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 Nos. 1 to 5 are very short answer questions carrying 1 mark each. Answer to each of these should not exceed 15 words.

(iv) Questions Nos. 6 to 10 are short answer questions carrying 2 marks each. Answer to each of these should not exceed 50 words.

(v) Questions Nos. 11 to 17 are short answer questions carrying 3 marks each. Answer to each of these should not exceed 75 words.

(vi) Questions Nos. 18 to 21 are short answer questions carrying 4 marks each. Answer to each of these should not exceed 150 words.

(vii) Questions Nos. 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

1. What is meant by marketing mix? 1

2. Why an 'Application for Permanent Registration' is required while setting up a small-scale enterprise? 1

3. List the two basic roles of an entrepreneur. 1

4. Give one example stating how the 'nature of products' affect the channels of distribution. 1

5. What is meant by 'Idea fields' ? 1

6. What is meant by inventory control? 2

7. Gargya Ltd. decided to sell ceiling fans and air-conditioners at a discount during Diwali season to clear the stock. Name and explain the environmental factor which helped them in taking this decision. 2

8. In an 'Enterprise-Process-Model' when an entrepreneur achieves the effective-strategic position? 2

9. Explain 'Market-survey and analysis' as a feature of a feasibility plan. 2

10. State any two points that should be taken into consideration while leasing an equipment under the head 'Management of Equipments'. 2

11. Name the 'Element of a Project Report' that deals with the manufacturing process, product design and drawings. Also state the other 'areas which find a place in this element. 3

12. State the important considerations that an entrepreneur should keep in mind while purchasing the right quality and quantity of material at a right time and price. 3

13. Explain 'Propensity for Risk-taking' and 'Faith and commitment to a planning paradigm' as entrepreneurial competencies. 3

14. Explain any three points to be taken into consideration while' Assessing the Market'. 3

15. 'The soft drink bottle of 300 ml of a company is placed at Rs. 7, while the 1000 ml bottle is placed at Rs. 15.' Name and explain the method of pricing involved in the above example. 3

16. Why 'Technical Resources' are important for an entrepreneur? Explain. 3

17. One of the essential objectives of managing the market is "Securing Goodwill". Explain. 3

18. Explain any four major objectives of preparing a 'Project Report'. 4

19. What is a feasibility plan? Why does the entrepreneur need a feasibility plan ? 4

20. Illustrate how an entrepreneur assess the working capital requirements of an enterprise taking into consideration the operating cycle. 4

21. Explain' Ability to perceive and preserve basic ideas' as an important factor involved in the process of sensing opportunities. 4

22. What is meant by venture capital? State any five features of venture capital. 6

OR

What is meant by Retained Profit? Explain any five advantages of Retained Profit.

23. Describe any three methods adopted by entrepreneurs to generate ideas with at least one example for each. 6

OR

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. 6

OR

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.