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**INDIAN SCHOOL MUSCAT  
HALF YEARLY EXAMINATION 2023  
ENTREPRENEURSHIP (066)**



CLASS : XI  
DATE: 26.09.2023

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 objective type 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. The Coffee Mates team – Petar Stefanovski and Nikola Vuchkov, created a sustainable solution for using coffee grounds – they made a glasses frame. They were declared winners for their idea among the third generation of young people within a project called Regional Incubator for Social Entrepreneurs (RISE), organized by the association for social innovation ARNO in North Macedonia. Identify the entrepreneurial function from the following: 1
  - (a) Detailed investigation
  - (b) Risk taking
  - (c) Innovation
  - (d) Organization building
  
2. Google is using an under-the-radar recruiting strategy of quiet hiring. It's part of what enables it to identify the brightest minds (internally and externally) and place the best candidates into its open positions. Which managerial function performed by Google is mentioned here? 1

- (a) Planning
- (b) Organizing
- (c) Staffing
- (d) Controlling

3. Starbucks is the largest and most successful global coffeehouse chain in existence. It became the largest coffeehouse chain in the world because of its value for market research. Identify the promotional function conducted by Starbucks. 1

- (a) Discovery of an idea
- (b) Detailed investigation
- (c) Assembling the requirements
- (d) Financing the proposition

4. \_\_\_\_\_ is a managerial function which initiates organized and planned action, and ensures effective performance by subordinates towards the accomplishment of group activities. 1

- (a) Planning
- (b) Organizing
- (c) Directing
- (d) Staffing

5. Assertion: The main need for entrepreneurship state in any country is for Economic Development. 1

Reason: Economic growth depends on the rate of innovation in the economic field, which in turn, depends on the number and quality of entrepreneurs in the society.

- (a) Both Assertion and Reason are true but Reason is not the correct explanation for Assertion.
- (b) Both Assertion and Reason are true and Reason is the correct explanation for Assertion.
- (c) Assertion is correct but Reason is false.
- (d) Assertion is false but Reason is true.

6. Karan, a rural boy, after a small research on organic farming in the nearby city, identifies its potential in his village. He meets the zonal agricultural officer, informs his willingness to do business in the same way they do. Looking at the determination of Karan, he helps him arrange the resources required for his farm land. His hard work pays and the organic vegetables are a hit, just like how it was in the city he observed. Identify the type of entrepreneur as per C.Danhof which is mentioned in the case. 1
- (a) Innovative
  - (b) Imitative
  - (c) Fabian
  - (d) Drone
7. Ratan Tata shifted the manufacturing plant of Nano cars from Singur to Sanand due to unforeseen complexities. Identify the entrepreneurial competency. 1
- (a) Initiative
  - (b) Innovation
  - (c) Problem solving
  - (d) Quality performance
8. The answer to why 3D TVs failed, is the problem of manufacturers not understanding the market properly. Identify the entrepreneurial competency. 1
- (a) Risk taking
  - (b) Information seeking
  - (c) Problem solving
  - (d) Quality performance
9. Choose the statement which is not true related to Intrapreneurs. 1
- (a) Intrapreneurs are employees within a company who are assigned a special idea or project, and are instructed to develop the project like an entrepreneur would.
  - (b) Intrapreneurs usually have the resources and capabilities of the firm at their disposal.
  - (c) An intrapreneur's main job is to turn that special idea or project into a profitable venture for the company
  - (d) Intrapreneurs incur the risk associated with the enterprise

10. "Human beings require respect in the society." Point the need in the Maslow - Hierarchy of Needs Theory from the statement. 1

- (a) Physiological needs
- (b) Safety needs
- (c) Social needs
- (d) Esteem needs

11. Rithvik would like to be an entrepreneur. But he doesn't have any specific business idea. He started screening large amount of information from news magazines, Customer and Government publications etc. in order to detect emerging trends. He could receive too much information from this way of generating business ideas. The way used by Rithvik is \_\_\_\_\_ 1

- (a) Environment scanning
- (b) Creativity
- (c) Focus group
- (d) Market research

OR

Sumesh, general manager of S & S Enterprises, is assigned with the task of developing a new feature in their product i.e fairness cream. He has very efficient division heads and hence he immediately called for a meeting with them, so that through an unstructured discussion they could develop business ideas by innovating alternative ways of meeting the needs and solving problems. The way used by Sumesh is \_\_\_\_\_.

- (a) Environment scanning
- (b) Focus group
- (c) Brainstorming
- (d) Market research

12. Which component of business plan starts with 'a mission statement'? 1

- (a) Production plan
- (b) Introductory profile
- (c) Business venture
- (d) Operational plan

13. In case of a trading firm or a service business, the part of production plan to be included is \_\_\_\_\_ 1
- (a) Complete manufacturing
  - (b) Partial manufacturing
  - (c) No manufacturing
  - (d) Simple manufacturing
14. 'Work your plan' is the objective of preparing this plan. 1
- (a) Production plan
  - (b) Operational plan
  - (c) Financial plan
  - (d) Manpower plan
15. The process in the operational plan which is concerned with determining the exact route or path a product has to follow right from raw materials till it is transformed to finished goods. 1
- (a) Shipping
  - (b) Dispatching
  - (c) Scheduling
  - (d) Routing
16. Who is the Founder of Barefoot College, which promotes rural development through innovative education programs.? 1
- (a) Dr. Varghese Kurian
  - (b) Bunker Roy
  - (c) Harish Hande
  - (d) Ela Bhatt
17. War tension between two countries can also stop the trade between these countries. Identify the type of environmental factor which affect business. 1
- (a) Legal
  - (b) Social
  - (c) Political
  - (d) Economic

18. Change in the taste of customers like Readymade shirts, instant food, vending machines for tea and eatables etc are \_\_\_\_\_ factors affecting business 1
- (a) Technological
  - (b) Political
  - (c) Social
  - (d) Economic

### SECTION B

19. iPhone maker Apple will start manufacturing its wireless ear buds Air Pods at Foxconn's Hyderabad factory, according to sources. Foxconn has approved an investment of USD 400 million for Hyderabad plant which is expected to begin mass production by December 2024. iPhone maker Apple will start manufacturing its wireless ear buds Air Pods at Foxconn's Hyderabad factory, according to sources. Explain two commercial functions mentioned in the given case. 2
20. Mention two ethical standards to be followed in the business practices. 2
21. Differentiate between an employee and an entrepreneur on the basis of Motive and Status. 2
22. Define business plan. 2
23. Give four points on how business incubators help start-ups? 2
24. Why is it said that 'Entrepreneurial actions are efforts to solve problems for others'? Give reason for the statement highlighting the example of Japanese case study. 2

### SECTION C

25. 'Entrepreneurship strengthens a country as it helps in the progress of the nation.' Give three points with explanation to support the statement. 3
26. Describe how entrepreneurs can be classified on the basis of motivation. 3

OR

Explain the various sources of attitude.

27. Jafer after completing his master's degree was called for an online interview by a giant firm in Singapore. After 3 months he received the appointment letter from the firm. Identify the need (as per Maslow) satisfied by Jafer. Explain the next two needs which arises after this. 3
28. What are personal barriers? Explain the types of personal barriers. 3
29. Describe any three importance of generating ideas. 3

### SECTION D

30. A social entrepreneur's most unique ability is to see a problem in the world and have the passion, interest and the belief that he or she can help solve it. Sometimes thinking that we can change the world feels impossible, but a small act of kindness adds up to big changes. Describe the features of social entrepreneurs. 5

OR

In Kenya, mobile phones are being used to collect data and report on disease-specific issues from more than 175 health centers serving over 1 million people. This technology has reduced the cost of the country 's health information system by 25% and cut the time needed to report the information from four weeks to one week. Describe the role of technology in creating new forms of business.

31. Biswas is the finance manager of Bimal Group. He was busy preparing the financial plan of the company. Which all components he would have mentioned in the financial plan? Elaborate any five of them. 5
32. These are "beliefs that guide actions and judgement across a variety of situations." Identify the concept and elaborate its various forms. 5
33. Kailash, after completing his MBA wanted to start a business of manufacturing shirts with jute. He discussed his plan with his father, who was a trader. His father advised him that, every enterprise should go through certain common entrepreneurial process. It is important to understand this process. Describe the entrepreneurial processes after evaluating ideas. 5
34. Entrepreneurship involves a lot of risk taking. Yet, it can pay off very well, with rewards such as profits, the opportunity to be your own boss and make your own decisions. Elaborate the disadvantages of entrepreneurship. 5

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

