

Class-12<sup>th</sup> (Sr. Secondary)

Code-A

Roll No. 

Entrepreneurship

(English Medium)

Academic/Open

Time Allowed: 3 Hours

Maximum Marks- 60

- Please make sure that the printed pages in this question paper are 5 in numbers and it contains 30 questions.
- The Code no. on the right side of question-paper should be written by the candidate on the front page of the answer book.
- Before beginning to answer a question, its Serial Number must be written.
- Don't leave blank page/pages in your answer book.
- Except answer book, no extra sheet will be given, write to the point and do not strike the written answer.
- Candidate must write their Roll No on the question paper.
- Before answering the questions, ensure that you have been supplied the correct and complete question paper, not claim in this regard, will be entertained after examination.

General Instruction:-

- All questions are compulsory.
- Write the correct option in objective type questions.
- Marks of each question are indicated against it.
- The question paper contains 4 section A,B,C and D.
- Section A Contains Multiple choice questions.

Section – A

- Q1. Entrepreneur acts as :- (1)
- (a) A worker (b) An owner  
(c) A worker as well as owner (d) A middleman
- Q2. Economic policies determine the (1)
- (a) Type of Business (b) Direction and quantity of business  
(c) Direction of business (d) Size of business
- Q3. Product must reach the right place in right quantity at right time is related to (1)
- (a) Operational Plan (b) Marketing plan  
(c) Human Resource Plan (d) Financial Plan
- Q4. Britannia Good day is an example of which brand-name strategy:- (1)
- (a) Individual Branding

- (b) Blanket Family Branding  
(c) Separate Family Brand name  
(d) Company name Combined with individual name
- Q5. When a private co. takes over a public company it is called :- (1)  
(a) Friendly Acquisition (b) Basic Flip Acquisition  
(c) Reverse Acquisition (d) Hostile Acquisition
- Q6. The Apex Body who controls the Capital Market of our country is :- (1)  
(a) RBI (b) SBI(c) SEBI (d) None of the above
- Q7. To promote and develop activities in stock exchange SEBI performs ----- function. (1)
- Q8. Managing a third party who is supplying various resources is related to ----- . (1)
- Q9. Labour policies are ----- factor. (1)
- Q10. Define innovation. (1)
- Q11. What is PAN? (1)
- Q12. What is Royalty? (1)
- Q13. Assertion (A) – Business Environment is very certain. (1)  
Reason (R) – It is very difficult to predict future- happenings.  
(a) Both Assertion (A) and Reason (R) are true but Reason (R) is not the correct explanation of Assertion (A)  
(b) Both A and R are true but R is not the correct explanation of A  
(c) A is true but R is false  
(d) A is false but R is True
- Q14. Assertion (A) – Marketing is not merely a post- production activity. (1)  
Reason (R) - Marketing includes many activites that are performed even before goods are actually produced and continue even after the goods have been sold.  
(a) Both Assertion (A) and Reason (R) are true but Reason (R) is not the correct explanation of Assertion (A)  
(b) Both A and R are true but R is not the correct explanation of A  
(c) A is true but R is false  
(d) A is false but R is True
- Q15. Assertion (A) - SEBI was set up with the main purpose of increasing business in stock markets. (1)  
Reason (R) – SEBI protects the interest of investors  
(a) Both Assertion (A) and Reason (R) are true but Reason (R) is not the correct explanation of Assertion (A)  
(b) Both A and R are true but R is not the correct explanation of A  
(c) A is true but R is false  
(d) A is false but R is True

### **Section – B**

- Q16. How does Social environment effect the business? (2)

Or

What do you mean by opportunity?

Q17. What do you mean by Trend Spotting? (2)

Q18. Explain any two components of financial plan. (2)

Q19. Define Logo. (2)

Or

What do you mean by market extension merger?

Q20. What do you mean by Inventory Control? (2)

Q21. Net profit before Interest and taxes = 9,00,000  
Capital Employed = 45,00,000 Calculate ROI (2)

### **Section – C**

Q22. Write a short note on legal Factors of Business environment. (3)

Q23. What do you mean by generation of Ideas? How does brain storming help in generating ideas? (3)

Q24. Write any three features of Co-operative Societies? (3)

Q25. Write any three qualities of good salesman. (3)

Or

What do you mean by Sales Strategy. Explain its significance.

Q26. State features of franchise. (3)

Q27. What do you mean by net working capital? Give examples of current Assets. (3)

Or

Write any three methods of floatation of Securities in Primary Market.

### **Section - D**

Q28. What do you mean by idea field? Explain briefly any five idea fields. (5)

Or

Define Marketing plan. Explain steps in preparing the marketing plan.

Q29. What do you mean by Negotiation? Explain methods of Negotiations. (5)

Or

Define Franchising. Explain merits and demerits of franchising.

Q30. Explain the factors affecting working capital. (5)

Or

Differentiate capital market and Money market.