Marking Scheme
Class – XI

Session-2026-27

Subject - Entrepreneurship

Time- 3Hours M.M.-60

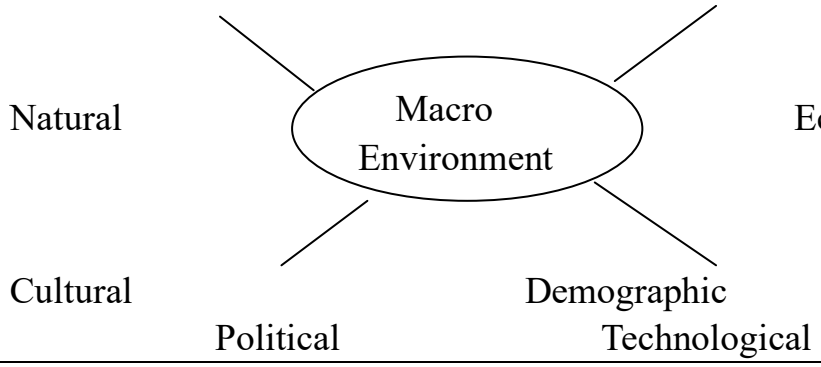
General Instructions-

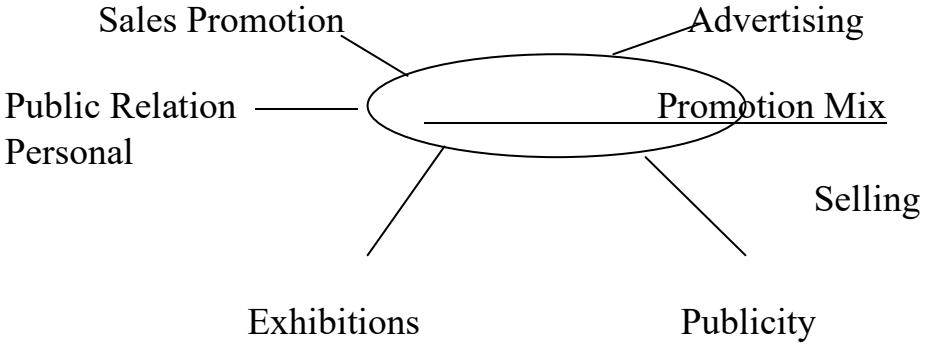
- The Question paper is divided into parts. There is no overall choice, though the internal choice is given in selected sections.
- Section A has 15 Objective questions carrying 1 mark each.
- Section B has 6 questions carrying 2 marks each. Answers may be within 50 to 75 words
- Section C has 6 questions carrying 3 marks each answers may be about 100 words Section D has 3 questions carrying 5 marks each. Answer may be about 150 words.

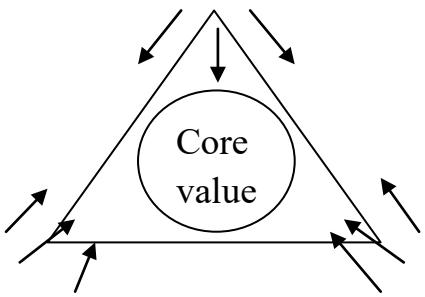
Question No.	Answer	Marks

Q1.	(b) Innovation	1
Q2.	(c) Imitative entrepreneur	1
Q3.	(a) Wilhelm Roentgen	1
Q4.	(a) Zero Level Channel	1
Q5.	(b) Unit Cost	1
Q6.	(d) Venture Capitalist	1
Q7.	Trailblazers	1
Q8.	Marketing Survey –Market survey means the original filed research work for the purpose of collecting primary data, with reference to a defined problem on hand.	1
Q9.	Resources – "Anything or means (Physical tangible/ Non-Physical tangible) required or required to support the activities of organization to archive pre-determined organizational goals are refused as rewards.	1
Q10.	Results, Attributes	1
Q11.	True	1
Q12.	Profit, Loss	1
Q13.	(a) Both A & R are true and R is correct explanation of A.	1
Q14.	(b) Both A & R are true but R is not correct explanation of A	1

Q15.	(a) Both A & R are true and R is correct explanation of A.	1
Q16.	Attitude – Attitude constitute an important psychological attribute of individuals which shape their behavior. It may be defined as a person feels about something – a person, a place, a commodity, a situation or an idea. OR Types of Entrepreneurs – 1. Innovative Entrepreneurs 2. Imitative Entrepreneurs 3. Fabian Entrepreneurs 4. Drone Entrepreneurs (½ marks for each point)	2

Q17.	Feasibility study – feasibility study can be defined as a controlled process by identifying problems and opportunities, determining objectives, describing situation. Defining successful outcome and assessing the range of costs and benefits associated with several-alternatives for solving a problem.	2
Q18	Business Intelligence – business intelligence is the ability of an organization to collect, maintain and organize data. Example– sales data during off season discounts.	2
Q19.	Macro Environment – Macro environment refers to all forces that are part of the larger society and are the "uncontrollable" to which companies adapt through setting the controllable factors.  	2

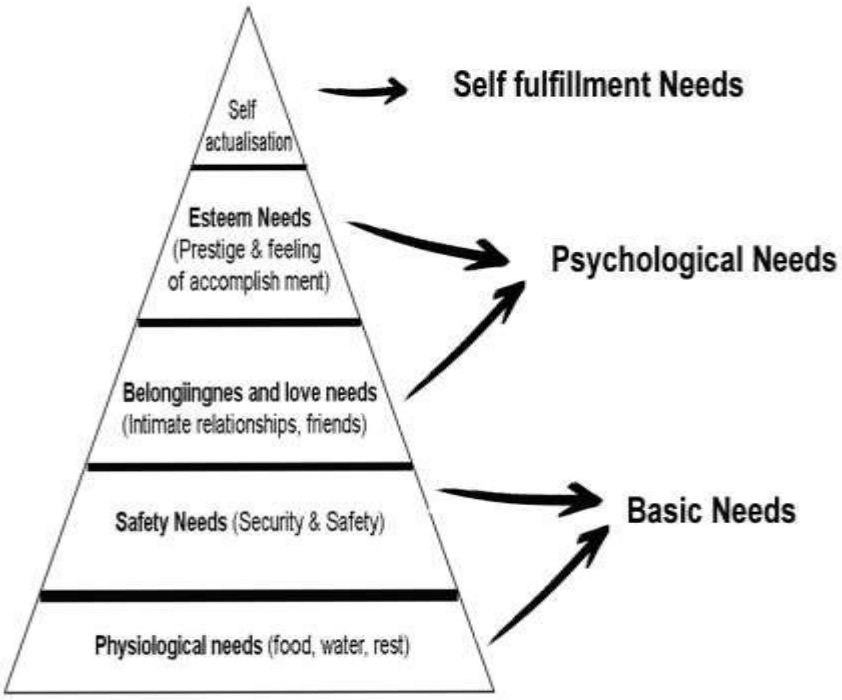
Q20.	Promotion-Mix – Promotion mix is concerned with the activities which are undertaken to boost the sales through its subcomponents tools.  	2
Q21.	Unit of Sales- can be defined as the measure of what products are sold. It is the amount of product or service, you use to figure your operations and profit for example – it you were a retail who sold athletic shoes, your unit of sales is a single pair of shoes. OR Classification of employees on the basic of jobs :- 1. Managerial Staff 2. Non-Managerial Staff 3. Others 4. Professionals	2
Q22.	Commercial Functions :- 1. Production 2. Finance 3. Marketing 4. Personnel 5. Accounting (Explain any three) 1x3=3 **OR** Entrepreneurial value – Values are beliefs that guide actions and judgement across a variety of situations such as honesty, truthfulness, integrity etc. entrepreneurs share some of these qualities that guide and divert them and hence they have come be called entrepreneurial values.	3

Q23.	 <u>Characteristics of Go-getters</u>– 1. They have a higher-than-average level of both dominance and sociability and are very driven and independent. 2. They are competitive, but your drive to succeed is sometimes tempered by your interest in and concern for others. 3. They represent the largest percentage of founders. Their natural style leads itself to managing and leading both processes and people. 4. They show a great deal of initiative, coupled with compelling sense of urgency to get thigs done. 5. They are typically good leaders and good managers, excelling at motivating themselves and those around them. **(Explain any three point)**	3 3
Q24.	<u>Pricing</u> – Pricing is the process of determining what company will receive in exchange for its products. (1)	3
Q25.	<u>Importance</u> – a. Key to Revenue b. Attract Customers c. Edge over Competition d. Crucial to profits **(Explain any two point)1x2=2** e. Platform for achieving other objectives.	3
Q26.	<u>Steps in Market Survey</u>:- 1) Planning the Survey 2) Field work 3) Analysis and interpretation of date 4) Report marketing (Explain three points. 1x3=3) <u>Debt-financing</u>: - Debt financing is a financing method involving	

	and interest-bearing instruments, usually a loan. The payment of which is only indirectly related to the sales and profits of the	

Q27.	venture. Typically, debt financing called as asset-based financing requires that some assets e.g., car, house etc. be used as collateral. (1) <u>Sources of debts:</u> - 1. Debenture 2. Public deposit 3. Loan from Bank/FI 4. Grants 5. Private money lenders 6. Trade credit (1/2x4=2)	3
Q28.	Breakeven point – $\frac{\text{fixed cost}}{\text{Contribution per unit}}$ Fixed cost – Rs4,00,000/- Variable cost per unit – direct labour per unit + Direct Material per unit + Variable O/H per unit = 22+12+06= Rs40/- per unit Selling price per unit = Rs60/- per unit B.E.P. (in units) = $\frac{400000}{60-40} = \frac{400000}{20} =$ 20000 units B.E.P. (in Rs) = 20000x60 = Rs12,00,000/- **OR** <u>Breakeven point</u> – B.E.F. can be defined as the point where the total cost of the firm is exactly equal to its total revenue. At this point the firm earns zero economic profit. The breakeven points is the sales volume at which there is neither profit nor loss, cost being equal to revenue. B.E.P. is neutral point. Sales below this point show costs and sales excess this point show profit. It is the relationship among cost of production, volume of production, profit and sales value. B.E.P. (in volume) = $\frac{\text{Fixed cost}}{\text{Contribution per unit}}$ <u>Entrepreneurship</u> – is the set of the activities performed by entrepreneur (1) <u>Process of Entrepreneurship :–</u> 1. Self Discovery 2. Identifying opportunities 3. Generating and evaluation ideas 4. Planning	5

	5. Raising Start up Capital 6. Start-Up	

	7. Growth 8. Harvest (½ marks for each point explained) **OR** <u>Maslow's Theory of Motivation</u>: – The theory was proposed by Abraham Maslow and is bored on the assumption that people are motivated by a series of five universal needs. These needs are ranked, according to the order in which they influence human behaviour, in hierarchical fashion.  	5 5
Q.29	(Explain these 5 needs in detail) (1 mark for each need point) <u>Barriers to Entrepreneurship</u>: – 1. Environmental<u>Barriers</u>: – (a) Economic (b) Social (c) Cultural (d) Political 2. <u>Personal Barriers</u> :– (a) Motivational (b) Perceptual (Explain in detail all these points)	

	(1 mark for each point) **OR** Problems faced by women Entrepreneurs: – 1) Patriarchal society 2) Lack of opportunity 3) Enabling technologies for woman 4) Social barriers 5) Attitude of creditors towards women 6) Organized sector (Explain any 5 point)	5
Q30.	(1 marks for each explained point) Costs – A cost is a derived value of money consumed to produce a current or future outcome; hence cost provide management a decision supporting view to improve business economics. Costs are expressed as a value measured in relationship to a casual volume of consumption. (1 mark) Type of Costs – 1) Start-Up-Cost 2) Operational Cost i. Fixed Cost ii. Variable Cost (Explain both types of Cost in detail) (Mark 2 x 2 = 4) **OR** Resource Mobilization: – Resource-Mobilization is the process of getting resources from resource provider, using different mechanisms, to implement the organizations work for achieving the pre-determined organizational goals. It deals in acquiring the needed resources in a "timely-cost effective manner." (1) Types of Resources: – 1) Physical resources 2) Human Resources 3) Financial Resources 4) Material Resources 5) Intangible Resources	5

	(Explain any 4 Resources) (1 x 4 = 4 Mark)	