

Total No. of Printed Pages—4

HS/XII/Com/En/19

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ENTREPRENEURSHIP

(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.** Define entrepreneur.
- 2.** What do you mean by PERT?
- 3.** Give the meaning of 'sensing entrepreneurial opportunities'.
- 4.** What do you mean by scalar chain?
- 5.** Explain the meaning of marketing planning.

(2)

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

- 6.** What type of factors affect a production plan?
Mention any two of them.
- 7.** Mention any two factors affecting environmental appraisal.
- 8.** How is an entrepreneur different from an employee?
- 9.** What do you mean by cost of capital?
- 10.** Mention any two types of diversification that an enterprise adopts.

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

- 11.** State any three objectives of financial planning.
- 12.** Differentiate between equity shares and debentures
(give *three* points).
- 13.** Explain any three main objectives of sales promotion
with example.
- 14.** Explain any three elements that need to be kept in
mind when selecting a good media of advertising.
- 15.** Briefly explain any three functions of an
entrepreneur.

(3)

- 16.** Define retailing. Mention any two main characteristics of retailer.
- 17.** Explain any three basic sources of working capital required by an enterprise to finance its day-to-day expenses.

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

- 18.** What is the four-stage growth model? How does it help an entrepreneur? Explain briefly.
- 19.** What do you mean by price mix? State the methods of pricing products in manufacturing and service units.
- 20.** Explain any four different types of preference shares.
- 21.** Give four points of differences between entrepreneurship and management.

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

- 22.** What type of factors influence the environmental scanning for an enterprise? Explain briefly.

(4)

Or

What do you mean by competitors according to marketing concept? Explain briefly different types of competition faced by the marketers.

- 23.** What is the process of setting up an industry? How does the entrepreneur put thoughts into action? Explain briefly.

Or

What do you mean by social responsibility of business? Explain briefly the responsibility of business towards workers.

- 24.** What are the main characteristics of a project report? Discuss the guidelines of a report.

Or

What are the importances of marketing to the (a) society, (b) firm and (c) buyers or sellers market?

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