

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 qur pr djafd bl i zu i = eaeonz i 'B l a; kea5 gso bl ea30 i zu gsa
- 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 zu i = dsnkzvls fn, x, d k uEcj d k Nk= } k k mRj i qrdk dsi gysi 'B i j fy [k t k uk pfg, A
- Before beginning to answer a question, its Serial Number must be written.
fd l hi zu d k mRj nsk "k q djual si gysm d k Øekd fy [k uk gks kA
- Don't leave blank page/pages in your answer book.
vi uhmRj i qrdkea [ky hi uk @ i ussu NksA
- Except answer book, no extra sheet will be given, write to the point and do not strike the written answer.
mRj i qrdk dsvrfj Dr d k zVU "kv ughanht k xhA vr %vko"; d r k uk k gh fy [k ao fy [k smRj d k s u d k vA
- Candidate must write their Roll No on the question paper.
i j h k k z v i uk j k uEcj i zu i = i j v o"; fy [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 zu k ad k mRj nsa l si oZ; g l qur pr djafd i zu i = i vzo l gh gSi j h k d smi j ka bl l a k ea d k z h h n k k l o r d k u g h 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 dy dk Zky i w h d k v f h k &&&&&&

- Sum total of all assets
I H h l i f y k k o d k d g ; k s
- Sum total of all fixed assets
I H h l f k h l E f y k k o d k d g ; k s
- 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 wmkf, Rb

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

- (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 sfoi .ku m } s ; j j .ku h r ; k f o ; k a
- (b) Which describes the flow of goods/services from production point to the customers
Tksolr q l a v k s l s k v l e d s c g l o d k s m r k n u L f k u l s x k g d d k s o f . k z 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 PNa fcl h q d i g a u s d s f y , f c o h b d k A ; k f c d h e k = k d k s f u / k z d j r k g s
- (d) Which reflects the projected cash available with the enterprise
Tks m e d s i z e r j k d m d k s i f r f c f e 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 a d k s m x k u k o O y k a 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 j . k g %

- (a) Service sector ideas
L k o k f o p k j { k s
- (b) Trading related ideas
O k i k j d f o p k j { k s
- (c) Natural resources
l k d f r d l a k k u
- (d) Market drive ideas
O k t k j p f y r f o p k j { k s

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

H j r h l a k l j d k j } j k s e b i d s f d r u s i w k y d l n l ; u k 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)

f u E u e a l s d k s l k m r k n f e j d k r R o u g h a g %

- (a) Branding (c h a n g e) (b) Labeling (y s f y a)
- (c) Packaging (i s t a c k i n g) (d) Promotion (l a u n c h i n g)

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 l a h : l l s c h a m 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 s 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 e 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 e 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)

H j r e a l 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 fjkkr djA

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

Q13. Assertion (A) : Customers are part of the micro environment. (1)
vfh dFu & 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 ugh djrk vj S ; 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 . kij hkk m e dskvl Qyrkl scpkuseav k S m e dshfo ; eal jfk djuseal gk rkdjrk gS
Reason (R) : Environment Scanning's a careful monitoring of an organization's internal and external environment.

okkoj . kij hkk l aBu dsvkaf 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 vfdkf 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 . keal 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 . kij hkk D kavlo ; d gS

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

Or

Why is Market Research conducted?

okkoj . vubaku D ksf d ; kt krk gS

Q18. Write any two difference between Sole Trade and Partnership (2)
, dkdhOkkoj o l kavj hevavj 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

- Ýþkft æ dsi ðkj crkvk
- Q20. Write short note on SEBI. (2)
SEBI ij l fkr uk fy [k
- Q21. What do you mean by Reordering level? (2)
llq%vknfkr Lrj d kvRZcrkvk

Section C

- Q22. Explain the importance of Business environment. (3)
Ool kf d okkj .kdsegRo dko. kZ dj k
- Q23. Write any three features of partnership. (3)
Lkænjhdhrhu fo"krk acrvk
- Q24. Write short note on organizational plan. (3)
l æBukRe ; k sukij l fkr fVli .kfy [k
- Q25. Explain any three importance of sales promotion. (3)
foØ; l æV dsrhu egRo crkvk

Or

- Write short note on Vendor management.
foØskl æV ij l fkr uk fy [k
- Q26. Explain different types of Acquisition. (3)
vf/æq .kd sfotHu i ðkj crkvk
- Q27. Write short note of EOQ? (3)
EOQ llj l fkr uk fy [k

Or

What do you mean by Angel Investor.
nrvfuoðkæl svki D kl e>rsqS

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 mj ehdsfy, D kæmi ; kshgS

Or

Explain any five components of a financial plan.
forh ; k suk dsr Roed k o. kZ dj k

- 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/æz ko ÅpheW j .kulfr esvaj crkvk æ olsvolPk acrvk ksft ueai B o ÅpheW ulfr mi ; kshgsvk budhgku; sðk Hno. kZ dj k

Or

Explain any five reasons for failure of Merger and acquisition.
foy; o vf/æq kd hv l Qyrkd sd kj .ksdkot Z dj k

- 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.
LVp , Dps dksi fjHfkr dj k bl dsdk kZ k foLr kj l so. kZ dj k