CBSE Class 12 Entrepreneurship 2011 - 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. What is meant by 'Product-Mix' ?

2. When is an 'Application for Permanent Registration' required and where has an entrepreneur to apply for obtaining this while setting up a small scale enterprise ?

3. "Entrepreneurs are dreamers with a vision." How ?

4. Identify the intermediaries involved in the indirect-selling mode.

5. What is meant by investigation of ideas ?

6. State any four basic functions involved in 'selling' as a function of exchange.

7. Pragya Ltd. decided to sell air-conditioners and refrigerators at a discount during winter season to clear the stock. Name and explain the environmental factor which helped them in taking this decision.

8. When an enterprise is born the equilibrium between the two sets of forces is required. Identify the forces.

9. Explain 'Operational Plan' as a feature of a feasibility plan.

10. Which is the most important asset under the head 'Asset Management' for an entrepreneur and how does he generate it ?

11. Name the element of a 'Project Report' that deals with the description and use of the product/service. Also state the other areas which find a place in this element.

12. State the steps of the action plan of a Production Manager under the head 'Production Planning and Scheduling'.

13. Explain, 'Persistence', 'Creativity' and 'Taking initiative' as entrepreneurial competencies.

14. Explain any three decisions to be taken under the head 'Material Resource' while setting up a small scale enterprise.

15. Name and explain the method of pricing in which price of a product is fixed consciously at a low level with minimal margin of profit.

16. What should an entrepreneur do to mobilise the resources ? Explain.

17. "One of the essential objectives of managing the market is 'creating demand'." Explain.

18. What is a 'feasibility plan' ? Why does the entrepreneur need a feasibility plan ?

19. Explain the concepts of 'Cost, Revenue and Break-Even-Point'. Also explain how Break-Even-Point is calculated.

20. Illustrate how an entrepreneur assesses the working capital requirements of an enterprise taking into consideration the operating cycle.

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

22. What is meant by Factoring ? State any five features of Factoring.

OR

22. Explain the following sources of finance of an enterprise :

(i) Chit-Fund (ii) Personal saving (iii) Deposits from dealers (iv) Private money-lenders.

23. Describe any three methods adopted by entrepreneurs to generate ideas, with at least one example for each.

OR

23. Describe any three fields of ideas, with suitable examples.

24. Name and explain the type of capital which is known as risk capital of an enterprise. State any two advantages and any two limitations of this capital.

OR

24. Name and explain the type of capital which does not provide any right of control over management of the enterprise. State any two advantages and any two limitations of this capital.

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