General Instructions:

- All questions are compulsory.
- There are total 24 Questions in all.
- Marks for each question are indicated against it.
- Questions 1 to 5 are Very Short Answer type carrying 1 mark each.
- Questions 6 to 10 are Short Answer Type-I questions carrying 2 marks each.
- Questions 11 to 17 are Long Answer Type-I questions carrying 3 marks each.
- Questions 18 to 21 are Long Answer Type-II questions carrying 4 marks each.
- Questions 22 to 24 are Essay Answer Type questions carrying 6 marks each.
- Answers should be brief and to the point.
- Please write down the serial number of the Question before attempting it.

1. Kumar belongs to a farmer's family. One day a team of officials from the local block development office visited his village for discussing additional opportunities related to agriculture. The team discussed with the villagers how to develop fishery. The team explained about the technique of construction of ponds and the modern technology of growing fishes. The team also informed that the 'State agriculture department' will provide loan at an interest rate of 2½ % per annum to the farmers who will engage themselves in the occupation and will also help the farmers in the marketing of the fishes. Kumar, decided to engage himself in the fishery occupation. Identify the 'idea field' that helped Kumar to engage himself in fishery occupation.

2. What is meant by 'business opportunity' ?

3. Distinguish between "Partnership' and 'Joint Hindu Family Business' on the basis of maximum numbers of members.

4. 'It is a process which involves the translation of a useful idea into an application which has commercial value. It takes persistent effort to work out analytically the details of enterprise or service, to develop marketing strategies, to organize finances and strategize

operations.' Identify the process.

5. What is meant by 'Financial Synergy' ?

6. Gunjan has just passed her senior secondary examination from a CBSE affiliated school. She wanted to start her own business but was unable to decide about the nature of the business. One day during the morning walk her grandfather fell down in the park and was injured. She observed that her grandfather often forgets to take his medicines. She thought that the same problem may be faced by other old people. She thought to develop an instrument for old people that could be fitted with an electronic device connected to the mobile phones of the members of their family which could indicate the location of the old people when they go outside their homes. This device was to be kept in their pockets. She also thought to fit a timer in the instrument that could remind the old persons about the time of taking their medicines. Identify and state the meaning of the concept described in the above para that helped Gunjan in structuring her idea for solving the problem.

7. When should an entrepreneur choose company form of business organization ? List any four points.

8. With the help of any two examples give the meaning of intellectual property rights.

9. Shilpi Ltd. started the manufacturing of herbal toothpaste. They researched that large number of established enterprises were also manufacturing the similar type of products. The company fixed the price of their toothpaste on 'cost plus method' of pricing. After some time the company realized that they were not getting good response regarding their toothpaste from the customers and the market share of their toothpaste was less than 0.5% . Since their product was new, they decided to change the pricing method so that initially they could get more customers.
(a) Identify the new pricing method that was adopted by Shilpi Ltd.
(b) State any two advantages of the new pricing method identified in (a) above.

10. 'H.L. Chemist' sells medicines at a discount of 5% on list price. On 1.3.2017 medicines as per details given below were sold by 'H.L. Chemist'.

No. of Customers Per customer billed amount

No. of Customers	Per customer billed amount (Rs.)
50	340
45	370
35	650
30	800
25	975

Calculate the average amount of medicines sold per customer.

11. List the socio-economic benefits that are expected to be acquired by an enterprise from its proposed investment.

12. From the following information, calculate 'Return on Equity' :
Capital Rs. 6,00,000

10% Loan Rs. 2,00,000
Net profit before interest Rs. 1,40,000. Also, state what is this return on rupees per lakh of equity.

13. Gopal is a young man of 23 years. He has completed a tailoring course from a industrial training institute. He wants to start a big size tailoring shop in a posh colony where young men and women working in various multinational companies line. He went to one of his friends who had completed a B.Tech. course in textile designing to discuss about the opening of the tailoring shop. His friend advised him to prepare a written document describing formally all the relevant external and internal elements involving in starting a new venture. It will not only help in understanding the feasibility and viability of the proposed venture but also facilitate in assessing and making provisions for the bottlenecks in the progress and implementation of the idea. State any six points of importance of the concept discussed by Gopal with his friend.

14. Shiva and Gauri is a young couple having a four year old son Rohan. Shiva is employed in a multinational company and is posted in Germany. Gauri has her own computer training institute and is staying with her son and in-laws in a locality of Bangaluru. Gauri wants to

admit her son in a reputed school of Bangaluru but is unable to visit schools and identify the one, where she could admit Rohan. She discussed the matter with Shiva. Shiva identified the problem and advised Gauri to collect on-line data related to admission, infrastructure facilities and related information about schools of Bangaluru, so that a suitable school for Rohan could be identified. He also advised Gauri to develop a website www.nurseryadmission.com and upload the information of various schools on the website. This website could be visited by the parents who wish to admit their children in the nursery class in schools of their choice. Shiva also told Gauri to employ a computer operator for this purpose who could update the website regularly. Large number of parents visited the website started by Gauri on payment of an online fee of Rs. 100.

(a) Identify the entrepreneurship concept discussed in the above para.

(b) State the objectives of the concept identified in (a) above.

(c) Identify any two values that Shiva and Gauri tried to emulate.

15 What is meant by business ? List the different categories in which business activities can be classified.

16. What is meant by 'Partnership' ? State the consequences of non-registration of a partnership firm.

17 'Golden Sweets' was a partnership firm, owned by Swati and Sushma. 'Asam Sweets' was another partnership firm owned by Vipan and Pranav. Swati and Sushma were sharing profits in 1 : 2 ratio and Vipan and Pranav were sharing profits in 2 : 3 ratio. Both the firms were situated in a famous market of Guwahati and were doing competitive business. Pranav the partner of 'Asam Sweets' observed that many of their customers were from far off areas and if branches of 'Asam Sweets' are opened in other parts of the city, the firm may earn huge profits. Similar was the situation of 'Golden Sweets'. One day in a function at a common friends house, the partners of both the firms met. The partners of both the firms knew that the internal expansion of their respective firms will be costly. Hence, they decided about the merger of the two firms. For this purpose they decided to meet again to finalise the conditions of merger. Finally on 1.1.2016 their respective firms were merged and a new firm 'Asam Golden Sweets' was formed with all the four partners Swati, Sushma, Vipan and Pranav. Their new profit sharing ratio was 1 : 2 : 2 : 3. During the year ended 31.12.2016 the

new firm opened four new branches in different parts of the city and earned a profit of 30% on sales.

(a) Identify the type of merger adopted by the two firms and also give its meaning.

(b) Also give the names and meaning of two other types of mergers.

18. Describe briefly the formats for the business plan that a start-up may have.

19. Explain different types of brand name.

20. Raman started a gym named as 'Strong Body'. He installed large number of machines and equipments of different types and appointed qualified trainers to help the customers in the use of machines. Initially he kept a low fee per hour so that boys and girls belonging to the poor families may also avail the facilities of the gym. Very soon his gym became popular and he started operating in three shifts. For this he appointed additional trainers. He also installed extra machines so that more customers could be enrolled. In one year he started earning good profit. He took a nearby building on rent and started a 'Recreation and Health Club' for the senior citizens of the locality on very nominal charges. He also encouraged young boys and girls to participate in the cleanliness drive started by Prime Minister. They agreed and started giving one hour daily for cleanliness of the nearby areas before opening of the 'strong body' gym and 'recreation club'.

(a) Identify and explain the type of business expansion that took place under the entrepreneurship of Raman.

(b) Identify any two values that Raman tried to propagate.

21. Manohar and Manav were running a partnership firm. The firm is engaged in the production and marketing of edible oils. Manohar was looking after the production and Manav used to look after the remaining operations of the business. The firm was doing good business and earning profits more than the rate of profit of the industry. They used to be fair in their dealings with the customers and other stakeholders of the business. They used to do their quantitative planning meticulously. The edible oil produced by the firm is as per the fessai Standards.

(a) Explain any one type of plan prepared each by Manohar and Manav with quantitative expressions.

(b) Identify any two values observed by Manohar and Manav.

22. Jaishree started a readymade garments shop for ladies in a residential area where mostly government servants live. Suggest her the ways to make her business a successful one.

23. Ghosh started a sole proprietorship form of business. He expects that his annual turnover will be Rs. 12 lakhs. His friend Bannerjee advised him to obtain the necessary document from the Income Tax Department. Ghosh wanted to know about the document and also the parties who must have it. Bannerjee explained him the meaning of the document and also explained the different parties who must have it. In the light of the above statement :

(a) Give the name and meaning of the document explained by Bannerjee to Ghosh.

(b) Also, state the parties that must have this document.

24. 'It is an organized mechanism meant for effective and smooth transfer of financial resources from the investors to the entrepreneurs.'

(a) Identify the mechanism and list its different types.

(b) Name the association of persons established under the mechanism identified in

(a) above. Also explain any four points of its importance to investors.