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HS/XII/Com/En/13

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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.** What is margin money?
- 2.** Name any three central-level financing institutions supporting entrepreneurs.
- 3.** Define 'market assessment'.

(2)

4. What is a 'Balance Sheet'?

5. What is meant by 'lease'?

Answer to Question Nos. 6 to 10 should not exceed
30 words each : $2 \times 5 = 10$

6. Give the meaning of 'venture capital'.

7. What are the two basic roles of an entrepreneur?

8. Highlight the importance of field trial for an enterprise.

9. What do you understand by 'franchising'?

10. Explain any two advantages of retained profit as a source of finance.

Answer to Question Nos. 11 to 17 should not exceed
45 words each : $3 \times 7 = 21$

11. What are the unique characteristics of an entrepreneur?

12. Why is entrepreneurship important for a country?

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- 13.** Enumerate any three sources of short-term finance.
- 14.** Differentiate between 'shares' and 'debentures' on the basis of—
- (a) voting rights;
 - (b) return;
 - (c) convertibility.
- 15.** "Pollution control systems should be a part of the plant design of an enterprise." Explain in brief.
- 16.** What is meant by the term 'creative process'?
- 17.** How does market demand influence a business idea? Give a suitable example.

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

- 18.** Why are human resources important for an enterprise? Give any four points.
- 19.** Sonia, an entrepreneur, introduced a new hair oil which will help in reducing hair fall. In spite of heavy advertisement and publicity, she is not able to boost the sales.

Suggest any four techniques to Sonia which will help her in boosting the sales.

(4)

- 20.** What do you mean by an 'operating cycle'? What does it indicate?
- 21.** Briefly explain any four factors that determine the location of an enterprise.

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

- 22.** Describe briefly different stages involved in setting up a small-scale enterprise. 6

Or

What is a project report? What are the main elements of a project report?

- 23.** A factory is engaged in manufacturing leather shoes. The following information is available :

	₹
Sales	10,00,000
Direct labour cost (10000 units)	1,00,000
Direct expenses (10000 units)	50,000
Direct material cost (10000 units)	2,50,000
Fixed cost	4,50,000

Find out—

- (a) variable cost per unit;
- (b) total cost;
- (c) break-even point. 2×3=6

(5)

Or

What is break-even point (BEP)? Why should an entrepreneur know the BEP? Explain in detail. 6

24. What are the characteristics of successful entrepreneurs? Briefly explain any four of them. 6

Or

Discuss the growth-sustaining activities giving appropriate examples.
