

Model Question paper

Subject: Entrepreneurship

Class: 12th

M.M: 80

Time: 3 hrs

General Instructions:

- (i) All the questions are compulsory.
- (ii) Questions No. 1 to 6 are of very short answer type carrying 1 mark each.
- (iii) Questions No. 7 to 12 are of short answer type carrying 2 marks each.
- (iv) Questions No. 13 to 20 are of Long answer type –I carrying 3 marks each.
- (v) Questions No. 21 to 25 are of Long answer type –II carrying 4 marks each.
- (vi) Questions No. 26 to 28 are of Essay answer type carrying 6 marks each.

Very Short Answer Type Questions

(1 mark each)

- Q1. Give any two examples of franchising form of business.
- Q2. Write the full form of PERT.
- Q3. Give the meaning of 'Scheduling' as an element of operational plan.
- Q4. Name any two non-financial resources that are required for setting up of an enterprise.
- Q5. What is working capital?
- Q6. Define planning.

Short Answer Type Question

(2 marks each)

- Q7. In an imaginary situation if Pahalwan sweets and Nathu sweets decided to merge and form a new business to avoid competition, what type of merger it would be.
- Q8. Explain any one form of business in which liability of the members is limited and state its other two features.
- Q9. What do you mean by 'vision' and 'mission'.
- Q10. Explain the meaning of 'zeroing the process'.

Q11. How is merger different from acquisition?

Q12. Give any two rights of the consumer according to the consumer Act, 1986.

Long Answer Type Questions - I

(3 marks each)

Q13. What helps the customer to differentiate a particular product from the competitor's products? Identify and state its uses.

Q14. Give the meaning and features of entrepreneurial discipline.

Q15. Give any three points of difference between preference shares and equity shares.

Q16. Explain three approaches to environment scanning.

Q17. In order to solve the economic problems of our country, the Govt. of India announced a new Industrial Policy in July, 1991 which is generally abbreviated as LPG. Explain.

Q18. Give any three characteristics of a good business plan.

Q19. How is selling different from marketing.

Q20. What is resource mobilization and why is it so important.

Long Answer Type -II Questions

(4 marks each)

Q21. Discuss different sources of information for environment scanning.

Q22. 'Management is what manager do'. Discuss this statement enumerating different functions of management?

Q23. Discuss different factors affecting the requirement of working capital?

Q24. Explain different sources of long-term finance.

Q25. Explain the terms 'Diversification' and 'Expansion' with examples.

Essay Answer Type

(6 marks each)

Q26. Discuss the meaning and steps of market assessment.

Or

Enumerate steps that are required to be taken while setting up of an enterprise.

Q27. Explain the concept of marketing mix. Discuss its elements.

Or

Discuss, with suitable examples, the functions of modern marketing management.

Q28. How is Project Report formulated and why is it important for an organization to prepare project report.

Or

What are the different types of capital required for an enterprise? Discuss with examples.

Question Paper Design

| | Unit - I | Unit - II | Unit - III |
|--|-----------------|------------------|-------------------|
| 6 questions Very short type (1 mark each) | - | 3 | 3 |
| 6 questions Short answer type (2 marks each) | 2 | 2 | 2 |
| 8 questions Long answer type -I (3 marks each) | 2 | 3 | 3 |
| 5 questions Long answer type -II (4 marks each) | 1 | 2 | 2 |
| 3 questions Essay type (6 marks each) | 1 | 1 | 1 |
| Total | 20 marks | 30 marks | 30 marks |