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HS/XII/Com/En/22

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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. What do you mean by 'business opportunity'?

Or

What do you mean by 'idea fields'?

2. Give the two forms of budgeting process.

Or

What is target market?

3. What is collateral security?

Or

What is debt-equity ratio?

(2)

4. What is meant by financial management?

Or

Mention any two types of budget.

5. What is unit cost?

Or

Define project report.

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

6. State the two basic qualities of a successful entrepreneur.

7. Why is it important for an entrepreneur to do break-even analysis?

8. From the following information obtained from the financial statement of Quick Ltd, calculate return on equity :

Net income earned—₹ 1,00,000

Equity—₹ 5,00,000

9. State two functions of labelling.

10. ABC Ltd. decided to raise funds by issuing shares. The finance department felt that the company should offer the shares to the existing shareholders on a pro-rata basis. Which method of raising funds can the company opt for?

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

11. Why are copyright and patent important for an entrepreneur?

(3)

- 12.** Sunrise Ltd. is in FMCG industry. They introduced a new variety of biscuits in the market. It has high fibre contents with different new flavours, incorporating various multigrains. State which promotion strategy should be used by Sunrise Ltd.
- 13.** Modern Store sells 1000 insulated water bottles annually. Demand for the product is uniform. Purchase cost of the product is ₹ 50. Holding cost per annum is 10% of purchase cost. Ordering cost is ₹ 100 per order. Calculate the economic order quantity for bottles.
- 14.** Name any three central level financing institutions supporting an entrepreneur.
- 15.** What are the three steps of marketing plan?
- 16.** Distinguish between creativity and innovation (any three points).
- 17.** Give three points of differences between partnership and company.

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

- 18.** Explain four elements of marketing mix.
- 19.** Write brief notes on the following (any *two*) :
- (a) Working capital
 - (b) Fixed capital
 - (c) Venture capital
 - (d) Debt capital

(4)

- 20.** Differentiate between an entrepreneur and an employee.
- 21.** Explain the importance of business environment.

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

- 22.** Explain in detail, the various formalities required to start a business.

Or

Explain the various factors involved in assessing the market while selecting a product or service.

- 23.** Explain the various elements of operational plan.

Or

What is human resource planning? Explain the steps involved in estimating the number of employees required in a company.

- 24.** Explain the important functions of stock exchanges.

Or

Discuss the factors affecting the determination of capital structure.

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