

## General Instructions:

- i) The question paper contains 4 sections- A, B, C and D.
- ii) Section A contains Multiple Choice questions.
- iii) Section B – 2 marks.
- iv) Section C – 3 marks.
- v) Section D – 5 marks.
- vi) Internal choice is given in the paper, there is no overall choice.

**Section – A**

1. Which amongst the following is/are the sources of attitude?
 

a) Direct personal experience	b) Group association	
c) Influential others	d) All of above	1
  
2. Which one is not an element of a business plan?
 

a) Promotional activities	b) Pricing decisions	
c) Environmental scanning	d) None of the above	1
  
3. Marketing plan contains information related to
 

a) Products and services offered	b) Pricing policies	
c) Physical infrastructure	d) Both (a) and (b)	1
  
4. Meera wants to start her own business to supplement her family income. However, she does not have any business idea. Instead of actively searching for an idea, she believes that a great business idea will appear automatically. Which misconception related to business idea is indicative here?
 

a) Great ideas just appear out of nowhere	b) There are no illogical ideas	
c) Implementing ideas is a problem	d) None of the above	1
  
5. Sanjay is 18 years old. He works as a courier boy to earn his living. He saves a part of his earning to provide for his education. Which need(s) is/are being fulfilled by him, according to Maslow's Theory?
 

a) Psychological needs	b) Safety needs	
c) Self-actualisation needs	d) Both (a) and (b)	1
  
6. Through the Google Intrapreneurship Programme, all the employees are empowered and encouraged to spend ..... of their time on projects that interest them and they think will benefit Google and their customers.
 

a) 20%	b) 15%	c) 25%	d) 30%	
				1
  
7. Which one is not an element of business ethics?
 

a) Quality goods	b) Pricing decisions	
c) Government regulations	d) None of the above	1
  
8. Human Resources Plan contains information related to
 

a) Staff required	b) Available human resources	
c) Physical infrastructure	d) Both (a) and (b)	1
  
9. .... Entrepreneurs are also known as Pure Entrepreneurs.
 

a) Spontaneous	b) Induced	
c) Motivated	d) Business	1

10. In underdeveloped countries, local mobile phone companies use the same technology as used by big companies to manufacture their product. Which of the following types of entrepreneurs is highlighted here?
- |                                   |                              |   |
|-----------------------------------|------------------------------|---|
| a) Trading Entrepreneurs          | b) Agriculture Entrepreneurs |   |
| c) First Generation Entrepreneurs | d) Innovative Entrepreneurs  | 1 |
11. Assertion (A): Walt Disney was an innovative entrepreneur.  
Reason (R): Walt Disney started huge theme parks such as the Disney Land in America.  
Alternatives:
- |  |   |
|--|---|
| a) Both Assertion (A) and Reason (R) are correct and Reason (R) is the correct explanation of Assertion (A).     |   |
| b) Both Assertion (A) and Reason (R) are correct but Reason (R) is not the correct explanation of Assertion (A). |   |
| c) Assertion (A) is correct, but Reason (R) is incorrect.  |   |
| d) Assertion (A) is incorrect but Reason (R) is correct.   | 1 |
12. .... is the first step in the process of finding a business.
- |                  |                |   |
|------------------|----------------|---|
| a) Business Idea | b) Imagination |   |
| c) Execution     | d) Assessment  | 1 |
13. Assertion (A): Many Business plans fail because strategies are not executed well.  
Reason (R): Due Diligence is not as important as the execution of a Business Plan.  
Alternatives:
- |  |   |
|--|---|
| a) Both Assertion (A) and Reason (R) are correct and Reason (R) is the correct explanation of Assertion (A).     |   |
| b) Both Assertion (A) and Reason (R) are correct but Reason (R) is not the correct explanation of Assertion (A). |   |
| c) Assertion (A) is correct, but Reason (R) is incorrect.  |   |
| d) Assertion (A) is incorrect but Reason (R) is correct.   | 1 |

*Read the following article and answer the questions that follow:*

Roohi is an enthusiastic individual with an aim of becoming a successful business woman. She studied artificial intelligence and application building and wanted to develop a mobile application for all girls that would track and record their movement if they are travelling alone or have some doubts about their safety at a specific plane.

The idea in her mind was to develop the application with a feature of automatically calling an emergency number whenever the user strike the power button three times consecutively or just speaking into the microphone "HELP". Her idea was appreciated by fellow women and by joining hands with a women empowerment NGO, she was able to get enough funding through government schemes.

With the funds in her hand, Roohi employed several developers and coders to start working on the application. After three months, they were able to develop the perfect application as per Roohi's vision. The application was launched and extensive marketing was done by the team. After some time, positive results came along as many users downloaded the application and used it for their safety. Roohi was awarded for this idea and product by the NGO.

14. Which promotional function was performed by Roohi?
- |               |                        |   |
|---------------|------------------------|---|
| a) Innovation | b) Discovering an Idea |   |
| c) Planning   | d) Risk Taking         | 1 |
15. "Her idea was appreciated by fellow women and by joining hands with a women empowerment NGO, she was able to get enough funding through government schemes."  
Which government scheme is highlighted in the above statement?
- |                       |                      |   |
|-----------------------|----------------------|---|
| a) Start-up India     | b) Technology Park   |   |
| c) Exemption of Taxes | d) Patent Protection | 1 |

16. "With the funds in her hand, Roohi employed several developers and coders to start working on the application." Roohi performed ..... managerial function.  
a) Organising b) Staffing  
c) Controlling d) Planning 1
17. "The application was launched and extensive marketing was done by the team. After some time, positive results came along as many users downloaded the application and used it for their safety." Which of the following steps of entrepreneurial process is discussed above?  
a) Idea generation b) Growth  
c) Planning d) Harvest 1
18. Which entrepreneurial function was performed in developing the application?  
a) Innovation b) Organisation Building  
c) Risk Taking d) All of the above 1

### Section – B

19. Explain any two advantages of being an Entrepreneur.  
(OR)  
Explain any two disadvantages of being an Entrepreneur. 2
20. The government launched a programme for pollution free zones and provides financial assistance to Entrepreneurs. By including such assistance, Ms Amila Banga was induced to enter into Entrepreneurship. Which type of Entrepreneurs are these? Explain. 2
21. Read the following newspaper article and explain why is it important to prepare an extensive Business Plan: 2
- When Entrepreneurs are asked why they did not develop a business plan, their responses usually are: " it requires a lot of hard work and time"; " i am able to self fund my business, and developing a plan is not critical at this time"; and "I have my plan in my head." Many feel that a rapidly changing economic environment invalidates their plan. While no plan will ever be 100% accurate or current, an effective business plan enables an Entrepreneur to quickly make necessary changes to meet competitive environmental challenges.  
A business plan is key to securing financing, maintaining focus, communicating, and preparing for the unexpected. The Business plan is evidence of businessman's initiative and allows the owner to communicate the step by step agenda for reaching goals.  
Source: Mint Newspaper, July 4, 2022
22. "Innovation is the hallmark of Entrepreneurship". Why is Innovation referred to as the basic function of an entrepreneur?  
(OR)  
Explain "Discovery of an Idea" as one of the promotional functions of an Entrepreneur. 2
23. Kamal, after completing his studies, wanted to start his own business. However, his father discouraged him saying that it takes a lot of money to finance a new business. Is the father justified in his view? Comment. 2
24. Akshay wants to start a business after completing his studies. However he does not have any business idea. He thinks that a great idea related to a business venture will appear out of nowhere. Is Akshay justified in his thinking? Discuss.  
(OR)  
To check the feasibility of an idea, a number of feasibility studies are conducted. Explain the following feasibility studies:  
a) Technical feasibility study b) Financial feasibility study 2

**Section – C**

25. Manju wants to start a textile unit near Gurgoan. Discuss these commercial functions which she will require to plan and perform for the same.
- a) Production                      b) Finance                      c) Marketing                      3
26. What is the need for entrepreneurship in the economy? Give three such benefits.  
(OR)  
Explain the following myths related to Entrepreneurship.
- a) Most entrepreneurs start a business in attractive industries.  
b) Most entrepreneurs are financially successful.                      3
27. Mr. Talwar is a highly successful businessman, ranking among the top 10 industrialists of India. His Company "Talwar Group of Industries" operates in the fields of fertilizers, power generation and 4G network. His son Saksham Talwar, after completing his management degree from Oxford, decides to join the family business.
- a) Which type of Entrepreneur is Saksham Talwar?  
b) Explain the other two types of Entrepreneurs in this category.                      3
28. "An Entrepreneur should not forget that for success to be long lasting, he will have to follow some ethical standards in their business practices." In the light of the given statement, state some ethical practices that can be followed by a business. (Give any six points)                      3
29. Differentiate between Feasibility Study and Business Plan on the basis of
- a) Meaning                      b) Objective                      c) Linkage  
(OR)  
Differentiate between Entrepreneur and Intrapreneur on the basis of
- a) Meaning                      b) Conduct                      c) Risk                      3

**Section – D**

30. What are entrepreneurial values? Explain with the help of diagram, the factors which influence 'Entrepreneurial Values'.  
(OR)  
"The thoughts, feelings, and tendencies to behave are acquired gradually". In the light of this statement, describe the sources of attitudes.                      5
31. Starting a venture is not an easy task. A series of activities needs to be planned and undertaken to create an enterprise. Discuss the first five steps that are undertaken in the process of Entrepreneurship.                      5
32. Explain the various misconceptions and realities related to a business idea.  
(OR)  
A Business plan addresses specific areas such as 'Marketing Plan' and 'Finance Plan'. What elements are included in these two types of above mentioned plans?                      5
33. 'Human Beings are driven by a series of universal needs. These needs are ranked, according to the order in which they influence human behaviour, in hierarchical fashion. Explain this hierarchy of needs as given by 'Maslow' with the help of the diagram.                      5
34. Jyoti runs her jewellery retail shop. She is well trusted by her customers. With changing times, she has also changed her way of doing business, by introducing light weight jewellery, diversifying in diamond jewellery and introducing trendy designs in white gold jewellery. She loves her business and is always first to arrive and last to leave from the store. She had also ventured into importing high end jewellery from Singapore, but after suffering a loss of Rs. 10 Lakh, she closed that business. But she didnot allow that loss to demotivate her, and was soon initiating certain other ventures.  
Quoting appropriate lines from the passage, identify the various attitudes possessed by Jyoti.                      5