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. Harsh plans production of a motor car for the common man at a very low price. Name the characteristic that develops his ideas into a viable and successful project. 1

2. What is 'Brainstorming' ? 1

3. What is meant by 'Usage-Rate' in Inventory Control? 1

4. Name the marketing function which is concerned with transfer of goods from the producer to customer. 1

5. What is meant by 'Operational Level Planning' ? 1

6. Sale of ceiling fans during winter season is a decision prompted by an environmental factor. Name and explain the factor. 2

7. Categorise the following items under different heads of a 'Project Report' : 2

(a) Product quality and Product need

(b) Skilled, Unskilled and Semi-skilled manpower

(c) Quality Control and scope of Research and Development

(d) Expenses on advertisement and publicity

8. Explain 'Market Survey and Analysis' as a characteristic of a feasibility plan. 2

9. State any two advantages of debentures from the point of view of the debenture-holders. 2

10. Differentiate between: 2

(a) Direct cost and Indirect cost

(b) Semi-variable cost and Variable cost

11. Explain any three decisions that have to be taken by an entrepreneur under 'Material Resources' while setting up a small enterprise. 3

12. Explain, with the help of an example, 'ability to perceive and preserve the basic ideas' as a factor in the process of sensing opportunities. 3

13. Explain the concept of 'circulating capital' with the help of an example. 3

14. What is a 'Project Report' ? 3

15. State the advantages of 'Inventory Control'. 3

16. Explain 'Credit Credibility' and 'Healthy Competition' as a social responsibility of an entrepreneur. 3

17. How do changes in technology affect growth? 3

18. Explain, by using any four points, why 'market-assessment' is needed for an entrepreneur. 4

19. Explain, with the help of an example, the concept that states that 'at a particular volume of production of a firm it neither makes a profit nor a loss'. 4

20. State any four functions of Industrial Development Bank of India. 4

21. Explain any four factors which affect the formulation of a financial plan. 4

22. Explain any six idea-fields which act as convenient frames of references for an entrepreneur at the time of generating ideas. 6

OR

Explain any six steps which help in identifying a feasible product or process.

23. State any six objectives of preparing a 'Project Report'. 6

OR

State the uses of a Project Report for

(i) the entrepreneur

(ii) the financial institutions

(iii) the Government

24. Himanshi is a small entrepreneur involved in the manufacturing of coolers. She finds that the total cost of production of one unit of cooler is Rs. 3,000. She decided to have a margin of 12% as profit. Determine the sale price of a cooler. Name and explain the method of pricing she has followed. Explain one more method of pricing, specifying its distinguishing features. 6