

Total No. of Printed Pages—4

HS/XII/Com/En/OC/21

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ENTREPRENEURSHIP

(Old 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.** Give the difference between an entrepreneur and an employee.

Or

Why is environment an important factor for entrepreneurship?

(2)

2. What is a project report?

Or

Mention one source of financing an enterprise.

3. Give the meaning of innovation.

Or

What is environment scanning?

4. Define a financial plan.

Or

What is fixed cost?

5. Bring out the meaning of channel of communication.

Or

What is marketing assessment?

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

6. 'Problems give rise to opportunities.' Explain briefly.

Or

Mention the first two steps in setting up an enterprise.

7. Why is entrepreneurship important for a country?

8. Give the meaning of economic viability.

Or

What is net profit ratio?

(3)

9. Why should an entrepreneur know the break-even point (BEP)?
10. Explain briefly the purpose of demand analysis.

Or

What is sales promotion?

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

11. What is the purpose of a marketing plan?
12. Why are human resources important for an enterprise?
13. Is competition a risk to an entrepreneur? Justify your answer.
14. Explain any three elements to be considered while selecting a media of advertising.
15. What are the resources needed to start, sustain and develop an enterprise?
16. Define retailing. Mention any two main characteristics of retailer.
17. "Availability of resources determines the location of an enterprise." Do you agree? Justify your answer.

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

18. Define 'market segment'. Briefly explain its importance to an entrepreneur.
19. Explain any four main elements of marketing mix.

(4)

- 20.** Explain briefly four basic management functions.
- 21.** Write brief notes on the following :
- (a) Working capital
 - (b) Fixed capital
 - (c) Venture capital
 - (d) Debt capital

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

- 22.** Explain the importance of a business plan to an entrepreneur.

Or

What are the different activities that an entrepreneur can undertake to expand his enterprise?

- 23.** “An entrepreneur who fails to scan business environment is unlikely to survive in the long run.” Explain.

Or

Explain the steps involved in creative process.

- 24.** Give the meaning of social responsibility of business. Explain briefly the responsibility of business towards workers.

Or

Discuss the factors affecting the determination of capital structure.

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