



SOUNDARYA EDUCATIONAL TRUST

SOUNDARYA CENTRAL SCHOOL

PRE - BOARD 1
MARKS 70

ENTREPRENEURSHIP

GENERAL INSTRUCTIONS

1. **All Questions are compulsory.**
2. Marks are indicated against each set of questions
3. Question Nos. 1 to 5 are very short answer questions carrying 1 mark each. Answer to each of these should not exceed 15 words.
4. Question Nos. 6 to 10 are short answer questions carrying 2 marks each. Answer to each of these should not exceed 50 words.
5. Question Nos. 11 to 17 are short answer questions carrying 3 marks each. Answer to each of these should not exceed 60 words.
6. Question Nos. 18 to 21 are short answer questions carrying 4 marks each. Answer to each of these should not exceed 70 words.
7. Question Nos. 22 to 24 are long answer questions carrying 6 marks each. Answer to each of these should not exceed 100 words

SECTION- A
1X5=5

1. Write any one myth about Entrepreneurship.
2. Define business plan.
3. Write any two disadvantages of being an Entrepreneur.
4. Give an example of innovation in the economy.
5. What are the two options normally available to a business enterprise in the face of growing competition?

SECTION - B
2X5= 10

6. Classify the following activities in manufacturing, trading and services with reasons - **i.hospital, ii. Travel company, iii.legal consultancy, iv.school**
7. How do incubators help startups get funding?
8. Why a careful selection of physical resources is essential?
9. Explain the following core values - **i. respect for work; ii. innovation and creativity**

10. Unit of sale is different for different businesses. Keeping this in mind, give the unit of sale for the following businesses - **i. Real estate developer; ii. Bakery**

SECTION - C

3x7= 21

11. Explain the following commercial functions of an entrepreneur -
- i. Production; ii. Finance; iii. Marketing
12. Ramu and Radha are siblings who are trying to help their family by starting a small leather unit in Kanakapura. They are also trying to save some money to further their education. They fall into a particular level of Maslow's motivational theory - explain. Also explain two other needs of Maslow's theory.
13. Explain the 4 types of feasibility study in detail.
14. Mr. Arora is a young graduate who belongs to a family of famous musicians. He wants to do something connected with this family tradition. He is also very fond of Drama and Theatre. He wants to set up something related to his "pet" hobby.
- a. What do you think he should set up?
b. Do you think he is an 'entrepreneur'? Give reasons to support your answer.
15. Customer is the king - justify the statement.
16. Rajan and Raman are planning to open a Continental cuisine restaurant in Nagasandra. They have appointed a team to do a market survey to check the feasibility of the venture. Frame 6 questions that they need to ask the people during the survey.
17. Megha has just launched an e-portal to sell the handicrafts of the tribal people Africa
- a) Which form of business has Megha launched? Explain it.
b) Identify any one value communicated by Megha.

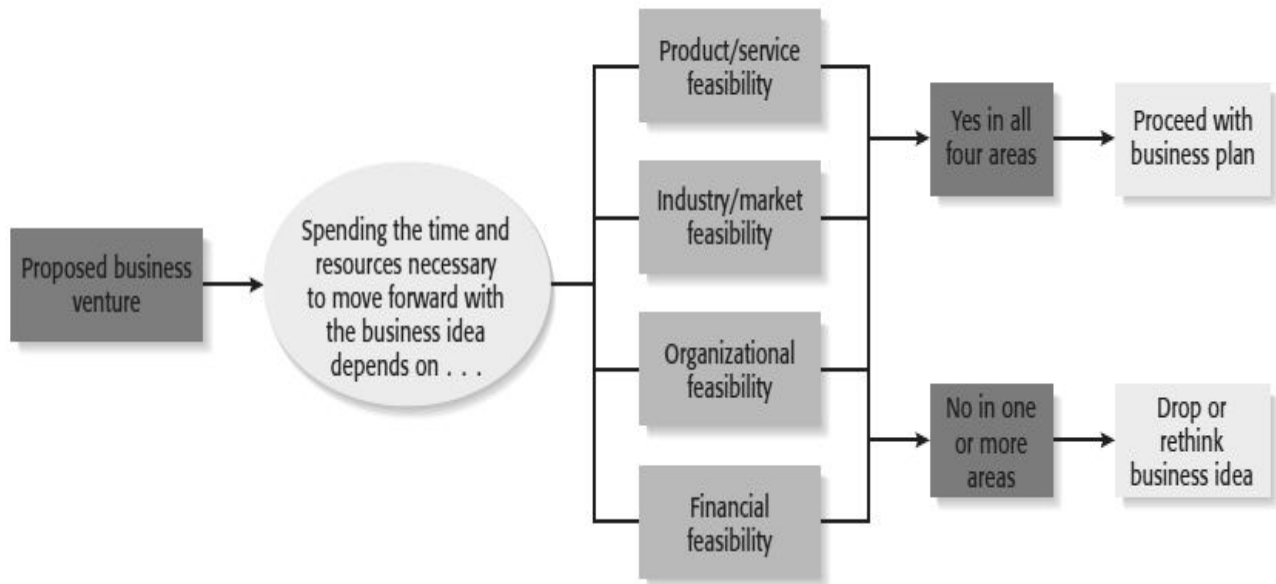
SECTION D

4x4 = 16

18. Study the image given below and explain any two components from each division.



19. “Laundromat Super Clean” is a new company being launched in Bangalore. In order to set up the business the marketing team of the company has to a Feasibility Analysis. Study the image given below and help the team by explaining in detail what they have to do.



20. A company makes a product with a selling price of Rs. 25 P.U and variable cost of Rs. 15 per unit. The fixed costs for the period are Rs.50,000.

- What is the break-even-point?
- What is the required output level to market a target profit of Rs. 12,000?

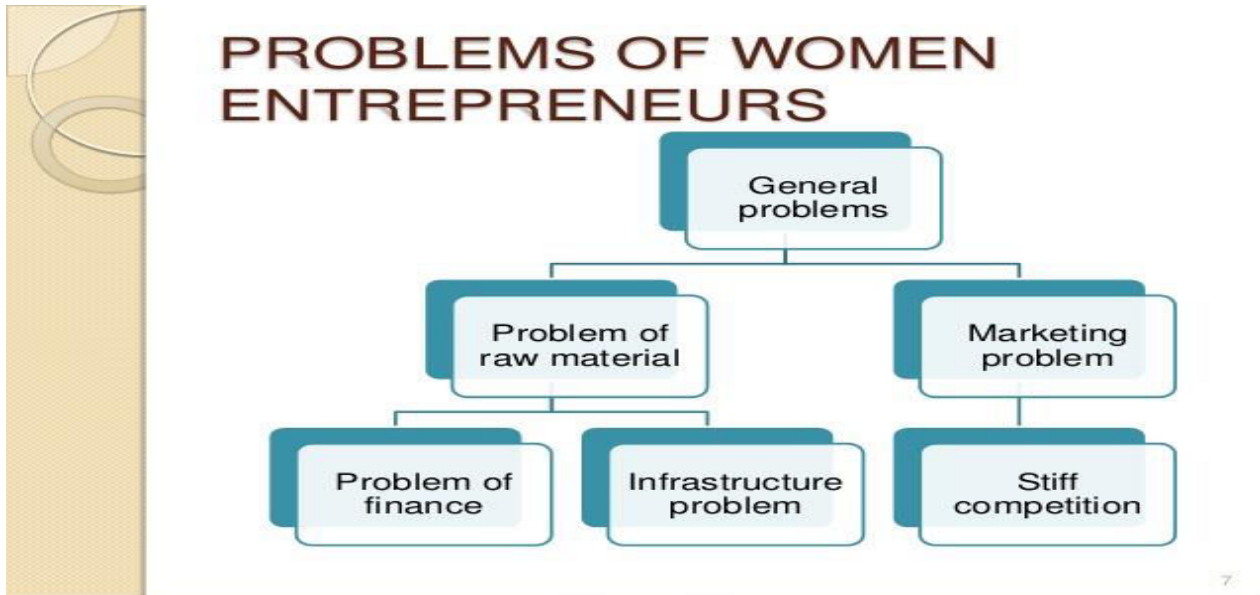
21. What is Pricing? Discuss the various factors that

determine the price of a product.

SECTION-E

6x 3 = 18

22. In the business scenario, women face a number of problems which have been depicted in the flow chart given below. Explain in detail the problems mentioned.



23. "Social entrepreneurs help in reforming society and create valuable social programs". Justify this statement with the help of a case study.

24. Transactions for the month of August, 2017 of M/s Kiran co, are given below. You are required to enter the same in an appropriate cash book.

Date	Transactions
1 st August 2017	Cash in hand Rs.1200/-
	Cash at bank Rs.2500/-
2 nd august 2017	Paid salary by cheque Rs.1000/-
5 th august 2017	Made cash purchases Rs.700/-
12 th august 2017	Received Rs. 830/- by cheque from Chandan
16 th august 2017	Paid cheque to Raju Rs. 300/-

18 th august 2017	Donated Rs.250/- to an old age home
19 th august 2017	Cash sales Rs.1000/-
21 st august 2017	Bought furniture Rs.500 and paid by cheque.
23 rd august 2017	Bank credited Rs.150 as interest
25 th august 2017	Received a cheque for Rs.1250/- from Renu
29 th august 2017	Deposited cash into bank Rs.500/-