CBSE Class 12 Entrepreneurship 2005 - Set 98

Question Paper

Conducted by the Central Board of Secondary Education (CBSE)

Time Allowed: 3 Hours **Maximum Marks: 70**

General Instructions

(i) All the questions are compulsory.

(ii) Marks are indicated against each question.

(iii) Question Nos. 1 to 5 are very short answer questions carrying 1 mark each. Answer to each of these should not exceed 15 words.

(iv) Question Nos. 6 to 10 are short answer questions carrying 2 marks each. Answer to each of these should not exceed 50 words.

(v) Question Nos. 11 to 17 are short answer questions carrying 3 marks each. Answer to each of these should not exceed 75 words.

(vi) Question Nos. 18 to 21 are short answer questions carrying 4 marks each. Answer to each of these should not exceed 150 words.

(vii) Question Nos. 22 to 24 are long answer questions carrying 6 marks each. Answer to each of these should not exceed 250 words.

Questions

1. Who is an Entrepreneur ?
2. What is a 'field of ideas' ?
3. What is an inventory ?
4. What are the basic marketing functions ?
5. What is meant by 'Product Mix' ?
6. Write a brief note on the 'Creative Process'.
7. What are 'Opportunity Costs' ?
8. What is meant by 'Collateral Security' ?
9. What are the salient features of a 'Feasibility Plan' ?
10. What is meant by the term 'Economic Viability' ?
11. What are the major components of 'Fixed Capital' ?
12. An entrepreneur wants to start a petroleum based industry in Bangalore. Identify three major bottlenecks he could face.
13. List the factors based on which a manufacturing process is to be selected.
14. What is 'Trial Production' ? Give a suitable example.
15. What type of distribution system would you adopt for Milk ? Explain briefly.
16. As a young entrepreneur, you are investing in transport business. What kind of sales promotion techniques would you adopt ? Explain in brief.
17. What are secured loans ? How do they differ from unsecured loans ? (any two differences)

18. Distinguish between 'Owner's funds' and 'Borrowed funds' based on the following :

(a) Risk

(b) Control of management

(c) Fixed obligations

(d) Permanence

19. Define Financial Planning. What are the steps in the process of financial planning ? Explain briefly.

20. How does 'market supply' affect a business idea ? Explain with a suitable example.

21. What is meant by the term 'Transfer of Technology' ? Explain with a suitable example.

22. What is 'Market Assessment' ? Why is it needed for an entrepreneur ? Explain in detail.

OR

22. Describe the process of testing ideas for assessing their opportunity potential.

23. You are planning to manufacture 1000 litres of disinfectant (phenyl) every day for retail sale. Draft a report that will indicate the following :

(a) Sources for Raw Materials

(b) Manufacturing Methods

(c) Manpower Requirements

(d) Technical Feasibility

(e) Financial Viability

(f) Marketing Strategy

OR

23. An entrepreneur wants to start a series of 10 service outlets (electronic goods) in the city. List out the various inputs he would need in terms of human resources for effective services through his endeavour. Keeping the minimum wages for the labour he would employ, and other staff, work out an approximate financial profile.

24. What is planning ? Explain the steps in the process of planning.

OR

24. Using examples, discuss the activities that sustain the growth of an enterprise.

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