities which guides an entrepreneur. 1



4. _____ is a ship on a voyage that has on board, innovative and creative men and women, who like to do all those constructive things which nobody could lay his or her hands on before. 1

5. Identify the need for Entrepreneurship from the following statement: 1
 “Entrepreneurship provides new ideas, imagination and vision to the enterprise.”

6. _____ is the first step in the process of finding a business. 1
- (a) Generating ideas
 - (b) Evaluating ideas
 - (c) Business Plan
 - (d) Feasibility Study

7. Match the following categories of entrepreneurs who played role in various types of economies. 1

I	Private entrepreneurs	A	Mixed economy
		B	Socialist economy
II	Government	C	Capitalist economy
		D	Underdeveloped economy

8. Roadblocks to success should never deter the entrepreneur. Mixers when introduced, did not have many customers but today, we find it to be an essential part of kitchen accessories. Which type of competency is shown here? 1

9. _____ is a structured way to generate ideas in which a group of individuals led by moderator provide information about proposed products or services. 1
- (a) Environment scanning
 - (b) Focus groups
 - (c) Brainstorming
 - (d) Market research

10. The earthquake in Gujarat during the year 2001 led Mansukhbhai Prajapati to this indigenous invention. 1
- (a) Blue pottery
 - (b) Mitticool refrigerators
 - (c) Haathi Chaap
 - (d) Cooperative society

11. What is the ability to combine ideas in a unique way or to make unusual associations between the ideas? 1
- (a) Environment scanning
 - (b) Creativity
 - (c) Brainstorming
 - (d) Focus groups
12. _____ is the founder of Amul dairy project popularly known as “Operation flood”. 1
13. Carrying both industrial and commercial activities using computer networks is known as _____. (E-business/E-commerce) 1
14. What is the main difference between Entrepreneurship and Social Entrepreneurship on the basis of profit? 1
15. The two personal barriers are _____ and _____. 1
16. Questionnaire development comes under _____ step of market survey. 1
- (a) Planning the survey
 - (b) Field work
 - (c) Analysis and interpretation of data
 - (d) Report making
17. Eastman Kodak, in its film business, has been worrying about the greater threat from recent invention of filmless camera which takes video still pictures to be shown on a TV receiver. Which factor of micro environment is highlighted in the above statement? 1
- (a) Producers
 - (b) Customers
 - (c) Competitors
 - (d) Suppliers
18. Unique Industries has been one of the leading companies in mobile phone industry in India. The company decided to launch a new model A1 which will have inbuilt latest software to encourage hands free use and enhance the customer experience through 3D photos. They are also looking into ideas for ecofriendly recyclable materials for the phone which will cause less environmental damage. 1
- Identify the two factors of PESTEL model
- (a) Economic, Social
 - (b) Legal, Economic
 - (c) Social, Political
 - (d) Ecological, Technological

Section B

19. Identify and explain the following barriers to entrepreneurship. 2
- (a) War tension between two countries can hinder the trade between these countries.
- (b) Availability of factors such as land, labour, capital, market, material etc. can act as a barrier to entrepreneurship.

OR

Explain Social and Cultural environmental barriers.

20. Explain any two disadvantages of being an entrepreneur. 2

OR

Explain any two advantages of being an entrepreneur.

21. Describe the following entrepreneurial functions of an entrepreneur: 2
- (a) Innovation
- (b) Risk bearing

22. Explain Google's Innovation Time off. Also give the consequence of not encouraging it. 2

OR

Differentiate between Entrepreneur and Employee on the basis of Motive and Innovation.

23. Define Feasibility study. 2

24. Explain by giving four points on how Business incubators help start-ups get funding. 2

Section C

25. Victory Ltd., set up their small manufacturing unit producing bucket seat covers in the name of 'Comfy'. The product was a great hit. After sometime, SMW Ltd- market leaders in luxury car manufacturing planned to join hands with Victory Ltd. Such a deal will allow SMW to obtain better pricing and control over the manufacturing process. 3
- Identify and explain the type of integration for Victory Ltd and SMW Ltd.

26. According to David McClelland, regardless of culture or gender, people are driven by three motives. Mention and explain them. 3

OR

Evaluate the Basic and Psychological needs of Maslow's hierarchy Theory.

27. 'Attitude may be defined as the way a person feels about something'. Describe any three of its features. 3

OR

'Attitude constitute an important psychological attribute of individuals which shape their behavior.' Mention and explain the sources from where attitudes are acquired.

28. Mention any three purposes of business plan. 3

29. Describe the role of technology in creating new forms of business. (any three) 3

30. Explain product development strategies. Also give the ways for new product possibilities with examples. 3

Section D

31. There are good reasons why evaluating ideas is an important step in researching the venture's feasibility. Explain them. Also mention the next step after idea generation. 5
32. Enumerate the characteristics of social entrepreneurs. 5
33. There are four core values generally possessed by dynamic entrepreneurs. Evaluate them with an example. 5

OR

Analyze the types of entrepreneurs on the basis of motivation and use of technology.

34. Mohan Pvt. Ltd. recently commenced with the business of Blue pottery. Describe the four methods which are used in pricing decisions. Also explain why pricing is crucial to profits. 5

******END OF THE QUESTION PAPER******

ROLL
NUMBER

SET C



INDIAN SCHOOL MUSCAT
HALF YEARLY EXAMINATION 2022
ENTREPRENEURSHIP(066)



CLASS : XI
DATE: 04.12.2022

TIME ALLOTTED : 3 HRS.
MAXIMUM MARKS: 70

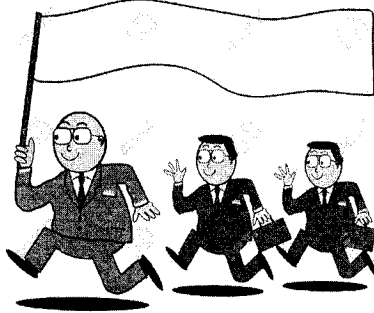
GENERAL INSTRUCTIONS:

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 - 1.1. Section A contains 1 mark
 - 1.2. Section B- 2 Marks
 - 1.3. Section C- 3 Marks
 - 1.4. Section D- 5 Marks
2. Internal choice is given in the paper, there is no overall choice.

Section A

1. Which step in the process of entrepreneurship involves selling the business and reaping the rewards? 1
 - (a) Start up
 - (b) Harvest
 - (c) Planning
 - (d) Self-discovery

2. Identify the managerial function of entrepreneur . 1



- (a) Communication
 - (b) Motivation
 - (c) Supervision
 - (d) Leadership
3. Victor industries has been one of the leading companies in mobile phone industry in India. The company decided to launch a new model A1 which will have inbuilt latest software to 1

encourage hands free use and enhance the customer experience through 3D photos. They are also looking into ideas for ecofriendly recyclable materials for the phone which will cause less environmental damage.

Identify the two factors of PESTEL model.

- (a) Economic, Social
- (b) Legal, Economic
- (c) Social, Political
- (d) Ecological, Technological

4. Match the following categories of entrepreneurs who played role in various types of economies. 1

I	Private entrepreneurs	A	Mixed economy
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5. Complete the following concept: 1

Entrepreneur \Rightarrow _____ \Rightarrow Enterprise

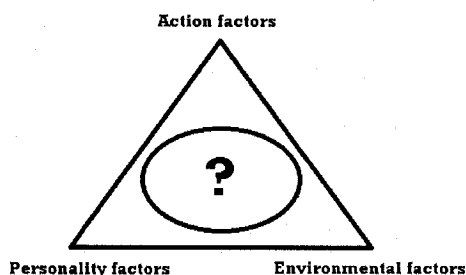
6. Identify the need for Entrepreneurship from the following statement: 1

“Entrepreneurship raises the standard of living by providing good quality products and services at the lowest cost.”

7. The earthquake in Gujarat during the year 2001 led Mansukhbhai Prajapati to this indigenous invention. 1

- (a) Blue pottery
- (b) Mitticool refrigerators
- (c) Haathi Chaap
- (d) Cooperative society

8. Complete the diagram that depicts the qualities which guides an entrepreneur. 1



9. Many problems are bound to come in the path of progress. Ratan Tata shifted the manufacturing plant for Nano cars from Singur to Sanand due to unforeseen complexities. Which type of competency is shown here? 1

10. Swapnil is conducting a study of the market with the help of a statistical agency to understand the market demand for bags made from jute, since he has some innovative ideas of processing 1

other plant based materials to make sustainable bags and travel suitcases. This way of gathering information for a systematic and in-depth study to generate ideas is known as:

- (a) Environment Scanning
- (b) Brainstorming
- (c) Creativity
- (d) Market Research

11. _____ is the first step in the process of finding a business. 1
- (a) Generating ideas
 - (b) Evaluating ideas
 - (c) Business Plan
 - (d) Feasibility Study
12. _____ is an approach in which an entrepreneur develops a new idea through a chain of word associations. 1
- (a) Free association
 - (b) Attribute listing
 - (c) Focus groups
 - (d) Brainstorming
13. _____ is the founder of Grameen Bank. 1
14. What is the main difference between Entrepreneurship and Social Entrepreneurship on the basis of profit? 1
15. The two personal barriers are _____ and _____. 1
16. Carrying both industrial and commercial activities using computer networks is known as _____. (E-business/E-commerce) 1
17. Eastman Kodak, in its film business, has been worrying about the greater threat from recent invention of filmless camera which takes video still pictures to be shown on a TV receiver. Which factor of micro environment is highlighted in the above statement? 1
- (a) Producers
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 - (d) Suppliers
18. Questionnaire development comes under _____ step of market survey. 1
- (a) Planning the survey
 - (b) Field work
 - (c) Analysis and interpretation of data
 - (d) Report making

Section B

19. Describe the following promotional functions of an entrepreneur. 2
(a) Investigation of an idea
(b) Assembling the requirements

20. Explain Google's Innovation Time off. Also give the consequence of not encouraging it. 2

OR

Differentiate between Entrepreneur and Employee on the basis of Motive and Innovation.

21. Define Feasibility study. 2

22. Explain by giving four points on how Business incubators help start-ups get funding. 2

23. Identify and explain the following barriers to entrepreneurship. 2

- (a) War tension between two countries can hinder the trade between these countries.
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OR

Explain the Social and Cultural environmental barriers.

24. Explain any two disadvantages of being an entrepreneur.

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Section C

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27. Describe the role of technology in creating new forms of business. (Any three) 3

28. Victory Ltd., set up their small manufacturing unit producing bucket seat covers in the name of 'Comfy'. The product was a great hit. After sometime, SMW Ltd- market leaders in luxury car manufacturing planned to join hands with Victory Ltd. Such a deal will allow SMW to obtain better pricing and control over the manufacturing process. Identify and explain the type of integration for Victory Ltd and SMW Ltd. 3

29. Market development strategy implies exploring new markets for the existing product. Describe these ways to search for new group of customers. 3

30. According to David McClelland, regardless of culture or gender, people are driven by three motives. Mention and explain them. 3

OR

Evaluate the Basic and Psychological needs of Maslow's hierarchy Theory.

Section D

31. There are four core values generally possessed by dynamic entrepreneurs. Evaluate them with an example. 5

OR

Analyze the types of entrepreneurs on the basis of motivation and use of technology.

32. There are good reasons why evaluating ideas is an important step in researching the venture's feasibility. Explain them. Also mention the next step after idea generation. 5

33. Explain the factors determining the choice of channel of distribution related to market. 5

34. Enumerate the characteristics of social entrepreneurs. 5

******END OF THE QUESTION PAPER******

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