

Total No. of Printed Pages—4

HS/XII/Com/En/NC/20

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ENTREPRENEURSHIP

(New Course)

(**Commerce**)

Full Marks : 70

Time : 3 hours

The figures in the margin indicate full marks for the questions

General Instructions :

- (i) Write all the answers in the Answer Script.
- (ii) All questions are compulsory.
- (iii) Attempt all parts of a question together at one place.

Answers to Question Nos. **1** to **5** should not exceed 15 words each : 1×5=5

- 1.** What is meant by business opportunity?
- 2.** Amal is required to file his Income tax return for which he is required to furnish a unique identification number. Identify the number that Amal requires to furnish.
- 3.** A farmer is planning to sell his agricultural produce to the markets near his village. Which distribution channel he should adopt?

(2)

4. What is the goal of a value chain?

5. What is meant by financial management?

Answer to Question Nos. **6** to **10** should not exceed 30 words each :

2×5=10

6. Give an example of 'high risk high return' business. Also state the reason why you consider the said business to have high risk.

7. Mention any two types of budget.

8. What is meant by vertical merger?

9. The business assets of an organisation amount to ₹ 50,000 but the debts that remain unpaid are ₹ 80,000. What course of action can the creditors take if the organisation is a sole proprietorship firm?

10. ABC Ltd. is producing LCD TVs and it wants to have maximum customer reach. State any two drawbacks of radio advertising that the company may suffer, if it chooses radio for advertising.

Answer to Question Nos. **11** to **17** should not exceed 45 words each :

3×7=21

11. What is meant by idea fields? Mention any two market-driven ideas.

12. Ram is a science graduate and wants to establish an enterprise; but he perceives the preparation of a business plan as mere wastage of time. Briefly explain the importance of a business plan to him.

(3)

- 13.** Why should an entrepreneur adopt the concept of SMART goals?
- 14.** Dwell Co. Ltd. was producing pencils earlier, now they have decided to further venture into the fields of notebook and paper. What do you think the company is attempting to do? Identify and explain the concept here.
- 15.** How is Return on Investment and Return on Equity different from each other?
- 16.** “Any group will have ‘vital few and trivial many’.”
In the light of the above statement, explain the ABC analysis of inventory control.
- 17.** Explain the merits of financial institutions.

Answer to Question Nos. **18** to **21** should not exceed
60 words each : 4×4=16

- 18.** Differentiate between an entrepreneur and an employee.
- 19.** What is human resource planning? Explain the steps involved in estimating the number of employees required in a company.
- 20.** The workers of a factory have gone on strike for pay revision. The manager wants to negotiate with the workers. Explain two methods that are available to the manager for negotiating the situation.
- 21.** What is franchising? Explain any three features of franchise.

(4)

Answer to Question Nos. **22** to **24** should not exceed
75 words each : 6×3=18

22. Explain the importance of business environment.

Or

Briefly explain the steps involved in the assessment of an idea.

23. Lucy after completing her fashion designing course is planning to start with a boutique offering designer and customised outfits. What are the steps she needs to take while preparing her marketing plan?

Or

A person has decided to start a small shoe manufacturing unit. He is not aware of the various formalities involved in the process of setting up the unit. Explain to him the procedure.

24. Explain the important functions of stock exchanges.

Or

Victor and Hemant were pursuing engineering. During their course of studies, they developed disposable glasses, bowls and plates made out of bettlenut leaf. The idea was risky as there exists a huge market for disposable plates, etc., made out of plastic. But as Victor and Hemant's product was decomposable, they went ahead with the idea of setting up of an enterprise. They prepared a business plan which estimated that the required capital would be ₹ 2 crore. Both approached some affluent individuals who were ready to invest in their business in exchange of a high profit sharing ratio. Identify and explain the type of investor and state any four features of the same.

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