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.

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1. Name the two most crucial behavioural characteristics of an Entrepreneur. 1

2. State how 'Market Competition' should be assessed while identifying a feasible product or service. 1

3. Why 'Consumer' is called a 'King' ? State. 1

4. 'Trained man-power' is a type of Human Resource which is required in a Small-Scale-Enterprise. State the type of work they are often engaged in. 1

5. State how 'Penetrating-Pricing Method' facilitate in expanding the market. 1

6. Give four names of supportive agencies who extend financial support, expertise and training to the Entrepreneurs. 2

7. Give any two examples which explain how ideas can be generated based on 'Natural Resources'. 2

8. An entrepreneur proposes to produce 1000 shirts per week for which he needs Rs. 50,000 for purchasing raw materials, Rs. 20,000 towards the payment of labour charges and Rs.10,000 for purchase of a machinery. His operating cycle is 2 weeks.

   Calculate the working capital requirements of this entrepreneur and also give the meaning of 'Operating Cycle'. 2

9. 'Nature of Market' affects the channel of distribution. Which channel of distribution will be more suitable for the following markets? 2

   (a) Concentrated Market

   (b) Remote Market

   (c) Monopolistic Market.

   (d) Regional Market

10. State any two features of 'Leasing'. 2

11. What is meant by 'Scanning of Environment' ? Explain how 'Political-Factors' help in scanning of Environment. 3

12. Why do customers prefer enterprises with assured sale service? Explain. 3

13. Explain the concept of 'Break-Even-Point' with example. 3

14. Explain any two inputs required for designing a 'Sales Budget'. 3

15. 'Personal-selling plays a very important role in Sales Promotion.' State any six points of such role of Personal-Selling in Sales Promotion. 3

16. State the six major objectives of preparing the 'Project Report'. 3

17. 'While determining the 'Cost', 'Cost of Labour' is the major element.' What is meant by 'Cost of Labour' ? Also explain 'Direct' and 'Indirect Cost of Labour' . 3

18. Explain any four points on the basis of which details are prepared by an entrepreneur while assessing the market. 4

19. What is a Feasibility Plan? Explain: 4

(i) Objectives of Business

(ii) Operational Plan and

(iii) Financial Profiles as the main features of a feasibility plan.

20. What are the different issues which are determined under 'Physical Resources' ? 4

21. Explain any four elements of a 'Project Report'. 4

22. Explain 'Market-Driven Ideas', 'Trading related Ideas' and 'Service-Sector Ideas' as different Idea Fields. 6

OR

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

23. Distinguish between Shares and Debentures on the basis of the following: 6

(i) Status of the Investor

(ii) Return Rate

(iii) Convertibility

(iv) Right to Vote

(v) Redemption of Capital and

(vi) Charge on Assets

OR

Differentiate between Preference Shares and Equity Shares on the basis of the following:

(i) Payment of Dividend

(ii) Repayment of Capital

(iii) Voting Right

(iv) Convertibility

(v) Rate of Dividend and

(vi) Redemption order

24. Explain any four factors that influence growth of an Enterprise. 6

OR

Explain any four growth sustaining activities adopted by an Entrepreneur.