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**HS/XII/Com/En/23**

**2 0 2 3**

**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 is environment scanning?

*Or*

How does brainstorming help in generating ideas?

**2.** Mention any one characteristic of a company.

*Or*

What is meant by budgeting?

**3.** What is a logo?

*Or*

What is sales promotion?

**4.** What is vertical merger?

*Or*

What is the main goal of value chain?

( 2 )

5. State any one objective of financial management.

*Or*

What is money market?

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

6. Distinguish between idea generation and idea fields.
7. Why does an entrepreneur need to prepare a business plan?
8. State any two pricing methods.
9. Explain any two features of angel investor.
10. State any two reasons for failure of mergers and acquisitions.

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

11. "Entrepreneur and employee are not synonymous of each other." Do you agree? Justify your answer.
12. Briefly discuss any three elements of operational plan.
13. Ravi has started with a bakery unit from his house. But very soon he realized the absence of a proper plan.  
In the light of the above statement, discuss the importance of preparation of a business plan.
14. What is negotiation? Explain any two types of negotiation.
15. ABC Ltd. were earlier producing pencils, now they have decided to further venture into the field of notebooks and paper. What do you think the company is attempting to do? Identify and explain the concept.

( 3 )

- 16.** Cloud Ltd. is producing toilet soap. Annual quantity produced is 600 units. Cost of placing an order is ₹ 48, price per unit is ₹ 20, cost of storage is 20% of inventory value. Calculate EOQ.
- 17.** Briefly explain any three features of venture capital.

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

- 18.** What is meant by sensing of entrepreneurial opportunities? State the various factors involved in sensing opportunities.
- 19.** David is planning to start with a milk processing unit. He is finding it very difficult to understand the financial matters. Explain to him the meaning and importance of a financial plan.
- 20.** Arvind has a chain of retail stores around many States of the country. What promotional strategies he will have to take so that it suits his business?
- 21.** What is financial management? Discuss the three key elements in the process of financial management.

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

- 22.** What is meant by creativity? Explain the creative process.

*Or*

What is manpower planning? Why is it necessary for every business unit?

( 4 )

**23.** “Brand name gives an identity to a product.”

In the light of the above statement, explain the advantages of branding.

*Or*

Franchising gives a quick start to a new business. In this connection, explain the advantages of franchising both for the franchisor and franchisee.

**24.** Toy Land Co. produces toy cars and toy bicycles. Fixed costs are ₹ 10,00,000 per year for each type of toy. Sales price and variable cost per unit are as follows :

	<i>Toy Cars</i> ( ₹ )	<i>Toy Bicycles</i> ( ₹ )
Sale Price	20	25
Variable Cost	8	10

How many toy cars and toy bicycles the company must produce to break-even?

*Or*

Explain any six functions of a stock exchange.

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