

Total No. of Printed Pages—7

**HS/XII/Com/En/NC/21**

**2 0 2 1**

**ENTREPRENEURSHIP**

( New Course )

( **Commerce** )

*Full Marks : 70*

*Time : 3 hours*

*The figures in the margin indicate full marks for the questions*

*General Instructions :*

- (i) Write all the answers in the Answer Script.
- (ii) All questions are compulsory.
- (iii) Attempt all parts of a question together at one place.

Answers to Question Nos. **1** to **5** should not exceed 15 words each :

1×5=5

**1.** What is the meaning of trend spotting?

*Or*

What is idea germination?

**2.** Give any two contents of a business plan.

( 2 )

3. Which is the shortest channel of distribution?

*Or*

What is target market?

4. What are the two ways in which an organization can expand?

*Or*

What is acquisition?

5. Define budget.

*Or*

What do you mean by unit cost?

Answer to Question Nos. 6 to 10 should not exceed 30 words each : 2×5=10

6. Distinguish between trademark and brand name.

*Or*

What is ABC analysis?

7. Annual quantity of jeans sold by a shop is ₹ 1,200 at the rate of ₹ 100 per month. Cost of placing an order and receiving goods is ₹ 500 per order. Inventory holding cost is ₹ 30 per annum. What is the economic order quantity for the shopkeeper?

( 3 )

8. What is value addition? Explain by giving an example.

*Or*

Why is a logo important for a company?

9. Enumerate the factors which affect the operational plan.

*Or*

Name the two forms that merger can take place.

10. What is Pareto's principle?

Answer to Question Nos. 11 to 17 should not exceed  
45 words each : 3×7=21

11. Write the steps in preparing a marketing plan.

12. Explain the concept of return on equity (ROE).

13. Rhea started her high end boutique in a posh locality, but she was not aware of how to make her boutique popular in the area. Suggest some measures for it.

( 4 )

- 14.** How does Cashflow Statement differ from Cashflow Project? Give any three points.

*Or*

Which sources provide the supply for long-term funds?

- 15.** Explain the characteristics of angel investors.

- 16.** Enumerate any three importances of franchising.

- 17.** What is PESTEL model? Explain.

Answer to Question Nos. **18** to **21** should not exceed  
60 words each : 4×4=16

- 18.** Explain any four requirements for value chain management.

- 19.** In making a choice, entrepreneur will want to take into account which points while selecting the form of ownership?

( 5 )

*Or*

Calculate gross working capital and net working capital from the following informations :

Stock—₹ 50,000

Creditors—₹ 32,000

Debtors—₹ 75,000

Cash—₹ 1,00,000

Bills payable—₹ 50,000

Outstanding salary—₹ 44,000

Short-term loan—₹ 61,000

- 20.** While selecting a brand name what care must be taken by an entrepreneur?

*Or*

Explain any two pricing strategies.

- 21.** “An opportunity may be derived from the needs and problem of the society.” Comment.

*Or*

Explain any four stages of creative process.

Answer to Question Nos. **22** to **24** should not exceed 75 words each : 6×3=18

- 22.** After passing his Class–XII with entrepreneurship as an elective subject Aryan started his own business. He invested ₹ 2,00,000 as capital which was given to him by his father. He obtained a loan of ₹ 1,00,000 from his elder brother Aman who was working as an assistant

( 6 )

manager in the State Bank of India (SBI). In the first year, he incurred a loss of ₹ 50,000 and had to pay his suppliers their outstanding bills. This created a financial problem for him and he had to take a loan of ₹ 1,00,000 from SBI on the personal guarantee of his brother. He started doing hard work, lowered the prices and informed his customers about the qualities of goods sold by him. Because of this the sales increased four times and he earned a net profit of ₹ 75,000 in the second year.

- (a) Identify the form of business organization started by Aryan.
- (b) State any five features of such a form of business organization.

*Or*

Explain, in detail, the various formalities required to start a business.

- 23.** Kanti wants to start a new business near to his locality, for which he requires capital.

State different types of National level and State level financial institutions from where Kanti can access capital according to his needs and requirements.

*Or*

Explain the need and importance of Specialized Financial Institutions (SFIs) in India.

( 7 )

- 24.** What are the factors an entrepreneur has to keep in mind while assessing the market?

*Or*

“Mr. Sunny had always wanted to manufacture an innovative, energy efficient fan. He was looking into various options and has finally narrowed it down to one option. He understands that the entire idea would have to follow a process.” Identify and explain the process.

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