CBSE Class 12 Entrepreneurship 2006 - Set 98/1

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) Questions No. 1 to 5 are very short answer questions carrying 1 mark each. Answer to each of these should not exceed 15 words.

(iv) Questions No. 6 to 10 are short answer questions carrying 2 marks each. Answer to each of these should not exceed 50 words.

(v) Questions No. 11 to 17 are short answer questions carrying 3 marks each. Answer to each of these should not exceed 75 words.

(vi) Questions No. 18 to 21 are short answer questions carrying 4 marks each. Answer to each of these should not exceed 150 words.

(vii) Questions No. 22 to 24 are long answer questions carrying 6 marks each. Answer to each of these should not exceed 250 words.

Questions

1. What is Market Assessment ?

2. List the uniqueness of an Entrepreneur.

3. Why. does a Company need a Production Plan ?

4. What is a sample survey ?

5. What is meant by Variable Pricing ?

6. What are the two basic roles of an entrepreneur ?

7. What is Venture Capital ? List two inputs that would form a part of Venture Capital.

8. What compulsions would have led an entrepreneur to set up his enterprise outside city limits ? List any two such compulsions.

9. Why is advertising necessary for products ?

10. List any four items of an enterprise that can be taken on lease.

11. How is socio-cultural factor important for entrepreneurship ?

12. How does market supply influence a business idea ? Give a suitable example.

13. “Pollution control systems should be a part of the plant design of an enterprise”. Explain in brief.

14. What is a Debt Equity Ratio ? What does it indicate ?

15. What is meant by the creative process ?

16. What is meant by personal financing ? How does it support an enterprise ?

17. As a young entrepreneur you are investing in a fast food set up. What kind of sales promotion techniques would you adopt ? Explain in brief.

18. Explain in brief any four steps needed to develop a good human resource for an organization.

19. You are planning to establish a small scale textile export unit. What are the types of utilities you would need for the smooth running of your enterprise ? Explain briefly.

20. What is meant by Capital Structure ? Discuss the factors affecting the determination of the Capital Structure of an enterprise.

21. Distinguish between 'preference shares' and 'equity shares' on the basis of :

(a) Payment of dividend

(b) Repayment of capital

(c) Voting rights

(d) Rate of dividend

22. Describe the different stages involved in setting up a small scale enterprise.

OR

22. With an example for each method, describe the different methods adopted by entrepreneurs to generate ideas.

23. An entrepreneur intends to manufacture ice cream during summer. Draw a plan of action indicating the fixed costs, variable costs, direct costs and overheads.

OR

23. Discuss the growth sustaining activities giving suitable examples.

24. You are planning to manufacture 1000 kilos of crispy snacks 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 and

(f) Marketing strategy

OR

24. An entrepreneur wants to start a series of 10 service outlets (Computers maintenance) 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.

- End of Question Paper -