CBSE Class 12 Entrepreneurship 2012 - 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. In which form does the 'opportunity' exist in the environment ?

2. State any two factors included in 'level of operation' while identifying a feasible product.

3. What is meant by 'Idea Fields' ?

4. What is meant by 'collateral security' ?

5. Name the 'Pricing Policy' adopted by an Entrepreneur in which maximum price is determined by the ability of the customer to pay.

6. State the different stages of an 'Enterprise-Process-Diagram' with diagram.

7. Explain with example how 'Existing Products or Services' help in generation of ideas.

8. An entrepreneur proposes to produce 500 pants per week for which he needs ₹ 30,000 for purchasing raw materials, ₹ 10,000 for payment of labour charges and ₹ 5,000 for purchase of a button machinery. His operating cycle is 3 weeks.

Calculate the working capital requirements of this entrepreneur and also give the meaning of 'operating cycle'.

9. 'Nature of Products' affects the channel of distribution. Which channel of distribution will be more suitable for the following products :

(a) Voluminous and Bulky goods

(b) Capital goods

(c) Consumable goods with a better shelf-life

(d) Goods with low shelf-value

10. State any two features of 'Factoring' as a source of finance.

11. Why is environment an important factor for Entrepreneurship ? Explain.

12. Explain 'Marketing Strategies' and 'Financial Profile' as features of a Feasibility Plan.

13. Explain any three major elements of a 'Project Report'.

14. In addition to purchasing fixed assets and current assets, finance is needed for many purposes. State any three such purposes.

15. Designing an advertisement is an important activity. State the issues that should be addressed while designing it. Also discuss how advertisement empowers the customers.

16. State by giving any three points, 'how does branding help an entrepreneur'.

17. Explain 'Credit credibility' and 'Meeting statutory obligations' as social responsibilities of an entrepreneur.

18. Explain how 'Application and Use', 'Level of operation', 'Cost' and 'Technical complexity' help in identifying a feasible product or process.

19. What is a 'feasibility plan' ? State any three reasons why the entrepreneurs need a feasibility plan.

20. What is a 'Project Report' ? Explain the uses of the Project Report for the 'Entrepreneur' and for the 'Government'.

21. 'To find the critical components of the project idea' is one of the objectives of preparing the Project Report. State the other objectives.

22. Explain the practical steps involved in setting up a Small-Scale-Enterprise at Stage-II.

OR

22. Explain any six ways adopted by entrepreneurs to generate ideas with atleast one example for each.

23. State any three 'Direct Assistance' and any three 'Indirect Assistance' provided by Small Industries Development Bank of India.

OR

23. What is the objective with which 'Industrial Reconstruction Bank of India' was set-up ? State any five functions performed by this Bank.

24. Define 'Creativity'. Explain the five stages of the 'creative process'.

OR

24. Explain the concept of 'Planning Paradigm', and 'The Four Stage Growth Model' of it.

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