CBSE Class 12 Entrepreneurship 2009 - 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 for question are indicated against each of them.

(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 are market driven ideas?
2. How does market research help entrepreneur to spot new ideas?
3. What is meant by contract commitment?
4. State any two features of owners fund.
5. Why is Management not considered the same as operation?
6. List the steps for setting up a small poultry enterprise.
7. Why are feasibility plans considered essential ?
8. What is debt equity ratio and what does it indicate?
9. What are market segments?
10. Why do products have to be graded?
11. Explain any three ways of generating ideas.
12. Why is Return on Investment deemed as a yard stick for the performance of an enterprise? Explain with suitable example.
13. State the uses of a project report for an entrepreneur.
14. Name and explain any three central level financing institutions supporting entrepreneurs.
15. Why is it necessary to know the preferences of the buyers while deciding on a market strategy?
16. State the reasons why consumers prefer enterprises with an after sales service.
17. What is a remote market? How would you arrange for distribution of Home products in such regions?

18. Explain the factors influencing the decisions regarding the “Material resources”,

19. What are the main features of feasibility plan?

20. Distinguish between the cost plus pricing method, vs. variable pricing method.

21. What is Financial Planning? Explain the steps in the process of financial planning.

22. Scanning of opportunities is “the Link” between “sensing opportunities” and “entrepreneurial success”. Explain this statement with a suitable example.

OR

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

23. Explain any four elements of a Project Report.

OR

23. You plan to establish a small scale enterprise. What are the types of utilities you would need for the smooth running of your enterprise?

24. You propose to set up an automated plant to process and export potato chips. The estimated financial outlay is Rs. 12 crores (not including the cost of land & building) and the working capital estimates are Rs. 30 lakhs per month. Explain what sources of financing you would resort to and the reason for opting for that source.

OR

24. What is advertising? State with reasons the mode of advertising you would adopt to sell “Fast Moving Consumer Goods” in urban centers.

- End of Question Paper -