CBSE Class 12 Entrepreneurship 2010 - 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) Questions No. 1 to 5 are very short answer type questions, carrying 1 mark each. Answer to each of these should not exceed 15 words.

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

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

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

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

Questions

1. Name the process of perceiving the needs and problems of people and society in arriving at creative solutions.

2. Name the process of changing raw material into finished products with value addition.

3. Give any two examples of opportunity costs.

4. Define 'cost'.

5. Deepak, a businessman, generally withdraws upto Rs. 50,000 more than the balance in his current account, as the bank has given him this permission for a period of one year.

   Name the two ways under which bank can give such permission to its customers.

6. An entrepreneur has decided to open a retail outlet to sell fast food items like pizza, noodles etc. in the rural areas. Do you think his decision is correct ? Give any one reason identifying the environmental factor helpful in taking this decision.

7. Explain 'Technical feasibility' as an element of a Project Report.

8. Explain the role of 'Financial Resources' for an entrepreneur.

9. What is meant by 'seed capital' ?

10. Distinguish between 'fixed capital' and 'working capital'.

11. Explain 'ability to harness different sources of knowledge and information' and 'vision and creativity' as important factors in sensing opportunities.

12. Explain any two decisions to be taken under 'Material Resource' while setting up a small-scale enterprise.

13. What is a 'Project Report' ? Explain.

14. What should an entrepreneur do to mobilize the resources ?

15. List any six factors that should be kept in mind by any manufacturing enterprise as a part of its 'Production Plan'.

16. Explain 'Care to Ecology and Environment' and 'Concern for Workers' as social responsibilities of an entrepreneur.

17. Differentiate between 'Preference Shares' and 'Equity Shares' on the basis of

(a) Voting Rights,

(b) Payment of Dividend, and

(c) Repayment of Capital.

18. Explain how 'Political factors' and 'Economic factors' help in scanning the environment.

19. A factory is engaged in manufacturing shirts. The following information is available to you :

Sales	–	Rs. 4,00,000
Direct Labour Cost (2,000 units)	–	Rs. 40,000
Direct Material Cost (2,000 units)	–	Rs. 1,00,000
Direct Expenses (2,000 units)	–	Rs. 20,000
Fixed Cost	–	Rs. 1,20,000

Find out :

(a) Variable cost per unit

(b) Total cost

(c) Quantity to be sold at Break-Even Point

20. State any two advantages and any two limitations of owner's funds.

21. Explain the various inputs that will help into designing a sales budget.

22. Explain any four important aspects to be considered while doing market assessment by an entrepreneur.

OR

22. Explain any six ways in which ideas can be generated.

23. State any six features of a feasibility plan.

OR

23. State the six major objectives of preparing the Project Report.

24. Sonu, an entrepreneur, introduced a new hair oil which will help in reducing hair-fall. Inspite of heavy advertisement and publicity he is not able to boost the sales.

Suggest any six techniques to Sonu which will help him in boosting the sales.

OR

24. "An enterprise that does not grow will eventually die." Explain this statement with suitable examples.

- End of Question Paper -