

Question Paper 2014 Outside Delhi
CBSE Class 12th ENTREPRENEURSHIP

General Instructions:

- All the questions are compulsory.
 - Marks are indicated against each question.
 - Questions No. 1 to 5 are very short answer type questions, carrying 1 mark each. Answer to each of these should not exceed 15 words.
 - Questions No. 6 to 10 are short answer type questions, carrying 2 marks each. Answer to each of these should not exceed 50 words.
 - Questions No. 11 to 17 are short answer type questions, carrying 3 marks each. Answer to each of these should not exceed 75 words.
 - Questions No. 18 to 21 are short answer type questions, carrying 4 marks each. Answer to each of these should not exceed 150 words.
 - Questions No. 22 to 24 are long answer type questions, carrying 6 marks each. Answer to each of these should not exceed 250 words.
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1. Why is investigation of ideas important? (1)
 2. Name one source of internal opportunity. (1)
 3. 'Customer provides life to an enterprise.' How? Give answer in one sentence. (1)
 4. What is meant by margin money? (1)
 5. What is meant by variable pricing technique? (1)
 6. Who is called an entrepreneur? Explain his/her two basic roles. (2)
 7. Explain in brief (i) Future Projection and (ii) Financial Profile as the main features of a Feasibility Plan. (2)
 8. What is N.O.C.? Why is it needed by an entrepreneur? (2)
 9. Differentiate between the direct selling mode and the indirect selling mode. (2)
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10. Explain any two limitations of 'Leasing'. (2)
11. Explain, why the enterprises are held responsible for the following: (3)
- (i) Towards employees
 - (ii) Towards customers
12. 'Branding plays an important role in marketing.' How? Explain. (3)
13. Explain in brief (i) Socio-cultural factors and (ii) Political factors as environmental factors of entrepreneurship. (3)
14. What is the need of Financial Management to an entrepreneur? Explain. (3)
15. 'Personal selling is a better method of sales promotion than advertisement.' How? Explain with the help of any three points. (3)
16. What are the uses of project report? Explain. (3)
17. What is meant by debt financing? Give any two differences between debt financing and personal financing. (3)
18. 'Innovation is the process of entrepreneurship.' With reference to this statement explain the meaning of innovation and its the elements of this process. (4)
19. What is 'Feasibility Plan'? Explain, (4)
- (i) Attributes of Product or Service,
 - (ii) Marketing Strategy and (iii) Human Resources Management as the main features of Feasibility Plan.
20. What is meant by technical resources? Explain briefly any three technical resources. (4)
21. A cloth manufacturer (entrepreneur) distributes his defective products free of cost to an orphanage after getting them repaired from Nari Niketan at lower cost. State any four values that are being conveyed by this benevolent act. (4)
22. State any six differences between Preference shares and Equity shares. (6)



OR

What is the necessity of issuing debentures? Explain also any five features of debentures.

23. What are the different types of Financing facilities available to the entrepreneurs?
Explain. (6)

OR

What precautions do you need to take in designing a storage strategy for consumable and seasonal goods? Explain.

24. Explain any six main functions of Industrial Reconstruction Bank of India. (6)

OR

Why was Small Industries Development Bank of India established?

State any five types of direct assistances provided by SIDBI to the small scale sector.

