

Total No. of Printed Pages—4

HS/XII/Com/En/25

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ENTREPRENEURSHIP

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. Name two forms of budgeting process.

Or

Name two forms in which merger can take place.

2. What is sensing entrepreneurial opportunities?

Or

What is PAN?

3. Name the different forms of enterprises.

Or

What is target market?

4. What is Economic Order Quantity?

Or

What is private placement of shares?

(2)

5. What is a business plan?

Or

What is the main goal of value chain?

Answers to Question Nos. 6 to 10 should not exceed 30 words each :

2×5=10

6. What is the importance of Break-Even Analysis to an entrepreneur?

7. Explain the difference between internal and external expansion of a business.

8. Mention any two types of franchising.

9. In the following cases, identify the types of merger : 1+1=2

(a) A merger between firms that are involved in totally unrelated business activities

(b) It takes place between two business organizations that deal in products that are related to each other and operate in the same market

10. Alfie spends ₹ 2,00,000 to open a grocery shop and earns a net profit of ₹ 40,000 in one year. Calculate the return on investment.

Answers to Question Nos. 11 to 17 should not exceed 60 words each wherever applicable :

3×7=21

11. 'The Fancy Store' is a readymade garments retail shop which sold 8000 shirts at ₹ 400 per shirt during the year ended 31st March, 2014. Cost of placing an order and receiving goods is ₹ 2,000 per order. Inventory holding cost is ₹ 500 per unit per annum. Calculate the Economic Order Quantity.

(3)

12. Mention the steps in preparing a marketing plan.
13. As a young entrepreneur, which business would you like to start in the state of Meghalaya? Give reasons in support for your answer.
14. Write a brief note on Angel investors.
15. What are meant by (a) patent, (b) trademark and (c) copyrights?
16. What is PESTEL model? Explain briefly.
17. Explain the three components of a brand.

Answers to Question Nos. 18 to 21 should not exceed 100 words each : 4×4=16

18. Explain in brief the four pricing strategies.
19. There are various ways in which an entrepreneur can spot trends. Describe the four ways of identifying the trends with the help of examples.
20. 'Flavouright Foods Ltd.' started a business of making nachos (corn chips) in three variants—Classic Cheese, Toasted Corn and Tangy Tomato. To start with, all the three variants will be sold in a standard packing of 100 grams each. The selling price would differ due to the ingredients used. Fixed costs are ₹ 38,000. Sales price and variable cost per unit are as follows :

<i>Particulars</i>	<i>Classic Cheese</i>	<i>Toasted Corn</i>	<i>Tangy Tomato</i>
Sales price (₹)	80	45	60
Variable cost (₹)	40	15	20
Sales mix%	50%	20%	30%

(4)

From the above information, calculate—

(a) weighted contribution margin per unit;

(b) break-even point—total and product wise (in units).

2+2=4

21. Write a brief note on any four elements of operational plan.

Answers to Question Nos. **22** to **24** should not exceed 180 words each wherever applicable :

6×3=18

22. What is working capital? What is the need for working capital?

2+4=6

Or

Explain the importance of business environment.

6

23. Explain briefly any six functions of stock exchange.

Or

“Ms. Nafisa had always wanted to manufacture an innovative, energy efficient fan. She was looking into various options and has finally narrowed it down to one option. She understands that the entire idea would have to follow a process.” Identify and explain the process.

24. Explain briefly the different components of a business plan.

Or

What are the differences between Capital Market and Money Market?
