EXPECTED QUESTIONS

ENTREPRENEURSHIP

CLASS-XII

Q1. Geeta ram an orange grower from nagpur, wants to start a small juice producing factory using the oranges grown by him as well as by his fellow villagers. Name and explain financial institution he should contact for starting his factory.

Q2.Can all idea be converted into opportunities ?Give reason.

Q3. Mr. Raghav retired as CEO of a well reputed IT company after having work 40 years in USA .He returned to India with a desire to encourage entrepreneurial venture to IT sector. He was approached by Nitin , a budding entrepreneur in IT sector whose venture was in a star-up stage and was falling short of funds. Apart from investing fund , Mr. Raghav also provided pre acrive advice , guidance and industry connection and thus, simultaneously helping them in raising high return on investment .

Identify and explain the source of raising finance used by nitin.

Q4. Naresh had an ice cream factory and was selling them locally. He has been doing good business for the past ten years . But with the entry of competitors, his business decline and he had to close down his business. Since he was an enterprising person, he decided to take up exclusive distribution of a popular international brand of ice cream called Icecone had biscuit cups and cons. to boost immediate sale, he decided to make an offer of Buy two cups/cons for the price of one for the first ten days.

a)identify and state the concept of enterprise marketing and growth strategies discussed in the above para.

b)Identify any one value which the business wants to communicate to the socity.

Q5.Shiela after graduate from college went back to her him town in Meghalaya. It was a small town with very few job opportunities .The Karbi tribal women in that area were uneducated but still practiced the method off obtaining traditional colors from natural wild herbs. their most popular dye was indigo obtained from the leave called Sibu. Using these colors they added variety to their textiles. the women were mainly confined to their homes and they did not make a living out of their talent. Shiela went from door to door analysed the problem that existed. she thought of setting up a voluntary association of rural women who would be able to join and leave the organisation at their own will without any coercion or intimidation.

a) Name the process which helped Shiela in converting an idea into an opportunity.

b)Identify the kind of organisation that shiela has decided to set up.

c)state any two values which shiela wants to communicate to the socity.

Q6.Unique MOTOR LTD. was a car dealer . It took over a car manufacturing plant speeddart & co. and started a new business in the name of Uniquecart Ltd. to synergise and capture a major share of the market. Like their competitors, they decided to sell their cars through company appointed dealers(retailer) in various parts of the country. This would relieve the company from the burden of selling the cars while at the same time giving them control over the distribution process.

a)Name and explain the "enterprise growth strategy"

b)identify the channel of distribution used by Unique cart Ltd.

Q7. Imagine that you have started selling FMCG goods then what kind of promotional strategies will you be using?

Q8.Disha, a graduate of horticulture from Kurushetra University came across a barren land near solan when she visited this place. Disha was fond of strawberries and was inquisitive to understand the reason why straberries could not be grown there. She was informed by the local authorities that the land was infertile for raising strawberries . she took this as a challenge and believed in its success . best quality strawberries now mark the beauty of that barren piece of land.

a)identify and explain the idea field from where the idea has been generated.

b)also explain and give one example each for four other idea fields which may generate useful product ideas.

Q9.Given the uses of a project(1)for the entrepreneur(2)for financial institution(3)for the government.

Q10. List any six factors that should be kept in mind by an entrepreneur as apart of production plan.

Q11.Exlain Distribution mix as an element of marketing mix.

Q12.Explain the role of financial planning in financial management.

Q13.Explain any six step which help in identifying a feasible product or process.

Q14. What is the result of applying knowledge, skills competency and creativity strategically for market orientation?

Q15.Name any two factors that are involved in sensing opportunities.

Q16.An entrepreneur decides to sell his woollen garments in the month of february on discount. name and explain the environmental factor which prompted him to take this decision.

Q17.Sandeep had started his business of dairy product in 2013.He wanted to expand his business but did not have the necessary funds. one of his friend suggested that he should approach Mr. Goel , a venture capitalist for further funds. When Sandeep approached Mr. Goel , he was given three minute for explaining his business proposition

Q18.Deepika wanted to pitch into reduce the financial crisis prevailing in her house and thought of working as a cook. she started working in three different households, one Punjabi , one Gujarati and one South Indian family. She soon realized that all three households had different cuisine. It was indeed a challenge for her to learn the techniques of the cuisine . All the families greatly appreciated the timeframe within which she had mastered the local cuisine . After working for them for a year ,she decides to open a small eating joint of her own along with two of her friends by the name APNA BHOJ. They decided to share profit equally and that each of them will be liable for acts performed by the other two. soon the eatery became a hot spot because of the fusion platter which was being offered.

A)Identify the kind of business Organisation which was set up by Deepika and her friends.

B)Quoting the lines from the paragraph, state the feature of this form of business organization.

Q19. Distinguish between "joint stock company" and a "joint hindu family" on the basis of liability of members.

Q20.What factor should kept in mind while assessing the market?

Q21.What is meant by a project report? state any four feature of a feasibility plan.

Q22. What is a feasibility plan? state any four features of a feasibility plan.

Q23.Explain any six ways in which idea can be generated.

Q24. Explain the steps in the Creative process after the stage of preparation?

Q25.Explain in detail porter's generic value chain with the help of diagram.

Q26.Explain the method of negotiation.

Q27.what do you think are the reason for failure of merger and acquisition?

Q28. Explain in detail the objective and three important primary function of NABARD.

Q29.There is budget to suit every business and its need. elucidate.

Q30.What is innovation ? Exlain the element of innovation process.

Q31."An opportunity may be derived from the needs and problem of the socity".

Q32.what is synergy ?In what form it take place?

Q33.Write the steps in preparing a marketing plan.

Q34.How is vendor management done?

Q35. Explain inventory control and state its objectives.

Q36.