



Series &RQPS

SET-4

प्रश्न-पत्र कोड
Q.P. Code

98

रोल नं.

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Roll No.

परीक्षार्थी प्रश्न-पत्र कोड को उत्तर-पुस्तिका के मुख-पृष्ठ पर अवश्य लिखें ।

Candidates must write the Q.P. Code on the title page of the answer-book.

- कृपया जाँच कर लें कि इस प्रश्न-पत्र में मुद्रित पृष्ठ **27** हैं ।
- कृपया जाँच कर लें कि इस प्रश्न-पत्र में **34** प्रश्न हैं ।
- प्रश्न-पत्र में दाहिने हाथ की ओर दिए गए प्रश्न-पत्र कोड को परीक्षार्थी उत्तर-पुस्तिका के मुख-पृष्ठ पर लिखें ।
- कृपया प्रश्न का उत्तर लिखना शुरू करने से पहले, उत्तर-पुस्तिका में प्रश्न का क्रमांक अवश्य लिखें ।
- इस प्रश्न-पत्र को पढ़ने के लिए 15 मिनट का समय दिया गया है । प्रश्न-पत्र का वितरण पूर्वाह्न में 10.15 बजे किया जाएगा । 10.15 बजे से 10.30 बजे तक छात्र केवल प्रश्न-पत्र को पढ़ेंगे और इस अवधि के दौरान वे उत्तर-पुस्तिका पर कोई उत्तर नहीं लिखेंगे ।
- Please check that this question paper contains **27** printed pages.
- Please check that this question paper contains **34** questions.
- Q.P. Code given on the right hand side of the question paper should be written on the title page of the answer-book by the candidate.
- **Please write down the serial number of the question in the answer-book before attempting it.**
- 15 minute time has been allotted to read this question paper. The question paper will be distributed at 10.15 a.m. From 10.15 a.m. to 10.30 a.m., the students will read the question paper only and will not write any answer on the answer-book during this period.



उद्यमिता (सैद्धान्तिक)

ENTREPRENEURSHIP (Theory)



निर्धारित समय : 3 घण्टे

अधिकतम अंक : 70

Time allowed : 3 hours

Maximum Marks : 70

98-1

Page 1

P.T.O.



सामान्य निर्देश:

निम्नलिखित निर्देशों को ध्यान से पढ़िए और उनका पालन कीजिए ।

- (i) इस प्रश्न-पत्र में 34 प्रश्न हैं । सभी प्रश्न अनिवार्य हैं ।
- (ii) यह प्रश्न-पत्र चार खण्डों में विभाजित किया गया है – खण्ड क, ख, ग तथा घ ।
- (iii) **खण्ड क** : प्रश्न संख्या 1 से 18 तक बहुविकल्पीय प्रकार के प्रश्न हैं । प्रत्येक प्रश्न 1 अंक का है ।
- (iv) **खण्ड ख** : प्रश्न संख्या 19 से 24 तक लघु-उत्तरीय प्रकार-I के प्रश्न हैं । प्रत्येक प्रश्न 2 अंकों का है । प्रत्येक प्रश्न का उत्तर 30 से 40 शब्दों में लिखिए ।
- (v) **खण्ड ग** : प्रश्न संख्या 25 से 29 तक लघु-उत्तरीय प्रकार-II के प्रश्न हैं । प्रत्येक प्रश्न 3 अंकों का है । प्रत्येक प्रश्न का उत्तर 50 से 70 शब्दों में लिखिए ।
- (vi) **खण्ड घ** : प्रश्न संख्या 30 से 34 तक दीर्घ-उत्तरीय प्रकार के प्रश्न हैं । प्रत्येक प्रश्न 5 अंकों का है । प्रत्येक प्रश्न का उत्तर 120 से 150 शब्दों में लिखिए ।
- (vii) प्रश्न-पत्र में समग्र विकल्प नहीं दिया गया है । यद्यपि, **खण्ड ख, ग तथा घ** में आंतरिक विकल्प का प्रावधान दिया गया है । परीक्षार्थी को इन प्रश्नों में से किसी एक प्रश्न का उत्तर लिखना है ।

खण्ड क

1. सुबीर ने बरसात के मौसम में प्राकृतिक एवं मुफ्त के पानी को अधिक मात्रा में बर्बाद होते हुए देखा है । मैकेनिकल इंजीनियर बनने के बाद सुबीर ने एक उपकरण पर काम करना आरम्भ किया जिसे भूमिगत पानी की टंकियों में स्थापित किया जाएगा, जो बरसात के पानी को एकत्रित करेगा, उसे जमाएगा तथा पानी के एक अतिरिक्त संसाधन का सृजन करेगा । उसने इसका एक प्रारूप बनाया और इस उपकरण पर परीक्षण करना आरंभ कर दिया । वह खुश था क्योंकि वह अपने विचार को वास्तविकता में परिवर्तित करने में सफल हो गया ।

उस विचार क्षेत्र को पहचानिए जिसने इस उत्पाद के विकास में उसे अन्तर्दृष्टि प्रदान की :

1

- (A) बाज़ार-चलित विचार
- (B) प्राकृतिक संसाधन
- (C) सेवा-संबंधी विचार
- (D) सृजनात्मक प्रयास





General Instructions :

Read the following instructions carefully and follow them :

- (i) This question paper contains **34** questions. **All** questions are **compulsory**.
- (ii) This question paper is divided into **four** sections – **Section A, B, C and D**.
- (iii) **Section A** : Questions number **1** to **18** are Multiple Choice Type Questions. Each question carries **1** mark.
- (iv) **Section B** : Questions number **19** to **24** are Short Answer type-I questions. Each question carries **2** marks. Write answer to each question in **30** to **40** words.
- (v) **Section C** : Questions number **25** to **29** are Short Answer type-II questions. Each question carries **3** marks. Write answer to each question in **50** to **70** words.
- (vi) **Section D** : Questions number **30** to **34** are Long Answer type questions. Each question carries **5** marks. Write answer to each question in **120** to **150** words.
- (vii) There is no overall choice. However, an internal choice has been provided in **Section B, C and D** of question paper. A candidate has to attempt only one of the alternatives in such questions.

SECTION A

1. During the rainy season, Subir observed that a large quantity of natural and free water was being wasted. Being a mechanical engineer, Subir started to work on a device that was to be installed in underground water tanks, for collecting the rain water, freezing it and creating a surplus water resource. He prepared a prototype and started the trials on this device. He was happy that he succeeded in converting his idea into reality.

Identify the idea field that provided him an insight for developing the product :

- (A) Market-driven idea
- (B) Natural resource
- (C) Service-related idea
- (D) Creative efforts

1



2. निम्नलिखित में से कौन-सा 'ब्राण्ड' का घटक *नहीं* है ?

1

- (A) ब्राण्ड नाम
- (B) ब्राण्ड मार्क
- (C) ट्रेड मार्क
- (D) टैग लाइन

3. कारों का निर्माण कर रही एक कम्पनी 'अनारया लिमिटेड' अगले कुछ महीनों में ई-कार व्यवसाय में प्रवेश करना चाहती है। इसके लिए उसे अतिरिक्त धन की आवश्यकता है। वित्तीयन की गति को बढ़ाने के लिए उसने अपने कुछ अंशों/शेयरों को संस्थागत निवेशकों को बेचने का निर्णय लिया। कम्पनी इस सूचना को खुले बाज़ार में प्रकट करना नहीं चाहती है। निम्नलिखित में से, कम्पनी द्वारा उपयोग की गई नई प्रतिभूतियों के निर्गमन की विधि को पहचानिए :

1

- (A) सार्वजनिक निर्गम
- (B) अधिकारिक निर्गम
- (C) निजी नियोजन/विनियोग
- (D) कर्मचारियों को प्रस्ताव

4. इलेक्ट्रॉनिक्स उद्योग में 'निपरो इलेक्ट्रॉनिक्स' पिछले पन्द्रह वर्षों से एक अग्रणी कम्पनी थी। कुछ वर्ष पहले 'मोबे इलेक्ट्रॉनिक्स' ने बाज़ार में प्रवेश किया जो 'निपरो इलेक्ट्रॉनिक्स' की तुलना में एक छोटी कम्पनी थी। दिन-प्रतिदिन 'मोबे इलेक्ट्रॉनिक्स' के नवप्रवर्तन उत्पादों के कारण 'निपरो इलेक्ट्रॉनिक्स' ने अपने बाज़ार अंश को खोना आरम्भ कर दिया।

प्रतिस्पर्धात्मक बढ़त विकसित करने अथवा बनाए रखने के लिए तथा अपनी तकनीक में सुधार करने के लिए 'निपरो इलेक्ट्रॉनिक्स' ने 'मोबे इलेक्ट्रॉनिक्स' को मित्रता की शर्तों पर अधिग्रहण करने का निर्णय लिया लेकिन वे असफल हो गए। अब उसने 'मोबे इलेक्ट्रॉनिक्स' के अधिकांश अंशों/शेयरों को खरीदने का निर्णय लिया और अधिग्रहण को आरंभ कर दिया।

निम्नलिखित में से, अधिग्रहण के उस प्रकार को पहचानिए जिसे 'निपरो इलेक्ट्रॉनिक्स' ने मित्रता की शर्तों में असफल होने के बाद अपनाया :

1

- (A) मित्रतापूर्ण अधिग्रहण
- (B) शत्रुतापूर्ण अधिग्रहण
- (C) विपरीत अधिग्रहण
- (D) बैक-फ्लिप अधिग्रहण





2. Which of the following is **not** a component of 'Brand' ? 1
- (A) Brand name
 - (B) Brand mark
 - (C) Trade mark
 - (D) Tag line

3. 'Anarya Ltd.', a company manufacturing cars wants to enter into e-car business in the next few months. For this it needs additional funds. To speed up financing it decides to sell some of its shares to institutional investors. The company also does not wish to disclose this information in the open market.

From the following, identify the method of floatation of new issues used by the company :

1

- (A) Public issue
 - (B) Rights issue
 - (C) Private placement
 - (D) Offer to employees
4. 'Nipro Electronics' was the leading player in the electronics industry for the last fifteen years. A few years back, 'Mobe Electronics', a smaller company as compared to 'Nipro Electronics' entered the market. 'Nipro Electronics' started losing its market share to 'Mobe Electronics' day-by-day due to its innovative products.

To maintain or develop a competitive edge and to upgrade its technology, 'Nipro Electronics' decided to acquire 'Mobe Electronics' under friendly terms but that failed. Now it decided to buy majority shares of 'Mobe Electronics' and hence initiated the acquisition.

From the following, identify the type of acquisition which 'Nipro Electronics' adopted after failing on friendly terms :

1

- (A) Friendly acquisition
- (B) Hostile acquisition
- (C) Reverse acquisition
- (D) Back-flip acquisition



5. बाज़ार का आकलन करते समय एक उत्पाद अथवा सेवा का चयन बहुत से तत्त्वों पर निर्भर करता है। माँग का आकलन करना उनमें से एक है। यह आकलन आधारित है :

1

- (A) उस क्षेत्र की तकनीकी उन्नति पर
- (B) लक्षित बाज़ार के आकार पर
- (C) परिवहन में देरी, अपव्यय आदि पर
- (D) प्रचालन के स्तर पर

6. *अभिकथन (A)* : व्यवसाय के त्वरित विकास को सुनिश्चित करने के लिए विलय और अधिग्रहण एक संभावित रणनीति है।

कारण (R) : आन्तरिक विस्तार की तुलना में विलय और अधिग्रहण के माध्यम से विकास करना आमतौर पर कम महँगा होता है, विशेषकर जब किसी परिसम्पत्ति को बदलने की लागत लक्षित परिसम्पत्तियों के बाज़ार मूल्य से ज्यादा हो।

निम्नलिखित में से सही विकल्प का चयन कीजिए :

1

- (A) अभिकथन (A) तथा कारण (R) दोनों सही हैं तथा कारण (R), अभिकथन (A) की सही व्याख्या है।
- (B) अभिकथन (A) तथा कारण (R) दोनों सही हैं, लेकिन कारण (R), अभिकथन (A) की सही व्याख्या *नहीं* है।
- (C) अभिकथन (A) सही है, लेकिन कारण (R) ग़लत है।
- (D) अभिकथन (A) ग़लत है, लेकिन कारण (R) सही है।





5. Selection of a product or service will depend upon many factors while assessing the market. The demand assessment is one of them. This assessment is based on :

1

- (A) Technological advancements in the field
- (B) Size of the market being targeted
- (C) Transportation delays, wastage etc.
- (D) Level of operation

6. *Assertion (A)* : Mergers and Acquisitions is a potential strategy for ensuring the accelerated growth of business.

Reason (R) : Growing through Mergers and Acquisitions usually turns out to be less expensive as compared with internal expansion, particularly when the replacement cost of asset is higher than the market value of the targeted assets.

Choose the correct option from the following :

1

- (A) Both Assertion (A) and Reason (R) are correct and Reason (R) is the correct explanation of Assertion (A).
- (B) Both Assertion (A) and Reason (R) are correct, but Reason (R) is **not** the correct explanation of Assertion (A).
- (C) Assertion (A) is correct, but Reason (R) is incorrect.
- (D) Assertion (A) is incorrect, but Reason (R) is correct.



7. रघुराम को एक रेडीमेड शर्ट बनाने वाली कम्पनी में स्टॉक प्रभारी के रूप में नियुक्त किया गया है। उत्पादन प्रबन्धक ने रघुराम को बिना किसी बाधा के कपड़े की उपलब्धता सुनिश्चित करने के लिए कहा ताकि वहाँ स्टॉक खत्म होने की स्थिति न हो। इसके लिए रघुराम कम्पनी के लिए कपड़े के पुनःआदेश बिन्दु को जानना चाहता था, अर्थात् यह सुनिश्चित करना कि आदेश कब दिया जाना है। इसके लिए उसने आपूर्ति के समय को ढूँढ़ा जो 2 महीने है तथा इस अवधि में प्रति माह अनुमानित माँग सूती कपड़े की 300 गाँठें हैं। अतः आदेश उस समय दिया जाना चाहिए जब स्टॉक पहुँच जाए :

1

- (A) 600 गाँठें
- (B) 450 गाँठें
- (C) 300 गाँठें
- (D) 150 गाँठें

8. *अभिकथन (A)* : विक्रय संवर्धन का सम्बन्ध लघु-कालीन प्रोत्साहनों एवं क्रियाओं से होता है जो किसी उत्पाद अथवा सेवा के क्रय या विक्रय को प्रोत्साहित करते हैं।

कारण (R) : विक्रय संवर्धन कम्पनी के उत्पादों के बारे में जागरूकता उत्पन्न करने में सहायता करता है।

निम्नलिखित में से सही विकल्प का चयन कीजिए :

1

- (A) अभिकथन (A) तथा कारण (R) दोनों सही हैं तथा कारण (R), अभिकथन (A) की सही व्याख्या है।
- (B) अभिकथन (A) तथा कारण (R) दोनों सही हैं, लेकिन कारण (R), अभिकथन (A) की सही व्याख्या *नहीं* है।
- (C) अभिकथन (A) सही है, लेकिन कारण (R) ग़लत है।
- (D) अभिकथन (A) ग़लत है, लेकिन कारण (R) सही है।





7. Raghuram has been appointed as the stock incharge in a readymade shirt manufacturing company. The Production Manager asks Raghuram to ensure the availability of fabric without any interruption so that there is no stock-out situation. For this Raghuram wants to know the re-order point of fabric for the company, that is to determine when to place an order. For this he found out the procurement lead time, which is 2 months, and the demand during this period, which is expected to be 300 bales of cotton fabric per month. So the order should be placed when the stock reaches :

1

- (A) 600 bales
- (B) 450 bales
- (C) 300 bales
- (D) 150 bales

8. *Assertion (A)* : Sales promotion relates to short-term incentives or activities that encourage the purchase or sale of products or services.

Reason (R) : Sales promotion helps to create awareness about the companies' products.

Choose the correct option from the following :

1

- (A) Both Assertion (A) and Reason (R) are correct and Reason (R) is the correct explanation of Assertion (A).
- (B) Both Assertion (A) and Reason (R) are correct, but Reason (R) is **not** the correct explanation of Assertion (A).
- (C) Assertion (A) is correct, but Reason (R) is incorrect.
- (D) Assertion (A) is incorrect, but Reason (R) is correct.



9. निम्नलिखित में से 'सकल कार्यशील पूँजी' की गणना करने के लिए सही सूत्र का चयन कीजिए :

1

- (A) सकल कार्यशील पूँजी = रोकड़ + प्राप्य खाते + स्थायी परिसम्पत्तियाँ + अन्य चालू परिसम्पत्तियाँ
- (B) सकल कार्यशील पूँजी = रोकड़ + देय खाते + स्टॉक + अन्य चालू परिसम्पत्तियाँ
- (C) सकल कार्यशील पूँजी = रोकड़ + प्राप्य खाते + स्टॉक + अन्य चालू परिसम्पत्तियाँ
- (D) सकल कार्यशील पूँजी = रोकड़ + प्राप्य खाते + स्टॉक + दीर्घ-कालीन देयताएँ

10. वित्तीय योजना मुख्य वित्तीय आँकड़ों का अनुमान होती है :

1

- I. उद्यम की आर्थिक सम्भाव्यता के बारे में
- II. वस्तुओं की व्यवस्थित गति के बारे में
- III. बाज़ार के सुअवसरों तथा खतरों के बारे में
- IV. नए उपक्रम के लिए आवश्यक संभावित निवेश प्रतिबद्धता के बारे में

निम्नलिखित में से सही विकल्प का चयन कीजिए :

- (A) केवल I (B) I तथा IV
- (C) I, II तथा IV (D) II, III तथा IV

11. अभिकथन (A) : आजकल उद्यमियों द्वारा पूँजी एकत्रित करने की सबसे लोकप्रिय विधि सार्वजनिक निर्गम है ।

कारण (R) : पूँजी को लौटाना नहीं होता है तथा इसमें ब्याज का कोई प्रभार सम्मिलित नहीं होता ।

निम्नलिखित में से सही विकल्प का चयन कीजिए :

1

- (A) अभिकथन (A) सही है, लेकिन कारण (R) ग़लत है ।
- (B) अभिकथन (A) ग़लत है, लेकिन कारण (R) सही है ।
- (C) अभिकथन (A) तथा कारण (R) दोनों सही हैं तथा कारण (R), अभिकथन (A) की सही व्याख्या है ।
- (D) अभिकथन (A) तथा कारण (R) दोनों सही हैं, लेकिन कारण (R), अभिकथन (A) की सही व्याख्या नहीं है ।





9. Choose the correct formula from the following for calculating 'Gross Working Capital' : 1
- (A) Gross Working Capital = Cash + Accounts Receivable + Fixed Assets + Other Current Assets
- (B) Gross Working Capital = Cash + Accounts Payable + Inventory + Other Current Assets
- (C) Gross Working Capital = Cash + Accounts Receivable + Inventory + Other Current Assets
- (D) Gross Working Capital = Cash + Accounts Receivable + Inventory + Long Term Liabilities
10. Financial plan is a projection of key financial data about : 1
- I. Economic feasibility of the enterprise.
- II. Orderly movement of goods.
- III. Market opportunities and threats.
- IV. The potential investment commitment needed for the new venture.
- Choose the correct option from the following :
- (A) I only (B) I and IV
- (C) I, II and IV (D) II, III and IV
11. *Assertion (A)* : Public issue is the most popular method of raising capital these days by the entrepreneurs.
- Reason (R)* : The capital does not have to be repaid and does not involve an interest charge.
- Choose the correct option from the following : 1
- (A) Assertion (A) is correct, but Reason (R) is incorrect.
- (B) Assertion (A) is incorrect, but Reason (R) is correct.
- (C) Both Assertion (A) and Reason (R) are correct and Reason (R) is the correct explanation of Assertion (A).
- (D) Both Assertion (A) and Reason (R) are correct, but Reason (R) is **not** the correct explanation of Assertion (A).





12. 'द कॉन्सेप्ट' एक पाँच सितारा होटल है। अच्छा खाना, उत्कृष्ट आतिथ्य तथा अन्य सेवाओं को प्रदान करने के बावजूद भी यह अपने कमरों की माँग कम होने की समस्या का सामना कर रहा है। होटल के मुख्य कार्यकारी अधिकारी ने विपणन प्रबन्धक से होटल में कमरों की माँग को बढ़ाने के लिए सलाह माँगी। विपणन प्रबन्धक ने सुझाव दिया कि तीन दिन व दो रातों के पैकेज की बुकिंग के साथ, होटल मुफ्त नाश्ते के साथ एक दिन के मुफ्त रात्रि भोजन की भी घोषणा करे तथा साथ ही अपने ग्राहकों को एक महीने में एक दिन के लिए किसी अच्छे रिसॉर्ट में मुफ्त रहने की सुविधा दे।

विपणन प्रबन्धक द्वारा सुझाई गई प्रवर्तन रणनीति अथवा प्रस्ताव है :

1

- (A) पंक्ति के ऊपर (B) पंक्ति के नीचे
(C) पंक्ति के माध्यम से (D) उपर्युक्त में से कोई नहीं

13. 'विज़िन लिमिटेड' अपने कर्मचारियों को स्टॉक का विकल्प प्रदान करता है। यह कर्मचारियों को कम्पनी के अंशधारी/शेयरधारक बनने के योग्य बनाता है एवं उन्हें उच्च दक्षता तथा निम्न श्रम आवर्त की ओर अग्रसर करता है।

'विज़िन लिमिटेड' द्वारा नई प्रतिभूतियों के प्रवाह की जिस विधि का प्रयोग किया गया, वह है :

1

- (A) सार्वजनिक निर्गम (B) अधिकारिक निर्गम
(C) निजी नियोजन/विनियोग (D) कर्मचारियों को प्रस्ताव

14. अदिति ने फैशन डिज़ाइनिंग के एक प्रसिद्ध संस्थान से सफलतापूर्वक अपनी पढ़ाई पूरी की है। अब वह भारत के युवाओं के लिए डिज़ाइनर कपड़ों में विशिष्टता प्राप्त एक उत्पादन इकाई स्थापित करने की इच्छुक है। इसकी सफलता के लिए, उसने बार-बार अपने लक्षित ग्राहकों द्वारा दौरा किए जाने वाले स्थानों पर जाना आरंभ कर दिया। साथ ही वह स्थानीय बाज़ारों को खोजने लगी तथा फैशन शो में सक्रिय रूप से भाग लेने लगी। इन प्रयासों का उद्देश्य गंभीरता से बाज़ार की समझ प्राप्त करना तथा यह सुनिश्चित करना है कि निर्मित डिज़ाइनर कपड़े, प्रचलित फैशन प्रवृत्तियों के समरूप हैं।

अदिति द्वारा प्रवृत्तियों का पता लगाने की विधि को पहचानिए :

1

- (A) अध्ययन प्रवृत्ति (B) बात-चीत प्रवृत्ति
(C) दृश्य प्रवृत्ति (D) सोच-विचार प्रवृत्ति





12. Even after providing good food, excellent hospitality and other services, 'The Concept', a five star hotel, is facing problem of low demand for its rooms. To increase demand of the rooms in the hotel the Chief Executive Officer of the hotel called the Marketing Manager for advice. The Marketing Manager suggested that with a booking for three days and two nights package the hotel should announce an offer to provide free dinner along with complimentary breakfast for one day, as well as a free stay for one day at a good resort for its clients within a month.

The promotion strategy or approach suggested by the Marketing Manager is :

1

- (A) Above the line (B) Below the line
(C) Through the line (D) None of the above

13. 'Vision Ltd.' offers stock options to its employees. This enables employees to become shareholders of the company leading to higher efficiency and lower labour turnover.

The method of floatation of new issues being used by 'Vision Ltd.' is :

1

- (A) Public issue (B) Rights issue
(C) Private placement (D) Offer to employees

14. Aditi successfully completed her studies at a famous institute of fashion designing. She is now eager to establish a manufacturing unit specialising in designer clothes for the youth in India. To achieve this, she started going to locations frequently visited by her target customers. Additionally, she has begun exploring local markets and actively participating in fashion shows. These efforts aimed at gaining a deeper understanding of the market and ensuring that the manufactured designer clothes are in sync with the prevailing fashion trends.

Identify the way in which Aditi is spotting trends :

1

- (A) Read trends (B) Talk trends
(C) Watch trends (D) Think trends



15. समारया एक एयरलाइन व्यवसाय की स्वामी है जिसके पास 20 हवाई जहाजों का समूह है जिनका संचालन नाइरो और पिअरे के बीच होता है। वह देश के अन्य भागों में अपने व्यवसाय का विस्तार करना चाहती है। वह बढ़ते हुए तेल के मूल्यों के बारे में, जो उसकी लागत को प्रभावित करता है तथा साथ ही व्यावसायिक यातायात में उतार-चढ़ाव के प्रति एयरलाइन राजस्व की संवेदनशीलता के बारे में भी बहुत अधिक चिंतित है।

पी ई एस टी ई एल (PESTEL) मॉडल के अन्तर्गत स्थूल पर्यावरण को प्रभावित करने वाले घटक को पहचानिए :

- (A) राजनैतिक (B) आर्थिक
(C) सामाजिक (D) तकनीकी

1

16. सरिता को नादिर इंजीनियरिंग महाविद्यालय में प्रवेश मिला। दो से तीन महीनों के बाद उसने देखा कि महाविद्यालय के विद्यार्थी समय की कमी के कारण कपड़ों को धोने और प्रेस करने में समस्या का सामना कर रहे थे। सरिता ने सुअवसर को पहचाना और एक उद्यम को आरंभ करने के लिए उसका विश्लेषण तथा संश्लेषण किया। उसने अपने चचेरे भाई हितेश को हॉस्टल के विद्यार्थियों के लिए कपड़ों की धुलाई की सेवा प्रदान करने का सुझाव दिया। जल्द ही उसकी यह सेवा न केवल हॉस्टल के विद्यार्थियों के बीच अपितु आस-पास के निवासियों के बीच भी बहुत प्रसिद्ध हो गई।

इस सुअवसर की पहचान में जो घटक सम्मिलित था, वह है 'उन मूल विचारों को समझने एवं संरक्षित करने की योग्यता जिन्हें व्यावसायिक दृष्टि से उपयोग में लाया जा सकता है'। स्रोत जो इस मूल विचार की उत्पत्ति का साधन था :

- (A) समस्या (B) आविष्कार
(C) नवप्रवर्तन (D) प्रतिस्पर्धा

1

17. 'एयर-प्युरो लिमिटेड' हवा शोधक यंत्रों के निर्माण तथा वितरण में संलग्न है। कम्पनी में चार विभाग हैं — उत्पादन, विपणन, वित्त तथा मानव संसाधन। हवा शोधक यंत्रों की गुणवत्ता बहुत अच्छी है तथा इन्हें लाना-ले जाना भी सुविधाजनक है। इस कारण हवा शोधक यंत्रों की माँग में वृद्धि होने लगी। बढ़ती हुई माँग को पूरा करने के लिए उत्पादक अध्यक्ष ने मुख्य कार्यकारी अधिकारी को अधिक कर्मचारियों की भर्ती के बारे में सूचना दी।

व्यावसायिक योजना का वह घटक जो आवश्यक लोगों की संख्या के निर्धारण में सहायता करेगा, वह है :

- (A) विपणन योजना (B) उत्पादन योजना
(C) संगठनात्मक योजना (D) मानवशक्ति योजना

1



15. Samarya owned an airline business with a fleet of 20 aircraft operating between Nairo and Piere. She wanted to expand the business to other parts of the country. She was concerned about the rising oil prices which would impact the costs as well as the sensitivity of the airline revenues to fluctuations in business traffic.

Identify the factor affecting the macro environment under PESTEL model :

1

- (A) Political (B) Economic
(C) Social (D) Technological

16. Sarita got admission in Nadir Engineering College. After two to three months, she observed that the students of the college were facing problems in washing and ironing of clothes due to shortage of time. Sarita sensed the opportunity, analysed it and synthesised it to identify an opening. She suggested to her cousin, Hitesh to start a laundry service for hostel students. Soon, this service became popular, not only among the hostel students, but also among the nearby residents.

‘Ability to perceive and preserve basic ideas which could be used commercially’ was the factor involved in sensing this opportunity. The source which led to the emergence of this basic idea was :

1

- (A) Problem (B) Invention
(C) Innovation (D) Competition

17. ‘Air-Puro Ltd.’ is engaged in manufacturing and distribution of air-purifiers. The company has four departments – Production, Marketing, Finance and Human Resource. The quality of the air-purifiers is very good and these are handy also. Due to this the demand of air-purifiers started growing. To meet the growing demand, the Production Head informed the Chief Executive Officer to recruit more employees.

The component of Business Plan which will help in deciding the number of people required is :

1

- (A) Marketing Plan (B) Production Plan
(C) Organisational Plan (D) Manpower Plan



18. मनोज, अंकित तथा निखिल अच्छे दोस्त हैं तथा लघु-स्तर पर इंटीरियर डिज़ाइनिंग का व्यवसाय कर रहे हैं। उनका व्यवसाय बड़े पैमाने पर विकास कर रहा है। अब उनके लघु-स्तरीय व्यवसाय को दीर्घ-स्तरीय व्यवसाय में परिवर्तित करने की आवश्यकता है। अधिक कर्मचारियों की नियुक्ति के लिए तथा अन्य खर्चों के लिए उन तीनों को अधिक पूँजी निवेश की आवश्यकता है। बढ़ती हुई आवश्यकताओं के कारण उन्होंने निर्णय लिया कि वे अपने व्यवसाय के स्वरूप को पुनर्गठित करें। अब वे एक ऐसा संगठन चाहते हैं जिसमें सदस्यों की देयता सीमित हो तथा न्यूनतम प्रदत्त पूँजी एक लाख रुपए हो।

संगठन का वह प्रकार जिसे तीनों बनाना चाहते थे, वह है :

- (A) साझेदारी (B) सार्वजनिक कम्पनी
(C) निजी कम्पनी (D) एकल स्वामित्व

1

खण्ड ख

19. (क) नवप्रवर्तन प्रक्रिया के तत्त्वों का उल्लेख कीजिए।

2

अथवा

(ख) 'समस्या पहचान' का अर्थ दीजिए। किन्हीं दो बिन्दुओं की सहायता से उल्लेख कीजिए कि कैसे समस्या पहचान उद्यमी की सहायता करती है।

2

20. अरिहा को अच्छा खाना पसंद है और इसके लिए वह अधिकांशतः प्रसिद्ध रेस्तराँ में जाती है। वह खीर की बहुत शौकीन है और खाना खाने के बाद मिष्ठान के रूप में खीर की फरमाइश करती है। बहुत बार उसने पाया कि बहुत से रेस्तराँ में खीर उपलब्ध नहीं होती है। अतः उसने विभिन्न स्वादों में तुरंत खीर बनाने वाले मिश्रण को तैयार करने का निर्णय लिया जैसे आम, केसर-इलायची, मलाई-रबड़ी इत्यादि तथा अपने अड़ोस-पड़ोस में उन्हें बेचना आरंभ किया। अच्छे स्वाद तथा आसानी से बन जाने के कारण उसके खीर-मिश्रण अड़ोस-पड़ोस में लोकप्रिय हो गए। अब उसकी एक मित्र ने उसे सुझाव दिया कि वह खीर-मिश्रण को फुटकर विक्रेताओं को तथा रेस्तराँ में भी प्रत्यक्ष रूप से बेचने के बारे में सोचे। इसे प्राप्त करने के लिए उसे अपने खीर-मिश्रण को एक नाम देना था जो इसे, यदि इसके कोई प्रतिस्पर्धी हैं, तो उनसे अलग कर सके।

(क) उत्पाद मिश्रण के उस घटक को पहचानिए एवं समझाइए जिसकी चर्चा उपर्युक्त स्थिति में की गई है।

(ख) साथ ही उस शब्द को भी पहचानिए एवं समझाइए जिसके द्वारा वह अपने उत्पाद को दिए गए नाम को कानूनी संरक्षण प्रदान कर सके।

2





18. Manoj, Ankit and Nikhil are good friends and doing interior designing business at a small-scale. Their business is taking off in a big way. Now there is a need to change their small-scale-business into a large-scale-business. The trio needs more capital to invest, to hire more employees and for other expenses. Due to the growing need they decided to re-organise their form of business. Now they wanted to have an organisation in which members have a limited liability and minimum paid-up capital is Rupees one lakh.

The type of organisation the trio wanted to form is :

1

- (A) Partnership (B) Public company
(C) Private company (D) Sole proprietorship

SECTION B

19. (a) State the elements in the innovation process.

2

OR

- (b) Give the meaning of 'Problem Identification'. With the help of any two points, state how problem identification helps the entrepreneur.

2

20. Ariha loves eating good food and for that she generally visits famous restaurants. She is very fond of Kheer and after eating food she requests for Kheer as a dessert. Quite frequently she discovered that Kheer was not available in many restaurants. So she decided to make instant Kheer-mix in various flavours like Mango, Kesar-Elaichi, Malai-Rabri etc. and started selling these in the neighbourhood. The Kheer-mixes became popular in the neighbourhood, as they were easy to make and had a good taste. Now one of her friends suggested that she should consider selling the Kheer-mixes to the retailers and also to the restaurants directly. To achieve this she had to keep a distinctive name to distinguish her Kheer-mixes from that of the competitors, if any.

- (a) Identify and explain the component of product mix discussed in the above case.
(b) Also identify and explain the term through which the name given by her to the product can get legal protection.

2





21. महिलाओं के बालों की देखभाल के अवसर की पहचान करते हुए प्रभव के दिमाग में बालों के लिए एक बहुकार्यात्मक मशीन बनाने का विचार आया अर्थात् एक-में-तीन मशीन जिसमें बाल सुखाना, बालों को घुँघराला बनाना साथ ही बालों पर इस्त्री करना होता हो। उसने महसूस किया कि तीन के बदले एक मशीन लाना-ले जाना अधिक सुविधाजनक होगा। इस विचार, रुचि तथा उत्सुकता के आधार पर आवश्यकता को पहचाना गया और उसने अपने इस विचार को कार्यान्वित करने के लिए इसका उत्तर ढूँढ़ना आरम्भ कर दिया। इसके बाद उसने इस बहुकार्यात्मक एक-में-तीन अर्थात् बाल सुखाना, बालों को घुँघराला बनाना साथ ही बालों पर इस्त्री करने वाली मशीन के भविष्य का पूर्वानुमान लगाने के लिए बाज़ार अनुसंधान किया। विचार को बहुत ही मज़बूत माना गया और उसने निर्णय लिया कि वह इसी पर आगे बढ़ेगा। सृजनात्मक प्रक्रिया के उन चरणों को पहचानिए एवं उनका उल्लेख कीजिए जिन्हें प्रभव ने पूरा कर लिया है। सृजनात्मक प्रक्रिया में इसके पश्चात् प्रभव द्वारा लिए जाने वाले दो चरणों का भी उल्लेख कीजिए।

2

22. (क) एक फ्रैंचाइज़र को फ्रैंचाइज़िंग से होने वाले उन लाभों को समझाइए जो 'विस्तार जोखिम' तथा 'लागत लाभों' से सम्बन्धित हैं तथा जो व्यापक क्रय शक्ति का परिणाम होते हैं।

2

अथवा

(ख) वितरण के एक माध्यम का चयन करते समय बाज़ार से सम्बन्धित ध्यान देने योग्य कारक 'क्रेताओं की संख्या' तथा 'क्रेताओं के प्रकार' को समझाइए।

2

23. (क) 'व्यवसाय योजना' क्या है ? किन्हीं दो बिन्दुओं का उल्लेख करते हुए बताइए कि 'व्यवसाय योजनाओं' को निर्णय लेने वाली तकनीक क्यों माना जाता है।

2

अथवा

(ख) सुअवसरों की पहचान में निहित तत्त्वों, 'सूचना के विभिन्न संसाधनों का दोहन करने की क्षमता' तथा 'दूरदृष्टि एवं सृजनात्मकता' को समझाइए।

2

24. एक ब्यूटी पार्लर में पाँच सप्ताह के दौरान अलग-अलग संख्या में उपभोक्ता पधारे। दी गई सूचना से प्रति उपभोक्ता 'प्रति इकाई मूल्य' की गणना कीजिए।

2

सप्ताह	उपभोक्ताओं की संख्या	प्रति उपभोक्ता औसत बिल राशि (₹ में)
1	20	200
2	34	170
3	26	142
4	44	462
5	36	350



21. Recognising the opportunity in the women's hair care, Prabhav conceived an idea to manufacture a multi-functional three-in-one machine for hair i.e., hair dryer cum curler cum hair iron. He felt that it would be comfortable to carry one machine instead of three. On the basis of this idea, interest and curiosity, the need was adjudged and he started looking for an answer to implement the idea. He then conducted a market research to foresee the future of this multifunctional three-in-one machine, hair dryer cum hair curler cum hair iron. The idea was considered very strong and he decided to go ahead.

Identify and state the steps in the creative process which were fulfilled by Prabhav. Also state the two steps to be followed by Prabhav in the creative process.

2

22. (a) Explain the advantages a franchisor gains through franchising which are related to 'expansion risk' and 'cost advantages' that result from extensive buying power.

2

OR

(b) Explain 'Number of buyers' and 'Types of buyers' as considerations related to market while selecting a channel of distribution.

2

23. (a) What is a 'Business Plan' ? State any two points why 'Business Plans' are considered as decision-making tools.

2

OR

(b) Explain 'Ability to harness different sources of information' and 'Vision and Creativity' factors involved in sensing opportunities.

2

24. A Beauty parlour had varying number of customers during five weeks. From the given information, calculate 'Unit Price' per customer.

2

<i>Weeks</i>	<i>Number of Customers</i>	<i>Average Amount billed per customer (in ₹)</i>
1	20	200
2	34	170
3	26	142
4	44	462
5	36	350



खण्ड ग

25. 'एअरकॉन लिमिटेड' अद्वितीय विशेषताओं के साथ डेज़र्ट कूलरों का निर्माण एवं बिक्री करती है। 'एअरकॉन लिमिटेड' का बाज़ार में कोई प्रतिद्वंद्वी नहीं है। अतः उन्होंने निर्णय लिया कि वे इन्हें ऊँचे मूल्य पर बेचेंगे। अद्वितीय विशेषताओं के होते हुए भी इसकी बिक्री नहीं बढ़ रही थी। उन्होंने इसका कारण पता लगाने का प्रयास किया। बाज़ार अनुसंधान के बाद उन्हें ज्ञात हुआ कि बाज़ार में अपने अंश को बढ़ाने के लिए उन्हें अपनी मूल्य-निर्धारण विधि को संशोधित करना होगा। कम्पनी ने निर्णय लिया कि वे ऐसी मूल्य-निर्धारण विधि अपनाएँगी जो निर्माणी अनुमानों पर आधारित होगी तथा जिसमें कूलरों को उत्पादित करने की लागत के साथ-साथ उचित लाभ को भी पूरा करेगी।

(क) उस मूल्य-निर्धारण विधि को पहचानिए जिसे अपनाने का निर्णय 'एअरकॉन लिमिटेड' ने लिया है।

(ख) इस मूल्य-निर्धारण विधि के एक लाभ तथा एक हानि का उल्लेख कीजिए। 3

26. (क) परिचालन योजना के निम्नलिखित तत्त्वों को समझाइए : 3

(i) अनुसूची बनाना

(ii) अनुवर्तन

(iii) निरीक्षण

अथवा

(ख) विचारों की व्युत्पत्ति की एक महत्वपूर्ण विधि 'बाज़ार अनुसंधान' करना है।

(i) 'बाज़ार अनुसंधान' का क्या अर्थ है ?

(ii) समझाइए कि बाज़ार अनुसंधान 'बाज़ार-चलित या माँग-चलित विचारों' की व्युत्पत्ति में विचार क्षेत्र के एक संसाधन के रूप में उद्यमी की किस प्रकार सहायता करता है। 3



SECTION C

- 25.** 'Aircon Ltd.' manufactures and sells desert coolers with various unique features. There is no competitor of 'Aircon Ltd.' in the market. So they decided to sell these at a high price. In spite of having unique features its sale was not picking up. They tried to find out the reason for this. After market research they found that to raise their market-share, they have to revise their pricing method. The company decides to adopt a pricing method based on manufacturing estimates which should cover the cost of producing the coolers plus a reasonable profit.
- (a) Identify the pricing method 'Aircon Ltd.' decides to adopt.
- (b) State one advantage and one disadvantage of this pricing method. 3
- 26.** (a) Explain the following elements of an operational plan : 3
- (i) Scheduling
- (ii) Follow-up
- (iii) Inspection
- OR**
- (b) One of the important methods for generating ideas is to carry out a 'Market Research'.
- (i) What is meant by 'Market Research' ?
- (ii) Explain how market research helps an entrepreneur for generating 'Market-driven or Demand-driven ideas' as a source of idea field. 3





27. 'जीआरएक्स लिमिटेड' ने विभिन्न सोशल मीडिया प्लेटफॉर्म जैसे : फेसबुक, इंस्टाग्राम आदि पर अपने 'एप्पल-साइडर सिरके' की विशेषताओं को प्रदर्शित कर तथा प्रतिस्पर्धियों के नाम लिए बिना उन लाभों को बताते हुए जो उनके उत्पादों में उपलब्ध नहीं हैं, अपनी उपस्थिति दर्ज की है ।

- (क) 'जीआरएक्स लिमिटेड' द्वारा अपनाई गई विक्रय-व्यूह रचना के प्रकार को पहचानिए ।
(ख) व्यवसायों के पास उपलब्ध अन्य प्रकार की विक्रय-व्यूह रचना का नाम बताते हुए उनका उल्लेख कीजिए ।
(ग) एक प्रभावी विक्रय-व्यूह रचना का सृजन करते समय ध्यान में रखे जाने वाले किन्हीं दो बिन्दुओं की सूची बनाइए ।

3

28. 'मित्सु इलेक्ट्रॉनिक्स लिमिटेड' भारत में अपने इलेक्ट्रॉनिक मर्दों के व्यवसाय को चला रही थी । प्रधान मंत्री ने इलेक्ट्रॉनिक मर्दों पर निर्यात शुल्क में छूट की घोषणा की और कम्पनी ने अपने उत्पादों को पड़ोसी देशों को निर्यात करना आरम्भ कर दिया । कम्पनी ने एक बेहतर और सस्ती वीडियो कॉन्फ्रेंसिंग प्रणाली विकसित की जिससे यदि कोई समस्या है, तो उसका समाधान किया जा सके तथा जब भी और जहाँ भी माल की आवश्यकता हो पुनःपूर्ति की जा सके । इसके इलेक्ट्रॉनिक मर्दों की माँग दिन-प्रतिदिन बढ़ रही थी क्योंकि विश्व स्तर पर शिक्षा एवं उपभोक्तावाद के स्तर में वृद्धि हो रही है ।

उपर्युक्त अनुच्छेद से पंक्तियाँ उद्धृत करते हुए व्यावसायिक पर्यावरण के किन्हीं तीन आयामों को पहचानिए एवं समझाइए ।

3

29. (क) कम्पनी के विकास की निम्नलिखित तीन अवस्थाओं को समझाइए जब एक उद्यमी उपक्रम पूँजी प्राप्त करना चाहता है :

3

- (i) बीज पूँजी वित्त
(ii) नए-उद्यम (स्टार्ट-अप) के लिए वित्त
(iii) दूसरे चरण के लिए वित्त

अथवा

(ख) ऐंजल निवेशकर्ता किन्हीं कहते हैं ? ऐंजल निवेशकर्ताओं की किन्हीं पाँच विशेषताओं को समझाइए ।

3





27. 'GRX Ltd.' has marked its presence for its 'Apple Cider Vinegar' on different social media platforms like Facebook, Instagram etc. by demonstrating features and benefits not available with the competitors' products without mentioning their names.

- (a) Identify the type of sales strategy adopted by 'GRX Ltd.'
- (b) Name and state the other type of sales strategy available with the businesses.
- (c) List any two points of consideration required for creating an effective sales strategy.

3

28. 'Mitsu Electronics Ltd.' was operating its business of electronic items in India. The Prime Minister announced relaxation in export duties on electronic items and the company started exporting its products to neighbouring countries. The company developed a better and cheaper video conferencing system to solve the problem, if any, and to replenish the stocks wherever and whenever needed. The demand for its electronic items started increasing day-by-day as there is an increase in the level of education and consumerism globally.

Quoting the lines from the above para, identify and explain any three dimensions of Business Environment.

3

29. (a) Explain the following three stages in a company's development when an entrepreneur can seek venture capital :

3

- (i) Seed capital finance
- (ii) Start-up finance
- (iii) Second round-financing

OR

(b) Who are called 'Angel Investors' ? Explain any five features of Angel Investors.

3





खण्ड घ

30. (क) 'विज्ञापन' का क्या अर्थ है ? किसी भी विज्ञापन गतिविधि की योजना बनाते समय ध्यान में रखे जाने वाले किन्हीं चार नियमों का तथा एक प्रभावपूर्ण विज्ञापन को विकसित करने के किन्हीं चार प्रतिवचनों का उल्लेख कीजिए । 5

अथवा

- (ख) 'फ्रैन्चाइज़ समझौते' का अर्थ दीजिए । 'फ्रैन्चाइज़ समझौते' के चार मुख्य घटकों को समझाइए । 5

31. 'प्राथमिक बाज़ार' का क्या अर्थ है ? प्राथमिक बाज़ार में आवश्यक पूँजी एकत्रित करने के लिए एक उद्यमी द्वारा उपयोग में लाई जाने वाली चार विधियों को समझाइए । 5

32. (क) व्यावसायिक संगठन के 'कम्पनी' स्वरूप का अर्थ बताइए । किसी कम्पनी की निम्नलिखित विशेषताओं को समझाइए : 5

- (i) अलग कानूनी अस्तित्व
- (ii) सीमित देयता
- (iii) अंशों का हस्तान्तरण
- (iv) स्वामित्व और प्रबंधन का प्रसार

अथवा

- (ख) 'पर्यावरणीय कारकों के प्रति संवेदनशीलता एक उद्यमी के लिए महत्वपूर्ण होती है ।' इस कथन के आलोक में, व्यवसाय से सम्बन्धित पर्यावरण की समझ के किन्हीं पाँच लाभों को समझाइए । 5





SECTION D

30. (a) What is meant by 'advertising' ? State the any four rules to be considered while planning any advertising activity and the any four responses for developing effective advertising. 5

OR

- (b) Give the meaning of 'Franchise Agreement'. Explain the four main ingredients of a 'Franchise Agreement'. 5

31. What is meant by 'Primary Market' ? Explain the four methods used by an entrepreneur to raise the required capital in the Primary Market. 5

32. (a) Give the meaning of 'Company' form of business organisation. Explain the following features of a company : 5

- (i) Seperate Legal Entity
- (ii) Limited Liability
- (iii) Transferability of Shares
- (iv) Diffusion of Ownership and Management

OR

- (b) 'Sensitivity to environmental factors is crucial for an entrepreneur.' In the light of this statement, explain any five benefits of understanding the relevant environment of business. 5



33. 'हैप्पी हैन्ड्स लिमिटेड' न्यूनतम रसायनों के साथ बच्चों के हाथ धोने के लिए तरल साबुन बनाते हैं। उनके पास तरल साबुन की तीन किस्में हैं। उत्पादन प्रक्रिया की स्थायी लागत ₹ 2,49,000 है।

किस्म	स्क्रब हाथ धोने का साबुन	जेल हाथ धोने का साबुन	फोम हाथ धोने का साबुन
प्रति 100 मिली. का विक्रय मूल्य (₹) में	155	175	195
प्रति 10 मिली. परिवर्तनशील लागत (₹) में	75	95	105
विक्रय मिश्र	40%	30%	30%

उपर्युक्त आँकड़ों से निम्नलिखित की गणना कीजिए :

5

- (क) कुल भारत औसत अंशदान मार्जिन।
(ख) हाथ धोने के तरल साबुन की प्रत्येक किस्म के लिए सम-विच्छेद-मात्रा।
(ग) स्क्रब हाथ धोने के साबुन का रुपयों में सम-विच्छेद बिन्दु।

34. 'कपड़ा विकास के राष्ट्रीय संस्थान' से प्राप्त ज्ञान के आधार पर अनीश, जो कि एक युवा उद्यमी है, अपने डिज़ाइनर कपड़ों के पारिवारिक व्यवसाय को और अधिक ऊँचाइयों तक ले जाना चाहता है। उसके पिताजी ने बीज पूँजी के रूप में उसे ₹ 25 लाख दिए हैं ताकि वह अपने पारिवारिक व्यवसाय के अंदर ही अपनी खुद की एक नई उत्पाद शृंखला आरंभ कर ले। अनीश चमड़े व कृत्रिम चमड़े का व्यवसाय करना चाहता है और इसके कार्यान्वयन के लिए वह आगे बढ़े इससे पहले उसे अपने व्यवसाय की योजना बनाने की आवश्यकता है। वह जानता है कि कच्चे माल को तैयार उत्पाद में परिवर्तित करने के लिए उसे ऊर्जा, पूँजी, मानवशक्ति तथा मशीनरी की सहायता लेनी होगी। इसके अतिरिक्त उसने यह भी महसूस किया है कि उत्पादन प्रचालन अत्यधिक जटिल और थकाऊ होते हैं अतः इन्हें भली-भाँति नियोजित करने की आवश्यकता होती है।

- (क) व्यवसाय योजना के उस घटक को पहचानिए जिसके बारे में अनीश चर्चा कर रहा है। इसके उद्देश्यों का भी उल्लेख कीजिए।
(ख) उपक्रम के समक्ष उपलब्ध तीन विभिन्न विकल्पों को समझाइए।

5





33. 'Happy Hands Ltd.' manufactures liquid hand wash for children with minimal chemicals. They have three varieties of liquid soap. The fixed cost for the production process is ₹ 2,49,000.

Variety	Scrub Hand Wash	Gel Hand Wash	Foam Hand Wash
Selling Price per 100 ml in (₹)	155	175	195
Variable Cost per 10 ml in (₹)	75	95	105
Sales Mix	40%	30%	30%

Form the above data, calculate the following :

5

- Total weighted average contribution margin.
- Break-even-quantity for each variety of liquid hand wash.
- Break-even-point in rupees for Scrub Hand Wash.

34. Aneesh, a young entrepreneur, wishes to take his family business of designer fabrics to greater heights with the knowledge he has acquired at 'National Institute of Fabric Development'. His father gave him ₹ 25 lakh as a seed capital to start his own new product line under the family business.

Aneesh is venturing into leather and faux leather for which he needs to plan his business before he goes ahead with the execution. He knows that transformation of raw material into finished products takes place with the help of energy, capital, manpower and machinery. Further, he realised that manufacturing operations are highly complex and tedious, hence need to well planned.

- Identify the component of business plan Aneesh is discussing about. Also state its objective.
- Explain the three different options available before the venture.

5



Marking Scheme
Strictly Confidential
(For Internal and Restricted use only)
Senior School Certificate Examination, 2024
SUBJECT NAME ENTREPRENEURSHIP(066)(Q.P. CODE 98)

General Instructions: -

1	You are aware that evaluation is the most important process in the actual and correct assessment of the candidates. A small mistake in evaluation may lead to serious problems which may affect the future of the candidates, education system and teaching profession. To avoid mistakes, it is requested that before starting evaluation, you must read and understand the spot evaluation guidelines carefully.
2	“Evaluation policy is a confidential policy as it is related to the confidentiality of the examinations conducted, Evaluation done and several other aspects. Its’ leakage to public in any manner could lead to derailment of the examination system and affect the life and future of millions of candidates. Sharing this policy/document to anyone, publishing in any magazine and printing in News Paper/Website etc may invite action under various rules of the Board and IPC.”
3	Evaluation is to be done as per instructions provided in the Marking Scheme. It should not be done according to one’s own interpretation or any other consideration. Marking Scheme should be strictly adhered to and religiously followed. However, while evaluating, answers which are based on latest information or knowledge and/or are innovative, they may be assessed for their correctness otherwise and due marks be awarded to them. In class-X, while evaluating two competency-based questions, please try to understand given answer and even if reply is not from marking scheme but correct competency is enumerated by the candidate, due marks should be awarded.
4	The Marking scheme carries only suggested value points for the answers These are in the nature of Guidelines only and do not constitute the complete answer. The students can have their own expression and if the expression is correct, the due marks should be awarded accordingly.
5	The Head-Examiner must go through the first five answer books evaluated by each evaluator on the first day, to ensure that evaluation has been carried out as per the instructions given in the Marking Scheme. If there is any variation, the same should be zero after deliberation and discussion. The remaining answer books meant for evaluation shall be given only after ensuring that there is no significant variation in the marking of individual evaluators.
6	Evaluators will mark() wherever answer is correct. For wrong answer CROSS ‘X’ be marked. Evaluators will not put right (✓)while evaluating which gives an impression that answer is correct and no marks are awarded. This is most common mistake which evaluators are committing.
7	If a question has parts, please award marks on the right-hand side for each part. Marks awarded for different parts of the question should then be totaled up and written in the left-hand margin and encircled. This may be followed strictly.
8	If a question does not have any parts, marks must be awarded in the left-hand margin and encircled. This may also be followed strictly.
9	If a student has attempted an extra question, answer of the question deserving more marks should be retained and the other answer scored out with a note “Extra Question” .
10	No marks to be deducted for the cumulative effect of an error. It should be penalized only once.
11	A full scale of marks 70 has to be used. Please do not hesitate to award full marks if the answer deserves it.

12	Every examiner has to necessarily do evaluation work for full working hours i.e., 8 hours every day and evaluate 20 answer books per day in main subjects and 25 answer books per day in other subjects (Details are given in Spot Guidelines). This is in view of the reduced syllabus and number of questions in question paper.
13	<p>Ensure that you do not make the following common types of errors committed by the Examiner in the past:-</p> <ul style="list-style-type: none"> Leaving answer or part thereof unassessed in an answer book. Giving more marks for an answer than assigned to it. Wrong totaling of marks awarded on an answer. Wrong transfer of marks from the inside pages of the answer book to the title page. Wrong question wise totaling on the title page. Wrong totaling of marks of the two columns on the title page. Wrong grand total. Marks in words and figures not tallying/not same. Wrong transfer of marks from the answer book to online award list. Answers marked as correct, but marks not awarded. (Ensure that the right tick mark is correctly and clearly indicated. It should merely be a line. Same is with the X for incorrect answer.) Half or a part of answer marked correct and the rest as wrong, but no marks awarded.
14	While evaluating the answer books if the answer is found to be totally incorrect, it should be marked as cross (X) and awarded zero (0) Marks.
15	Any unassessed portion, non-carrying over of marks to the title page, or totaling error detected by the candidate shall damage the prestige of all the personnel engaged in the evaluation work as also of the Board. Hence, in order to uphold the prestige of all concerned, it is again reiterated that the instructions be followed meticulously and judiciously.
16	The Examiners should acquaint themselves with the guidelines given in the “ Guidelines for spot Evaluation ” before starting the actual evaluation.
17	Every Examiner shall also ensure that all the answers are evaluated, marks carried over to the title page, correctly totaled and written in figures and words.
18	The candidates are entitled to obtain photocopy of the Answer Book on request on payment of the prescribed processing fee. All Examiners/Additional Head Examiners/Head Examiners are once again reminded that they must ensure that evaluation is carried out strictly as per value points for each answer as given in the Marking Scheme.

Set 4

MARKING SCHEME ENTREPRENEURSHIP

A. No.	Answers	Marks
1	(B) Natural resources	1
2	(D) Tagline	1
3	(C) Private placement	1
4	(B) Hostile acquisition	1
5	(B) Size of the market being targeted	1
6	(A) Both Assertion (A) and Reason (R) are correct and Reason (R) is the correct explanation of Assertion (A).	1
7	(A) 600 Bales	1
8	(C) Assertion (A) is correct, but Reason (R) is incorrect.	1
9	(C) Gross Working Capital = Cash + Accounts Receivable + Inventory + Other Current Assets	1
10	(B) I and IV	1
11	(C) Both Assertion (A) and Reason (R) are correct and Reason (R) is the correct explanation of Assertion (A).	1
12	(B) Below the line	1
13	(D) Offer to Employees	1
14	(C) Watch trends	1
15	(B) Economic	1

16	(A) Problem		1
17	(D) Manpower Plan		1
18	(C) Private company		1
Section B			
19	<p>a. Analytical planning: Carefully identifying the product or service, its features, design as well as the resources that will be needed.</p> <p>b. Resource organization: Obtaining the required resources, materials, technology, human or capital resources.</p> <p>c. Implementation: Applying the resources in order to accomplish the plans and delivering results.</p> <p>d. Commercial application: The provision of value to customers, reward employees, and satisfy the stake holders.</p>	$\frac{1}{2}$ $\times 4$ $= 2$	2
	OR	<p>A problem is a roadblock in a situation, something that sets up a conflict and forces an entrepreneur to find a solution. When an entrepreneur identifies such a road block, he/she is said to have identified the problem.</p> <p>Objectives of problem identification:</p> <p>a. It should clearly state the problem</p> <p>b. Identify target group facing the problem</p> <p>c. Find the market acceptability of the solution to the problem</p> <p>(Any two)</p>	
20	<p>(a) The component of product mix is 'Branding'. Branding is a process, a tool, a strategy, an orientation whereby a name, a sign or a symbol, etc. is given to a product by the entrepreneur so as to differentiate his/her product from the rival products.</p>	$\frac{1}{2}$ + $\frac{1}{2}$	2
	<p>(b) Trade Mark Trade mark is a brand or part of a brand that is given legal protection against its use by other firms.</p>	$\frac{1}{2}$ + $\frac{1}{2}$	
21	<p>Idea germination: This is the seeding stage of a new idea. It is the stage where the entrepreneur recognises that an opportunity exists. The idea germination takes place according to interest, curiosity of the entrepreneur according to which opportunity is explored and exploited to its best potential. Creative idea germinates besides the interest, the need of a specific problem or area of study.</p>	$\frac{1}{2}$ + $\frac{1}{2}$ = 1	2



	<p>Preparation: On the basis of the idea, interest and curiosity the need is adjudged by the entrepreneur and he starts looking for the answer to implement the idea. If the idea is to launch a new product or service then market research is conducted. That happens because the seed of curiosity has taken the form of an idea, which the entrepreneurs foresee the future of the product.</p> <p>The next two steps to be followed by Prabhav are:</p> <p>Incubation: This is the subconscious assimilation of information. This is the transition period. The entrepreneur starts thinking about the idea and it's implementation in his sub-conscious mind.</p> <p>Illumination: In this period of illumination the idea re-surfaces in a realistic way and entrepreneur comes out with viable plan to give practical shape by collecting raw-material, arranging funds, policy-making for the implementation of idea.</p>	$\frac{1}{2}$ $+$ $\frac{1}{2}$ $= 1$	
22	<p>(a) Advantages of franchisor (Related to expansion risk) is Quick expansion</p> <p>The most obvious advantage of franchising for an entrepreneur is that it allows the venture to expand quickly using little capital. This advantage is significant when we reflect on the problems and issues that an entrepreneur faces in trying to manage and grow a new venture. A franchisor can expand a business nationally and even internationally by authorizing and selling franchises in selected locations. The capital necessary for this expansion is much less than it would be without franchising. The value of the franchise depends on the track record of the franchisor and on the services offered to the entrepreneur or franchisee.</p> <p>Cost advantages</p> <p>The mere size of a franchised company offers many advantages to the franchisees. The franchisor can purchase supplies in large quantities, thus achieving economies of scale that would not have been possible otherwise. Many franchise businesses produce parts, accessories, packaging and raw materials in large quantities, then in turn sell these to the franchisees. The franchisee are usually required to purchase these items as part of the franchise agreement and they usually benefit from lower prices.</p> <p style="text-align: center;">OR</p> <p>(b) Market considerations related to channels of distribution 1. Number of buyers</p> <p>If the number of buyers is large then it is better to take the services of middlemen for the distribution of the goods. On the contrary, the distribution</p>	<p style="text-align: center;">1</p> <p style="text-align: center;">1</p> <p style="text-align: center;">1</p>	<p style="text-align: center;">2</p> <p style="text-align: center;">2</p>



	should be done by the manufacturer directly if the number of buyers is less. 2. Types of buyers Buyers can be of two types: General Buyers and Industrial Buyers. If more buyers of the product belong to general category then there can be more middlemen. But in case of industrial buyers there can be fewer middlemen.	1																									
23	(a) A business plan is comprehensively written down document prepared by the entrepreneur describing formally all the relevant external and internal elements involved in starting a new venture. Business plans are considered as decision making tools. 1. Describing all necessary inputs for the enterprise. 2. Explaining the mode of utilization of the resources. 3. Detailing the strategies for the execution of the project. 4. Outlining the desired goals. 5. Assessing market sensitivity and the profitability of the venture. (Any two points) OR (b) (i) Ability to harness different sources of information: Various sources like magazines, journals, books, seminars, trade shows, family members, customers, friends, etc. help in getting information that results in evolution of basic ideas. Bringing together the various sources of information and knowledge and analysing it to the best possible extent helps in identification of the right opportunity to start a new business. (ii) Vision and creativity: Creativity is innovating a solution and vision. The entrepreneur should be able to creatively identify an idea to generate a valuable solution to a problem.	1 $\frac{1}{2}$ + $\frac{1}{2}$	2																								
24	<table border="1"> <thead> <tr> <th>Week</th> <th>Number of Customers</th> <th>Average Amount billed per customer (in Rs.)</th> <th>Total billed amount (in Rs.)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>20</td> <td>200</td> <td>4,000</td> </tr> <tr> <td>2</td> <td>34</td> <td>170</td> <td>5,780</td> </tr> <tr> <td>3</td> <td>26</td> <td>142</td> <td>3,692</td> </tr> <tr> <td>4</td> <td>44</td> <td>462</td> <td>20,328</td> </tr> <tr> <td>5</td> <td>36</td> <td>350</td> <td>12,600</td> </tr> </tbody> </table>	Week	Number of Customers	Average Amount billed per customer (in Rs.)	Total billed amount (in Rs.)	1	20	200	4,000	2	34	170	5,780	3	26	142	3,692	4	44	462	20,328	5	36	350	12,600	1 1	2
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	<table border="1"> <tr> <td></td> <td>160</td> <td></td> <td>46,400</td> </tr> </table> <p>Unit Price Per Customer = Total Billed Amount/ No. of Customer</p> <p>= 46,400/160 = Rs. 290 per customer</p>		160		46,400	+ ½ for final answer = 2	
	160		46,400				
	Section C						
25	<p>(a) Cost plus pricing method</p> <p>(b) Advantage of this method (Any one)</p> <ol style="list-style-type: none"> 1. It is the simplest method to decide the price 2. It is easier for the company to evaluate the reasons for escalations in expenses and take corrective action immediately. 3. The company knows the exact amount of expenditure that has been incurred therefore they can add profit accordingly and can achieve the desired revenue. <p>Disadvantage of this method (Any one)</p> <ol style="list-style-type: none"> 1. This method does not take into account the future demand for a product which should be the base before deciding the price of a product. 2. It does not take into account the competitors actions and their effect on pricing of the product, as in today's competitive world, if one solely depends on cost plus pricing, it can lead to failure of company's product in the market. 3. It can result in the company overestimating the price of a product because this method includes sunk cost and ignores opportunity cost. 	1 1 1	3				
26	<p>(i) Scheduling – It means fixation of time, day, date when each operation is to be commenced and completed. It is the determination of the time that should be required to perform each operation.</p> <p>(ii) Follow-up – It relates to evaluation and appraisal of work performed and is helpful in detecting errors in the work.</p> <p>(iii) Inspection – It is the art of comparing materials, product or performance with established standards. This element helps the entrepreneur to set up laboratories or evolve methods to ensure predetermined quality of product/service.</p> <p style="text-align: center;">OR</p> <p>(i) Market-Research – Any organised effort to gather information about target markets or customers. It is a very important component of business strategy.</p>	1 1 1	3				

	<p>(ii) Market research helps an entrepreneur for generating Market driven or demand driven ideas in any of the following ways -</p> <p>a. by providing important information to identify and analyse the market need, market size and competition.</p> <p>b. It is a key factor to maintain competitiveness over competitors.</p> <p>c. It also includes social and opinion research which leads to systematic gathering and interpretation of information about individuals or organisations using statistical and analytical methods to gain insight or support decision making.</p> <p>(Any Two)</p>	1+ 1	
27	<p>a. The sales strategy is – Indirect Sales</p> <p>b. The other type of sales strategy is – Direct sales strategy In this strategy, sales people attack the competitors head on when talking to the customer. They talk about each feature of the competitor’s product and compare it to theirs. The term ‘negative selling’ refers to the direct sales approach.</p> <p>c. Effective sales strategy requires –</p> <p>(i) market knowledge</p> <p>(ii) awareness of competitors activities</p> <p>(iii) awareness of current trends</p> <p>(iv) detailed business analysis</p> <p>(Any Two)</p>	1 1/2 + 1/2 1/2 + 1/2	3
28	<p>a. Political Environment – It includes government stability and trade regulations and overall political environment in the country Quote - “The Prime Minister announced relaxation in export duties on electronic items. _____.”</p> <p>b. Technological Environment – It is influenced by government spending on research, new discoveries and development, government and industry focus of technological effort, speed of technological transfer and rate of obsolescence. Quote - “The company developed a better and cheaper video – conferencing system _____.”</p> <p>c. Social Environment – It includes population demographics, social mobility, income distribution, lifestyle changes, attitude to work and leisure, levels of education and consumerism. Quote - “There is an increase in the level of education and consumerism globally.”</p>	1/2 + 1/2 1/2 + 1/2 1/2 + 1/2	3

29	<p>(i) Seed-capital finance- It refers to the capital required by an entrepreneur for conducting research at pre-commercialization stage. During this stage the entrepreneur has to convince the investor why his idea/product is worthwhile. The investor will investigate into the technical and economical feasibility of the idea.</p> <p>(ii) Start-up finance – This is a stage when a business plan is presented by the entrepreneur to the venture capitalist firm and a management team is formed to run the venture.</p> <p>(iii) Second-round financing – At this stage we presume that the idea has been transformed into a product and is being produced and sold. This is the first encounter with the rest of the market, the competitors and attempt is to squeeze in the market and get some market share from the competitors</p> <p style="text-align: center;">OR</p> <p>Angel Investors are affluent individuals who provide capital for a business start-up and early stage companies having a high-risk, high-return matrix usually in exchange for convertible debt or ownership equity.</p> <p>Features</p> <p>(i) Most angel investors are current or retired executives, business owners or high net worth individuals having knowledge, expertise and funds that help start-ups match up to industry standards.</p> <p>(ii) They expect a very high return on investment.</p> <p>(iii) Apart from investing funds, most angels provide proactive advice, guidance, industry connections and mentoring to the start-up in its early days.</p> <p>(iv) Their objective is to create great companies by providing value creation, and simultaneously helping investors realise a high return on investments.</p> <p>(v) They have a sharp inclination to keep abreast of current developments in a particular business arena, mentoring another generation of entrepreneurs by making use of their vast experience.</p>	<p>1</p> <p>1</p> <p>1</p> <p>1/2</p> <p>1/2</p> <p>× 5</p>	<p>3</p> <p>3</p>
Section D			
30	<p>Advertising is a paid form of communication designed to persuade potential customers to choose the product or service over that of a competitor.</p> <p>Four rules to be considered</p> <p>Aim - What is the primary purpose of the advertisement? Is it to inform, sell, produce listings or improve the image of the business?</p> <p>Target - Who is the target? From which sector of the public are we trying to</p>	<p>1</p> <p>1/2</p> <p>× 4</p> <p>= 2</p>	<p>5</p>



	<p>achieve a response? For example, is it male, female, adult, teenager, child, mother, father etc.</p> <p>Media – Bearing the aim and target in mind, which are of the media available is the most suitable – i.e. TV, radio, press or Internet?</p> <p>Competitors – What are the competitors doing? Which media channel do they use? Are they successful? Can you improve on their approach and beat them in competition?</p> <p>Good advertising generally elicits the following four responses:</p> <p>Attention – It catches the eye or ear and stands out amid the clutter of competing advertisements.</p> <p>Interest – It arouses interest and delivers sufficient impact in the message or offering.</p> <p>Desire – It creates a desire to learn more or crave ownership.</p> <p>Action – It spurs an action which leads to achievement of the advertisement’s original objective – i.e. it prompts potential customers to purchase or use your product or service.</p> <p style="text-align: center;">OR</p> <p>A franchise agreement is the legal document that binds the franchisor and franchisee together. This document explains what the franchisor expects from the franchisee in running the business. The agreement is designed to assure that all of the franchisees within an organization are treated equitably. The expectations must be uniform throughout the system.</p> <p>The main ingredients of a franchise agreement:</p> <ol style="list-style-type: none"> 1. Contract Explanation: The contract explanation is the part of the agreement that outlines the type of relationship a franchisee is entering into with the franchisor. 2. Operations Manual: The operations manual is the section of the agreement that details the guidelines that the franchisee must legally follow in operating the business as outlined by the franchisor. From time to time amendments may be made and the franchisee must be prepared to adjust operations accordingly. The franchisee needs to be aware that the contents of the document are confidential. 3. Proprietary Statements: Proprietary statements outline how the franchise name is to be used, as well as the marketing and advertising procedures in place that the franchisee will be required to follow. Also, the franchisor documents how much the franchisee will be required to contribute toward national advertising efforts. 4. Ongoing Site Maintenance: Ongoing site maintenance is another item that is outlined in the agreement. Included are the types and timeframes regarding 	<p>$\frac{1}{2}$ $\times 4$ $= 2$</p>	
		<p>$1 \times$ $4 =$ 4</p>	<p>1 5</p>

	various maintenance items and upgrades that must be made to the franchisee's location.		
31	<p>Primary Market- It is a market to facilitate transfer of resources from the savers to the entrepreneurs seeking funds for:</p> <ol style="list-style-type: none"> 1) Setting new enterprises 2) Expanding 3) Diversifying <p>Methods of flotation of new issues An entrepreneur can raise the required capital in the primary market by the following methods:</p> <ol style="list-style-type: none"> 1. Public issue 2. Rights issue 3. Private placement 4. Offer to the employees <p>1. Public issue / going public Public issue is the most popular method of raising capital these days by the entrepreneurs. This involves raising of funds directly from the public through the issue of prospectus. An enterprise organizing itself as a public limited company can raise the required funds commonly by preparing a prospectus. When an entrepreneur offers shares to the public for subscription he/she is required to comply with all the restrictions and formalities pertaining to the initial issues, prospectus drafting and launch.</p> <p>2. Rights issue Rights issue is a method of raising additional finance from existing shareholders by offering securities to them on pro-rata basis i.e. giving them a right to a certain number of shares in proportion to the shares they are holding. Normally, through a circular, rights issues are proposed to the existing shareholders and in case they are not willing to subscribe, they can renounce the same in favour of another person. This method of issuing securities is considered to be inexpensive as it does not require any brokers, agents, underwriters, prospectus or enlistment, etc.</p> <p>3. Private placement Private placement means the direct sale by a company of its securities to a limited number of sophisticated investors.</p> <p>4. Offer to employees Stock options or offering shares to the employees has gained much popularity in many countries of the world. This method enables employees to become shareholders and share the profits of the company leading to:</p> <ol style="list-style-type: none"> a) Higher efficiency b) Low labour turnover 	1	5

1 ×
4 =
4



	<p>c) Better industrial locations d) Low floatation cost e) Wider/higher generation of funds.</p>		
32	<p>A company is an association of persons who contribute money in the shape of shares and the company gets a legal entity and enjoys permanent existence.</p> <p>Features:</p> <p>(i) Separate legal entity – A company has an independent status, different from its members.</p> <p>(ii) Limited liability – The liability of the shareholders of a company is normally limited to the amount of shares held or guarantee given by them.</p> <p>(iii) Transferability of shares – Subject to certain conditions, shares are freely transferable. In a private company there are some restrictions.</p> <p>(iv) Diffusion of ownership and management – There exists separation of ownership from management. As the shareholders could be scattered across country and they give the right to the directors to manage the company's affairs.</p> <p style="text-align: center;">OR</p> <p>(b) Benefits of understanding the relevant environment of business are :</p> <p>(i) Identification of opportunities to get first mover advantage - By keeping in touch with the changes in the external environment, an enterprise can identify opportunities and find strategies to capitalise on the opportunities at the earliest.</p> <p>(ii) Formulation of strategies and policies -It helps in identifying threats and opportunities in the market. These can serve as the basis of formulation of strategies to counter threats and capitalise on opportunities in the market.</p> <p>(iii) Tapping useful resources -If the company has a thorough knowledge of the external environment, it can tap raw materials, technology and even financial resources from the market at economical prices, at the right time.</p> <p>(iv) Better performance - Proper understanding of the various elements of the external environment is necessary to take timely action to deal with threats and avail opportunities for the purpose of improvement in the performance of the firm.</p> <p>v) Sensitisation of entrepreneurs to cope up with rapid changes-A keen watch on the trends in the environment would help sensitise the entrepreneur to changing technology, competition, government policies and changing needs of the customers. For example, trends in clothing.</p> <p>vi) Image building -If a company is sensitive to the external environment, it will come out with new products and services to meet the requirements of the customers. This would build the image or reputation of the firm in the eyes of</p>	<p>1</p> <p>1 × 4 = 4</p> <p>5</p> <p>1 × 5 = 5</p>	<p>5</p> <p>5</p>



	the general public. For example, call–radio taxis with additional features like GPS systems, online booking etc. (Any Five)		
33	Full marks may be awarded to all the candidates.		5
34	<p>(a) Component of Business Plan – Production Plan Objective — “Picturising ahead every step in a long series of separate operations, each step to be taken in the right place, of the right degree and at the right time, and each operation to be done at maximum efficiency.”</p> <p>(b) Three options available before the venture are :</p> <p>i) No manufacturing involved: If the new venture does not include any manufacturing function, say it’s a trading firm or a service provider, and then this section will stand eliminated from the plan.</p> <p>ii) Partial manufacturing: If some or all the manufacturing process is to be subcontracted or outsourced, then the production plan should describe: i) Name and location of subcontractor(s) ii) Reasons for their selection iii) Cost and time involved iv) Any contracts that have been completed etc. In such cases, a clear mention of what entrepreneur intends to do himself and what he plans to get it done from outside is required.</p> <p>iii) Complete Manufacturing: If the manufacturing is to be carried out in whole by the entrepreneur, he/she will need to describe: i) the physical plant layout, ii) the machinery and equipment required to perform the manufacturing operations, iii) raw materials and suppliers names, addresses, terms and conditions, iv) cost of manufacturing v) any future capital equipment required etc.</p>	<p>1 1</p> <p>1 × 3 = 3</p>	5

