

Roll No.

Entrepreneurship

(English/Hindi 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.  
d l; k l q u r p r d j a f d b l i z u i = e a e t n z i ' B l a ; k e a 5 g s o b l e a 3 0 i z u g s
- The Code no. on the right side of question-paper should be written by the candidate on the front page of the answer book.  
i z u i = d s n k z v l s f n , x , d k s u e j d k s n k = } k k m r j i q r d k d s i g y s i ' B i j f y [ k t k u k p k g , A
- Before beginning to answer a question, its Serial Number must be written.  
f d l h i z u d k m r j n s k " k q d j u a l s i g y s m i d k Ø e d f y [ k u k g k s k A
- Don't leave blank page/pages in your answer book.  
v i u h m r j i q r d k e a [ k y h i u k @ i u s u N k s A
- Except answer book, no extra sheet will be given, write to the point and do not strike the written answer.  
m r j i q r d k d s v f r f j D r d k s z v u " k v u g r a n h t k x h v r % v k o " ; d r k u b k j g h f y [ k a o f y [ k s m r j d k s u d k v A
- Candidate must write their Roll No on the question paper.  
i j h k k z v i u k j s u e j i z u i = i j v o " ; f y [ k A
- 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.  
d l; k i z u k s d k m r j n s a l s i o z ; g l q u r p r d j a f d i z u i = i v z o l g h g s i j h k d s m i j k a b l l a z k e a d k s z h h n k o k l o t u k j u g r a f d ; k t k x k A

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. Gross working capital means -----

(1)

I d y d k z h y i w h d k v f h k & & & & &

(a) Sum total of all assets

I H h l i f y k k e d k d g ; k s

(b) Sum total of all fixed assets

I H h l f k h l e f y k k e d k d g ; k s

(c) Sum total of all current assets

I Hh pky w E fYk d k ; kx  
(d) Current assets minus current liabilities  
Rky w E fYk & pky w k f, Rb

Q2. Marketing plan is a document:- (1)  
foi . ku fu; ksu , d i z = gS

- (a) Regarding the marketing objectives, strategies and activities to be followed by the new enterprise.  
Uk m e } j k i ky u d h t ku ok y s foi . ku m } s ; j . kuh r ; k f o ; k a
- (b) Which describes the flow of goods/services from production point to the customers  
Tksol r q l a v k S l sk v ad scg lo d ksm R knu LF ku l sx kg d d ksof. kZ d j r k g S
- (c) Which determines how many units must be sold or how much sales volume must be achieved in order to have break even point  
Tksl efo P Na fcl h q d i g a usd sfy , fc O h b d k A ; k fcd h ek = k d k s fu / k r d j r k g S
- (d) Which reflects the projected cash available with the enterprise  
Tksm e d si z e r j k d M d k s i f r f c f c r d j r k g S

Q3. Growing flowers and selling to floral decorators is the example of the following source of idea fields:- (1)

Oy k d k sm x k u k o Oy k d h l t k o v d j u a o k y s d k s c p u k f d l f o p k j { k s d k m k j . k g S

- (a) Service sector ideas  
Lok fopkj {k
- (b) Trading related ideas  
Ok kj d fopkj {k
- (c) Natural resources  
lk d fr d l ak ku
- (d) Market drive ideas  
Ok kj p f y r f o p k j { k

Q4. How many whole time members are nominated by the Union Government of India to SEBI? (1)

Hj r h l a k l j d k j } j k SEBI d s f d r u s i w k y d l n l ; u k f e r f d , x , g S

- (a) 2 (b) 3 (c) 4 (d) 6

Q5. Which of the following is not a component of product Mix? (1)

fu Eu eal sd k S l k m R k n fe J d k r R o u g h a g S

- (a) Branding (cl v k a) (b) Labeling (y s f y a)
- (c) Packaging (i S f a) (d) Promotion (l a / z)

Q6. The entrepreneurs have an option to brand their product alpha-numerically as it signifies :- (1)

, d m e d s i k t v i u s m R k n d k s v { j k d h : l l s c h a d j u s d k f o d Y i g k s g S ; g n " k z k g S

- (a) Chemical Characteristics (b) Physical characteristics  
j k k f u d f o " k r k H k d f o " k r k
- (c) Neutral Characteristics (d) Mathematical Characteristics  
r v l f k f o " k r k x f . k h f o " k r k

Q7. \_\_\_\_\_ Feature of partnership states that any partner can act on behalf of the firm.  
d k S H n l a s k j Q l e z d h v k s l s d k z d j l d r k g S ; g l k a s k j h d h \_\_\_\_\_ f o " k r k g S

Q8. A viable venture is born when knowledge, skills, ----- and -----strategically applied. (1)

O o g k z m e d k t l e k k u j f u i d r k j \_\_\_\_\_ o \_\_\_\_\_ l s g l s k g S

Q9. The organization, management, membership and functioning of stock exchange in India is governed by the provisions of \_\_\_\_\_ (1)

Hj r eal v d , D p a d k l a B u j i z a j l n l ; r k o d k z i j s k d s i k o k u \_\_\_\_\_ d s v / k u v k s g S

Q10. What do you mean by SWOT Analysis? (1)  
SWOT for yskkl svk D kl e>rs gS

Q11. Define OPC (1)  
OPC dksi fjHfkr djA

Q12. Name the plan which provides strategy to sell the product.  
m ; kskudkule crkvkst ksmR kn d kscpusdhj . kuhf i zku djrk gS

Q13. Assertion (A) : Customers are part of the micro environment. (1)  
vfhkFu & xkgd l ve okkoj . kdkfgl k gS

**Reason (R) :** Micro environment does not operate in isolation and is one of the levels of business environment.

dj . k & l ve okkoj . kvyxlo eadke ughadjrvk vS ; sOol kf d okkoj . kdk , d Lrj gS

- (a) Both A and R are true and R is the correct explanation of A
- (b) Both A & 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) : The scanning of the environment help to secure the future of the enterprise and avoid failure of the entrepreneur. (1)

okkoj . kijhkkmj e dskvl Qyrkl scpkuseav kS mj e dshfo ; eal jfk djuseal gkrkdjrk gS  
**Reason (R) :** Environment Scanning's a careful monitoring of an organization's internal and external environment.

okkoj . kijhkkkl aBu dsvkafj d o dgjhokkoj . kdhl kokuoz fuxjkudjrk gS

- A) Both A and R are true and R is the correct explanation of A
- B) Both A & 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) : A franchise agreement is the official document (1)  
vfhkdFu % Yskbt l e>ksk , d vfdkfj d i z= gS

**Reason (R) :** Franchising opportunities have often evolved from changes in the environment as well as important social trends.

dj . k % Yskbt a vol j i z % okkoj . keai ffor Z o egRi vZ lekft d i zfr ; kal sfodfl r gkssgS

- A) Both A and R are true and R is the correct explanation of A
- B) Both A & 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. What is environment? Why is environment scanning necessary? (2)  
okkoj . kl svk D kl e>rs gS okkoj . kijhkkD kavlo ; d gS

Q17. What is the difference between Basic ideas and post scanning ideas? (2)  
vkhj Hv fopkj o i kv ij hkk fopkj eavrja crk vA

Or

Why is Market Research conducted?

okkoj . vubaku D ksfj ; kt krk gS

Q18. Write any two difference between Sole Trade and Partnership (2)  
, dkdhOkkoj o l kaskhevaj crk vA

Q19. What do you mean by Skimming or Creaming Pricing? (2)  
A phev j . kuhf l svk D kl e>rs gS

Or

Explain types of Franchising

- Q20. Write short note on SEBI. (2)  
 SEBI ij l fkr uk fy [kA
- Q21. What do you mean by Reordering level? (2)  
 llq%w knsr Lrj d kv fZcr kA

**Section C**

- Q22. Explain the importance of Business environment. (3)  
 Ool kf d ok koj .kd segRo d ko. kZ dj kA
- Q23. Write any three features of partnership. (3)  
 Lka nj hdhr hu fo" kr k acr kA
- Q24. Write short note on organizational plan. (3)  
 l xBukRe ; k suk ij l fkr fVli .kfy [kA
- Q25. Explain any three importance of sales promotion. (3)  
 foO; l oM d sr hu egRo cr kA

Or

Write short note on Vendor management.

foOskl oM ij l fkr uk fy [kA

- Q26. Explain different types of Acquisition. (3)  
 vf/xz g.kd sfofHu i d kj cr kA
- Q27. Write short note of EOQ? (3)  
 EOQ llj l fkr uk fy [kA

Or

What do you mean by Angel Investor.

nrvfuoskdal svki D kl e>rsgS

**Section D**

- Q28. Why is a business plan valuable for an entrepreneur? Explain with the help of any four points. (5)

Ool kf d fu; ksu , d m ehdsfy, D kami ; kshgS

Or

Explain any five components of a financial plan.

forh ; k suk d sr Roed ko. kZ dj kA

- Q29. Differentiate between "Penetrating Pricing and "Skimming Pricing". State the situations when "Penetrating Pricing" and "Skimming Pricing" are useful. Also state any two disadvantages each for Penetrating pricing and Skimming pricing. (5)

i B ew fu/kZ ko A pheW j .kulfr esvaj cr kA oLsv oLfk acr kA ksf ueai B o A pheW uhr mi ; kshgsv k bud hgfu; ksd k Hno. kZ dj kA

Or

Explain any five reasons for failure of Merger and acquisition.

foy; o vf/xz g.kd hv l Qyrkd sd kj .ksdkot Z dj kA

- Q30. Re order quantity = 3600 units, Maximum consumption= 900 units perweek (5)  
 Minimum Consumption = 300 units per week  
 Normal Consumption = 600 units per week  
 Re – order period = 3 to 5 weeks  
 Calculate –  
 1. Re order level  
 2. Minimum level

Or

Define Stock exchange. Explain various functions of stock exchange.

Lvkd , Dps dksi fHfkr dj kA bl d sd k kZ k foLr kj l so. kZ dj kA