

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. Weights and Measures Act is a – (1)
- (a) Economic Factor (b) Political factor  
(c) Legal factor (d) Social factor
- Q2. High introductory price is related to :- (1)
- (a) Pricing objectives (b) Penetration Pricing  
(c) Price Skimming (d) Cost plus pricing strategy
- Q3. Given below are the factors necessary for developing a successful idea. Identify the connect combination from the following options. (1)
- (a) Skills and Knowledge  
(b) Trends and demand  
(c) Skills, knowledge and competencies  
(d) Trends, demand and change

- Q4. Who plays a very vital role as a financial intermediary?:- (1)  
 (a) Primary Market  
 (b) Capital Market  
 (c) Stock Market  
 (d) Securities and Exchange Board of India.
- Q5. Which of the following is not a component of product Mix:- (1)  
 (a) Branding (b) Labeling (c) Packaging (d) Promotion
- Q6. Raghav sells an air purifier for Rs. 2100. If the purchase price of the product is 80% of its selling price, the profit earned by Raghav is:- (1)  
 (a) Rs 1700 (b) Rs 1680 (c) Rs 420 (d) Rs 400
- Q7. ----- and creativity of entrepreneur helps in sensing the opportunity. (1)
- Q8. Market driven idea is also known as \_\_\_\_\_ (1)
- Q9. Purchase of one company by another is called. (1)
- Q10. Write full form of TAN. (1)
- Q11. Haldiram is selling fast food to the customers. Write the name of channel of distribution used by the company. (1)
- Q12. What do you mean by e\_IPOs. (1)
- Q13. Assertion (A) :- For a trading organization, the operating-cycle will be shorter. (1)  
 Reason (R) :- There is no manufacturing in a trading organization.  
 (a) Both A and R are true and R is the correct explanation of A.  
 (b) Both A and R are true but R is not correct explanation of A.  
 (c) A is true but R is false  
 (d) A is false but R is true
- Q14. Assertion (A) :- Primary market is also known as a new issue market (1)  
 Reason (R) :- In this market, new securities are issued from the company.  
 (a) Both A and R are true and R is the correct explanation of A.  
 (b) Both A and R are true but R is not correct explanation of A.  
 (c) A is true but R is false  
 (d) A is false but R is true
- Q15. Assertion (A) :- Venture capital is a high Risk- high return business (1)  
 Reason (R) :- Investor's return is taxed as capital gain  
 (a) Both A and R are true and R is the correct explanation of A.  
 (b) Both A and R are true but R is not correct explanation of A.  
 (c) A is true but R is false  
 (d) A is false but R is true

### Section – B

- Q16. What are Trend Spotting? (2)
- Q17. Define Business Plan. (2)
- Q18. What do you mean by Human Resource Planning? (2)
- Q19. Write any two techniques of Sales promotion. (2)

Or

What do you mean by Acquisition?

Q20. Define Break Even Analysis. (2)

Q21. What do you mean by ROI? (2)

Or

Define Angel Investor.

### **Section – C**

Q22. Entrepreneur and employee are synonymous of each other. Do you agree? (3)

Q23. Explain briefly the process of converting basic idea into opportunity. (3)

Q24. Explain any three components of financial plan: (3)

Q25. Explain EOQ. (3)

Or

Annual usage = 600 units

Cost of placing the order = Rs 48

Price of material per unit = Rs 20

Cost of storage = 20% of Inventory value

Calculate EOQ

Q26. Differentiate between Advertising and Personal selling. (3)

Or

What do you mean by logo and Tagline.

Q27. Explain different types of integrations in mergers and acquisition. (3)

### **Section – D**

Q28. Explain the steps of creativity process. (5)

Or

What is the need for a business plan. Elaborate on various formats in presenting a business plan to prospective investors?

Q29. Franchising is advantageous for both franchisor and franchisees. Explain five advantages of franchising for franchisee. (5)

Or

Explain five common types of Intellectual Property Rights.

Q30. Explain any five reasons for the failure of mergers and acquisitions. (5)

Or

Define Partnership. Explain its features.