

General Instructions:

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

Section – A

1. Arvind planned to start a small fast-food joint in his area after finishing his degree in hospitality management. His plan was to combine and use healthy ingredients like whole wheat flour to make the burger buns. He knew that he had to start collecting information from different sources which will help him to identify the right opportunity to start his business. From where will Arvind get the necessary information?

a) Magazines	b) Shows	
c) Family Members	d) All of the above	1

2. Ganesh decided to help his father in their family business. His father runs a cloth mill and he has planned to start a paper mill along with his father’s cloth mill. He has also planned to use the same brand name so that legacy can be continued. Identify the type of branding Ganesh is planning to use.

a) Individual Branding	b) Retail Branding	
c) Umbrella Branding	d) Corporate Branding	1

3. Dharna is in the business of making educational toys for small children up to the age of 3yrs. She is successfully running the business for last 2yrs and now wants to assess the business for its ability to make payment for expenses in the short run. What financial information she should use to find out about her short term liquidity position?

a) Current Assets	b) Current Liabilities	
c) Current Assets, Current Liabilities, Working Capital	d) Working Capital	1

4. Basant Builders, who were engaged in building and selling of flats, wanted to expand their business. To do so, they decided to merge with Kriti Constructors, who were their biggest competitors. It was decided that they would merge the companies with equal shares and form a new company Chachan Realtors. The type of merger in this case is:

a) Vertical Merger	b) Horizontal Merger	
c) Product Extension Merger	d) Market Extension Merger	1

5. Deepak Limited has been manufacturing cycles since 2010. Their market share in this field is 35%. They decided to introduce new cycles with advance gear systems in 2015. For the same they estimated their financial requirements to be Rs. 20 crore. They decided to raise the same through a limited number of sophisticated investors without having to spend too much on the Promotion. Identify this kind of issue.

a) Rights Issue	b) E-IPOs	
c) Private Placement	d) Public Issue	1

6. Ramesh is a chemical engineer working for a company selling a disinfectant spray. He knows that the product harms the users and is constantly looking for the ways to improve the product. After a lot of hard work, he produced a mosquito repellent which provides sonic waves to drive away mosquitoes. It does not produce smoke or any kind of fragrance. It is absolutely safe to be used by human beings. He named it "Insect-Out". The price is set at Rs.230 per unit. He is giving out one year replacement warranty as an introductory offer and will pack it in a corrugated box with a gift-card inside. Keeping in mind the above details, identify the three elements of marketing mix used by Ramesh.

i) Promotion	ii) Place	iii) Price	iv) Product		
a) (i), (ii), (iii)				b) (ii), (iii), (iv)	
c) (i), (iii), (iv)				d) All of the above	1

7. A designer proposes to produce 500 trousers per week for which he needs Rs. 30,000 for purchasing Raw Material, Rs. 10,000 for payment of labour charges and Rs. 5,000 for purchase of a button machinery. His operating cycle is 3 weeks. Calculate the working capital requirements of this designer.

a) 15,000	b) 30,000	c) 1,60,000	d) 1,20,000	
				1

8. Suniti created a piece of music for a song and the lyrics were written by him. She wishes to legally protect her creation. She can get a _____ for lyrics and music piece.
 a) Patents b) Trademark c) Brandmark d) Copyright 1
9. The Finance Minister of India announced in the 2023 Budget that the Government has allocated Rs. 16,000 crore to the IT ministry, 40% higher than last year to improve various facilities. Which of the following PESTEL model factor does the above news article indicate?
 a) Political b) Economic c) Legal d) Ecological 1
10. Which government body is responsible for framing policies and to keep a check on the performance of companies whose shares are listed on the stock exchange?
 a) Registrar of Companies b) Central Government
 c) Income Tax Authority d) Securities Exchange Board of India 1
11. Assertion (A): An entrepreneur takes risk.
 Reason (R): An entrepreneur is self-confident.
 a) Both Assertion (A) and Reason (R) are true, and Reason (R) is the correct explanation of Assertion (A).
 b) Both Assertion (A) and Reason (R) are true but Reason (R) is not the correct explanation of Assertion (A).
 c) Assertion (A) is true but Reason (R) is false.
 d) Assertion (A) is false and Reason (R) is true. 1
12. Assertion (A): The Brand name should be capable of being registered.
 Reason (R): The Brand name should have a stable life, its life should not be affected by the changes in fashion or style.
 a) Both Assertion (A) and Reason (R) are true, and Reason (R) is the correct explanation of Assertion (A).
 b) Both Assertion (A) and Reason (R) are true but Reason (R) is not the correct explanation of Assertion (A).
 c) Assertion (A) is true but Reason (R) is false.
 d) Assertion (A) is false and Reason (R) is true. 1
13. Assertion (A): A budget is a document for recording actual and projected income and expenditure over time.
 Reason (R): It is prepared by the top management and executed by the middle and lower management.
 a) Both Assertion (A) and Reason (R) are true, and Reason (R) is the correct explanation of Assertion (A).
 b) Both Assertion (A) and Reason (R) are true but Reason (R) is not the correct explanation of Assertion (A).
 c) Assertion (A) is true but Reason (R) is false.
 d) Assertion (A) is false and Reason (R) is true. 1
14. Shameen, also known online as Sam, has become a well-known figure on social media. This social media personality has a staggering 25M Instagram followers, and they support him wholeheartedly. Millions of social media users enjoy her videos and photographs because he understands how to connect with the viewers. Sam frequently uploads videos, reels and photos to his Instagram account to keep his followers engaged. The fact that this social media celebrity will soon appear in India's most popular reality show marks a significant turning point in his career. Sameer an Entrepreneur has been following Shameen to spot the latest trend. Which of the following trend is it?
 a) Read Trend b) Talk Trend
 c) Watch Trend d) Think Trend 1
15. Building a good relation with the stakeholders (public) of the business by obtaining favorable publicity, building a good corporate image and handling negative incidents are all a part of:
 a) Advertising b) Public Relations
 c) Media Publicity d) Personal Selling 1
16. Generic Advertisements fail to establish a connection with the audience because of lack of:
 a) Face to face interaction b) Persuasion
 c) Answer to queries instantly d) All of these 1

- i) Identify the elements of Financial Plan discussed here.
- ii) Why is it important for the entrepreneur to ensure the selection of the best overall mix of the financing for the enterprise?

(OR)

Explain the three components of Brand with appropriate examples. 3

27. Fizz and Lime is an established Beverage Company which started bottling: Wheat grass juice, Bitter Gourd with Jamun and Amla with Aloevera. It is planning to expand externally without compromising the unique taste of these drinks.

Belligio Juices got the exclusive rights to manufacture and sell Wheat Grass and Amla, Aloevera under the name Fizz and Lime. Belligio Juice had to use only the ingredients supplied by Fizz and Lime to produce, bottle and distribute the two drinks.

- i) Identify and explain the form of external expansion adopted by Fizz and Lime.
- ii) State any one feature of this form of expansion. 3

28. An organization will have to look into three situations depending upon the manufacturing to be carried out internally or not while framing the production plan. Explain these three situations. 3

- 29. i) State, giving reasons, whether the following businesses require small or large working capital?
 - a) Following a liberal credit policy.
 - b) Using capital intensive technology.
- ii) Why is Return on Investment deemed as a yardstick for the performance of an enterprise? 3

(OR)

The point at which sales volume of an organization matches its total cost is a neutral point. Identify the point in this statement. Why should an entrepreneur know about this point? 3

Section – D

30. What is ABC Analysis? What does it indicate? Explain with an example. 3

(OR)

Angel Investors and Venture Capital are two sources of raising finance for an entrepreneur. Explain the concept of both the sources stating two distinguishing features of each. 5

31. Besides providing continuous and ready market for securities, safety and security in dealings and regulating company’s management, stock exchange performs a number of functions in respect of marketability of different types of securities for investors and companies. Explain any five functions of stock exchange other than the one mentioned above. 5

32. “Sensitivity to environmental factors is essential for an entrepreneur.” In light of above statement explain the importance of environment scanning. (Any 5 points) 5

(OR)

Explain in detail the following sources of Idea Fields:

- A. Natural Resources
- B. Existing products or services
- C. Market driven ideas
- D. Trading related ideas
- E. Service related ideas 5

33. CleAir Pvt. Ltd started a business of making three varieties of portable air purifiers for vehicles- Vincent, Banish, and Exclusive. From the following information calculate breakeven point in units for the company and suggest which variety is most revenue generating. Fixed costs are Rs. 15,20,000. 5

	Vincent	Banish	Exclusive
Sales Price	800	450	600
Variable Cost	400	150	200
Sales Mix	50%	20%	30%

34. ‘Anjali Exports’, a leading export house wants to diversify its business from cotton ladies dresses and suits to bed sheets, handicraft items, etc. because of demand in foreign countries. For this she required capital of Rs. 1 crore. She decided to take this amount as loan from Bank of Baroda for a period of 10 years. In order to avoid any kind of risk, it conducted a market survey to have an edge over the competitors and to maximise its profits, capturing foreign markets.

- i) Identify the type of plan ‘Anjali Export’ has to make to analyse her business situation.
- ii) Also explain the various steps in preparing such plan. 5