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HS/XII/Com/En/14

2 0 1 4

ENTREPRENEURSHIP

(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.

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

- 1.** How do entrepreneurs differ from employers?
- 2.** What does the word 'scan' mean?
- 3.** How are idea fields useful in generation of ideas?
- 4.** What is a feasibility report?
- 5.** What is a preliminary project report?

(2)

Answer to Question Nos. **6** to **10** should not exceed
30 words each : 2×5=10

- 6.** Write briefly what you understand by 'creative process'.
- 7.** Explain briefly the term 'product mix'.
- 8.** What is economic viability?
- 9.** What is meant by collateral security?
- 10.** What is Programme Evaluation Review Technique (PERT)?

Answer to Question Nos. **11** to **17** should not exceed
45 words each : 3×7=21

- 11.** What are the major components of fixed capital?
- 12.** Differentiate between 'Preference shares' and 'Equity shares' on the following :
 - (a) Voting rights
 - (b) Payment of dividend
 - (c) Repayment of capital

(3)

13. An entrepreneur wants to start a match factory. Identify three major hurdles he could face.
14. What are the different kinds of sales promotion technique?
15. What is long-term capital? What are its sources?
16. You are dealing in fruit business. What type of distribution system would you adopt as an entrepreneur? Give a brief explanation.
17. Give any three differentiating points between selling and marketing.

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

18. Define financial planning. What are the steps in the process of financial planning?
19. "Human resources are important for an organisation." Explain any four steps to develop a good human resource.
20. Explain the characteristics of a successful entrepreneur.
21. What is the 'four-stage growth model'? How does it help an entrepreneur?

(4)

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

22. What is market assessment? Explain its importance.

Or

Explain in detail the process of testing ideas for assessing their opportunity potential.

23. From the following information relating to the manufacture of calculator, calculate (a) contribution; (b) P/V ratio and (c) BEP in terms of units and sales values :

	₹
Selling price per unit	100
Direct material (per unit)	40
Direct labour (per unit)	20
Fixed cost	30,000

Or

What do you understand by ROI? What constitute capital employed?

24. What is planning? Explain the steps in the process of planning.

Or

“Advertising improves standard of living.” Explain the importance of advertising.

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