

Total No. of Printed Pages—4

**HS/XII/Com/En/OC/20**

**2 0 2 0**

**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.** What are the qualities that distinguish an entrepreneur from others?
- 2.** What does the word 'scan' mean?
- 3.** What is a 'field of ideas'?

( 2 )

4. What do you understand by the term 'economic viability'?
5. Why is the customer called a 'king'?

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

6. When does a problem become an opportunity?
7. What do you mean by 'sustainable development'?
8. What do you mean by technical feasibility?
9. Why is the working capital called circulating capital?
10. What are the social responsibilities of an entrepreneur towards the environment? (*two* points)

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

11. Why is entrepreneurship important for a country?
12. Why do financial institutions seek a project report from an entrepreneur?
13. What do you understand by the term 'market size'? How does the market size affect profitability?
14. Give the formula of EOQ and write down its assumptions.
15. How does market segmentation help in enhancing the business?

( 3 )

**16.** Explain briefly any three objectives of financial planning.

**17.** What are the features of debentures?

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

**18.** What are financial ratios and what do they indicate?

**19.** Explain creative process.

**20.** How does market mix play an important role in enhancing sales?

**21.** What is skimming pricing method? What are its advantages?

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

**22.** Explain any six ways in which ideas can be generated.

*Or*

Explain any six steps which help in identifying a feasible product or process.

**23.** State the uses of a project report for—

- (a) the entrepreneur;
- (b) the financial institution;
- (c) the Government.

( 4 )

*Or*

What steps would you take as an entrepreneur to provide motivation to the employees in your factory?

- 24.** Explain with example the various types of sales promotion techniques.

*Or*

Depending upon the form of business organisation, an entrepreneur deals with a number of functions in financial management. Explain these functions.

★★★