

Roll Number

A



INDIAN SCHOOL MUSCAT HALF YEARLY EXAMINATION

ENTREPRENEURSHIP

CLASS: XII

Sub. Code: 066

Time Allotted: 3 hours

24.09.2019

Max. Marks: 70

General Instructions:

- All questions are compulsory.
- There are total 24 questions in all.
- Marks for each question are indicated against it.
- Answers should be brief and to the point.
- Please write down the serial number of the question before attempting it.

PART A

This part contains 5 questions carrying 1 mark each. Answer to these questions should be from one word to one sentence.

1. Name any two factors involved in Sensing Opportunities. 1

OR

What is meant by 'Environmental Scanning?'

2. Differentiate between Brand Mark and Trade Mark. 1

3. State any two uses of problem identification. 1

4. An entrepreneur launches a new product in the market with high price. Identify the type of pricing. 1

OR

An entrepreneur charges different prices from different categories of the customers. Name the method of pricing.

5. First School Ltd.' is an acclaimed infrastructure development company. It designs the buildings for educational institutions in a unique way to give the maximum benefits of nature to the different stakeholders in the institution. Generally, the buildings have been designed by them in such a way that during the day maximum sunlight is utilized and solar panels conserve solar energy for the rest of the day. This helps to conserve electricity and reduce the electricity bill. 1

Identify the type of value added by 'First School Ltd'

PART B

This part contains 5 questions carrying 2 marks each. Answer to these questions should be in 50 to 75 words.

6. Hinduja Finance acquired Ashok Leyland Information Technology, so that the accumulated losses of Ashok Leyland Information Technology could be set off against its book profits. What form of benefit is discussed here? Explain. 2

OR

Vimal Company Limited were earlier producing pencils, now they have decided to further venture into the field of notebooks and paper. What do you think is the company attempting to do? Identify and explain the concept

7. Karishma is working as a Marketing Manager in 'Paridhan Fashions Ltd', a company dealing in readymade garments. Despite her best efforts, sales revenue is consistently decreasing. In the Board Meeting, it is decided that to create a niche in the competitive market where MNCs are flooding the market with better quality product at cheaper price, a strong marketing strategy is required focusing on promotion of the product. With reference to the above case, enlist the components of promotion with their main objectives as an element of marketing mix 2
8. Why is it important for an entrepreneur to do break-even analysis? 2

OR

Give the meaning of 'Routing' and 'scheduling' as elements of operational plan.

9. What is Synergy? In what forms it can take place? 2
10. Rajeev belongs to a middle class family. In order to increase his earnings, he wanted to start a provision store. As per your judgement, which form of organization is better for him? Give reason. 2

PART C

This part contains 7 questions carrying 3 marks each. Answer to these questions should be in about 100 words.

11. Explain creative efforts as an idea field and also list the ways in which these ideas can be generated 3

OR

Explain the first three steps in the process of idea and opportunity assessment.

12. Two years ago Gopal started manufacturing low fat, sugar free ice-cream on a small scale basis in his home town, Vishakhapatnam. After some time his ice-cream became popular among health conscious young customers and old persons specially those having diabetes or some heart ailment. Because of the popularity of the ice cream the demand has increased manifold. Gopal is unable to meet the same, because of his limited managerial ability and limited capital. Gopal also felt that whenever he fell sick his business was temporarily closed. To overcome this problem he decided to admit in the business his friend Mohan who has recently completed his MBA and is ready to invest money for the expansion of the business. Mohan advised Gopal to get their firm registered. 3
- (a) State three limitations indicated in the above para from which Gopal's business suffered.
- (b) Why did Mohan advice Gopal to get the firm registered?

13. Dairy Foods Ltd. has been well known for its products throughout India. They started manufacturing Biscuits and chocolates in the year 1995 and slowly built their brand. The company occupied the top position in terms of sales and it increased its product range also. By 2010 they were the undisputed leader in the field of confectionaries. Their annual general meeting was held wherein the Board of directors felt that the company should also be socially responsible in doing their business. They decided to use new technologically recycled paper for all their products which would retain the freshness of their products as well as contribute towards the saving of our planet. By doing this the company has modified their goods in a particular way to create a new product of greater value to the customers. Identify the concept mentioned above and explain it from financial and marketing point of view. 3

14. State the advantages of 'Good Negotiations'. 3

OR

What is meant by goal setting? S.M.A.R.T goals help the business to go beyond the realm of goal setting into actionable plans for results. What do A and S stand for? Describe the two.

15. Beta Ltd. is a steel manufacturing company having its headquarters at Mumbai. It is the tenth largest steel manufacturing company of the world. Gama Ltd. is also steel manufacturers with their headquarters in Rangoon, the capital of Myanmar. For a long period the company (Gama Ltd) had been facing workers unrest and it decided to sell its business to an international bidder. The highest bid for this was made by Beta Ltd. for Rs. 10 lakh crores. Afterwards Beta Ltd. realized that the assets of Gama Ltd. were overvalued and liabilities were under – assessed and hence the price paid by them was higher. The employees of the two entities have different corporate cultures and styles of leadership which led to the problem of co-ordination. Ultimately Beta Ltd. had to close its business. 3

(a) Identify the growth strategy adopted by Beta Ltd.

(b) Quoting lines from the above paragraph, explain any two reasons for the failure of Beta Ltd. after it took over the business of Gama Ltd.

16. Which component of business plan is related to procuring right person of right kind at right job in right time? How is it helpful? 3

OR

a) What is meant by a 'Business Plan'?

(b) State any one importance of writing a business plan for each of the given interest groups:

(i) Entrepreneurs.

(ii) Investors.

17. What is meant by moving up the value chain? State any four primary activities that are essential for a firm to have a competitive advantage as given by Porter. 3

PART D

This part contains 4 questions carrying 4 marks each. Answer to these questions should be in about 150 words.

18. Employee Relationship Management is a process that a company uses to effectively manage interactions with employees to achieve the goals of the organization'. In the light of the statement explain any four factors that lead to effective employee relationship. 4

19. Picturising ahead every step in a long series of separate operations, each step to be taken in the right place, of the right degree and at the right time. Each operation is to be done at maximum efficiency. This is the objective of one of the components of a business plan. 4
- (a) Identify the component
 - (b) There are three situations before the venture under this component. Explain briefly those three situations

20. Describe briefly the ways in which an entrepreneur spots trends. 4

OR

Briefly explain any four benefits of understanding the business environment relevant to an enterprise.

21. Raghav had a very good hand at cooking and everyone appreciated his culinary skills. Therefore, he did his graduation in Hotel Management. He got an offer from Hyatt and got placed there. 4
- (a) Identify and explain the concept mentioned in the above para.
 - (b) Briefly explain the other two types of economic activities

OR

Gauri started her business of manufacturing designer furniture in Lonavala. Her business was a huge success and she thought of starting a designer studio involving huge capital in Mumbai as well as in Pune. Her friends wanted to join hands with her and open the same. They approached a chartered accountant and he suggested them to form a private company as according to him this form of company is more desirable.

- (a) State the privileges of a private company that make it a more desirable than a public company

PART E

This part contains 3 questions carrying 6 marks each. Answers to these questions should be in about 200 words

22. Aarav, a small entrepreneur, is manufacturing portable electric iron for domestic use with the brand name 'P-IRON'. This iron is in great demand. He finds that the cost of production per unit of iron is Rs.1000 and he can sell the same at Rs.1200 per unit. The competitors in the market are selling this type of iron at the rate of Rs.2000. Aarav's objective is not to earn profit in the short-run but to capture the largest market. His expectation is that the customers will be attracted towards the new brand because of low price. 6
- (a) Identify and explain the method of pricing adopted by Aarav.
 - (b) Also, state the advantages of this method of pricing.

OR

What do you mean by channels of distribution? What are the factors related to market should be taken into consideration while selecting the channel of distribution

23. The process of generation of ideas can be streamlined by developing awareness about it and these work as the convenient frames of reference for this. 6
- (a) Identify the concept stated in the above para.
 - (b) Explain any five sources of the concept identified which are used by an entrepreneur.

24. Alpha Ltd. a multinational restaurant chain company gives an exclusive right to four Indian Companies to set up the restaurants in metropolitan cities in India in return for their payment of royalties and conformance to standardized operating procedures. Indian companies decided to employ local workers and to distribute left over food amongst the needy as a provision in the agreement with Alpha Ltd.

6

- (a) Identify and give the meaning of the concept discussed in the above para.
- (b) Explain the main ingredients of the agreement that Alpha Ltd. will enter into with the Indian Companies.
- (c) Also, identify any one value which the Indian companies want to communicate to the society through the agreement.

OR

Mergers and acquisitions are inspired by a desire to diversify or achieve higher growth rate. What are the other reasons for merger and acquisitions?

End of the Question Paper