ENTREPRENEURSHIP

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.*

QUESTION PAPER CODE 98

1.	What is meant by Annual Turnover ?	1
2.	What is the importance of a no objection certificate ?	1
3.	What are the important elements of a production plan ?	1
4.	What is meant by trade practices ?	1
5.	Why is pricing considered a crucial activity ?	1
6.	An entrepreneur is known as an 'opportunity spotter'. Write a note in brief.	2
7.	What is meant by equity funds ? How are these obtained ?	2
8.	What compulsions would have led an entrepreneur to set up his enterprise outside city limits ? List any two such compulsions.	2
9.	How does advertising help an enterprise ?	2
10.	What are the advantages of taking assets on lease ?	2
11.	How is the political factor important for Entrepreneurship ?	3

12. How does market demand influence a business idea ? Give a suitable example. 3

13. Briefly explain how the manpower cost has a direct bearing on the profitability of an enterprise. 3

14. What is net profit ratio ? What does it indicate ? 3

15. What is meant by the Innovative process ? 3

16. What is meant by public financing ? How does it support an enterprise ? 3

17. As a young entrepreneur you are investing in a Book Stall. What kind of sales promotion techniques would you adopt ? Explain in brief. 3

18. What financial resources are needed to start and sustain an enterprise ? Give suitable examples in support of your answer. 4

19. You are planning to establish a small-scale textile import unit. What types of utilities would you need for the smooth running of your enterprise ? Explain briefly. 4

20. Define Financial Planning. Explain the role of financial planning in management. 4

21. Distinguish between Debentures and Equity Shares on the basis of : 4
    (a) Payment of Dividend
    (b) Repayment of capital
    (c) Voting rights
    (d) Rate of dividend

22. Describe the process of testing ideas for assessing their opportunity potential. 6

OR

Discuss any three fields of ideas with suitable examples. 6

23. What does 'decision-making' stand for ? Explain the steps involved in decision making. 6

OR

"An enterprise that does not grow will eventually die." Explain with suitable examples. 6

24. An entrepreneur wants to start a series of 10 service outlets (Auto Service) 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. 6

OR

You are planning to manufacture 1000 kilos of traditional sweets every day for retail sale. Draft a report that will indicate the following : 6

(a) Sources for Raw Materials

(b) Manufacturing Methods

(c) Manpower Requirements

(d) Technical Feasibility

(e) Financial Viability

(f) Marketing Strategy