

ASSIGNMENT
CLASS-XII
ENTREPRENEURSHIP

Q1.Name the process of perceiving the need and problems of people and in arriving at creative solution

Sensing of entrepreneurial opportunities.

Q2.Name the process of changing raw material into finished product with value addition.

A.Manufacturing

Q3.Define cost

A.it refers to the amount of expenditure incurred on production of goods.

Q4.what is meant by investigation of ideas.

A.it is detailed information about the ideas.

Q5.In which form does the opportunity exist in the environment?

A.in the form of problem.

Q6.what is meant by idea fields?

A.it is the process of generation of idea and encouraging the scope of thinking.

Q7.what is meant by collateral security

A.fixed assts which are registered in the name of entrepreneur and are used as security to release loans are refered to as collateral security.

Q8.Define venture capital?

A.it means providing capital to an enterprise that has risk and adventure.

Q9.What are the objective of growth and development?

A. Adaptation of new changes

Maintain the self image in the market.

Q10.Name the economic factor which relates to conventions and practise.

A.socio-cultural factors

Q11. what is brain storming?

A. under this an expert group of knowledgeable person sit together and generate a large number of product ideas.

Q12. Name the sources of internal opportunities

A. skill, creative thinking, knowledge.

Q13. What is meant by investigation of ideas?

A. Investigation of ideas is detailed information about the ideas.

Q14. What is feasibility report?

A. report about the evaluation of an idea.

Q15. What is margin money?

A. The part of money contributed by the entrepreneur.

Q16. What are the various areas where quality concerns should be addressed to?

A. Packaging, Weight, proportion of the content.

Q17. What is a market

A. it is an arrangement where buyers and seller assemble to exchange their goods and service.

Q18. What do you mean by the term goodwill?

A. It is the reputation and trust of people with an entrepreneur.

Q19. Define market segmentation?

A. It is sub-dividing of a market into homogeneous subsets of customers.

Q20. Define capital structure?

A. It refers to composition of share holder fund and the borrowed funds.

Q21. where is personal selling used?

A. In industrial goods.

Q22. What type of distribution would you adopt for consumable and perishable goods?

A. Direct selling.

Q23. why is advertising necessary for the product?

A. it gives detailed information about the product.

Q24. what is branding?

A. it is the process of providing a sign, name and symbol to a product for providing it specific identification.

Q25. what do you mean by promotion mix?

A. motivating the customer about merit of a product to make them long lasting.

3 and 4 marks questions

Q1. Explain the role of financial resource for an entrepreneur ?

A.a. finance is the life blood of the enterprise.

b. finance provides mobility to the factor of production

Q2. What is meant by seed capital?

A. initial source of funding that get things off the grounds. The amount are usually smaller than in the later stage of venture capital investment, but the risk are higher.

Q3. Distinguish between fixed and working capital?

A. FIXED CAPITAL-1. it is needed for meeting long term requirement

2. it is needed to acquiring fixed assets like land , building

WORKING CAPITAL-1. it is needed for meeting short term requirement.

2. it is needed for acquiring current assets like wages and transportation.

Q4. state any four function involved in selling as function of exchange.

A. 1. locating the buyers.

2. understanding the needs

3. fixing the price.

Q5. State any two features of factoring as a source of finance?

A.a. it is a source off balance sheet finance.

b. The payment is received against the debtors balance in advance.

Q6. Which channel of distribution will be more suitable for the following production.

A. Voluminous and bulky goods- short channels

b. Capital goods- direct channel

c. consumable goods with better shelf life- indirect channels.

d. goods with low shelf value- retail channel.

Q7. What are the social motives in entrepreneurial motivation?

A. Generating employment

Optimal use of local resources

Making market more competitive

Develop a social vision.

Q8. Explain any three decisions that have to be taken by an entrepreneur under material resources?

A.a. size and location

b. manufacturing process.

c. Identifying and purchasing machinery.

d. obtaining electricity power.

Q9. Explain ability to perceive and preserve the basic ideas as a factor in the process of sensing opportunities?

A.a. problems

b. change

c. Invention

d. competition

Q10. Explain the concept of CIRCULATING CAPITAL with e.g.

Working capital is called changing or circulating capital. Since the money circulates in various forms of current assets in a continued manner.

e.g. funds once tied up in the form of raw material are later converted into the form of finished goods which are not ultimately sold.

Q11. What is a project report?

A. It is an idea or business plan that is intended to carry out.

a. it has starting point and ending point with some specific objectives.

b. it describes all necessary input to the enterprise.

c. it explains allocation and mode of utilization of resources.

Q12. State the advantages of Inventory control?

a. it helps in knowing whether materials are readily available for production of use.

b.it helps in examining quantity discount for large orders.

c.it helps in ensuring prompt delivery of material to consumers.

Q13.How do change in technology affect growth?

If an enterprise is not sensitive to change in technology then its tech. will become outdated and it has to quit the market. It is because the cost of production will become higher compared to other enterprise. This will lead to decrease in demand of the product.

Q14.why is it necessary to know the preference of buyers while deciding on a market strategy?

A.a. selection of product

b. quality

c.price

d. area

Q15state the reason why customer prefer enterprisewith an after sale services.

A.a. goodwill

b. faith

c.risk

Q16.state the uses of project report for an entrepreneur.

A.it helps entrepreneur to explain his idea in factual terms th his associates,financiers,client and the market.

b.SWOT analysis can be done for identifying the challenges ahead.

c.it will facilitates entrepreneur to plan his course of action and evolve the business strategies

Q17.Distinguish between cost plus pricing method VS. variable price method?

A. In cot pluse pricing method the cost of production of one unit of the product is calculated. This cost covers all the type of costs including explicit cost variable cost , fixed cost etc.

$$\text{PRICE} = \text{COST OF PRODUCTION} + \text{PROFIT}$$

VARIABLE PRIC TECHNIQUE is the one in which different prices are changed from different categories of customers. There is price discrimination many factors are responsible for the VALUATION OF PRICE.

Q18what are the main feature of feasibility plan?

A.a.provides executive summary

b.define the objectives of the enterprise.

c.mention the related factors

d.carries out market survey and analysis

Q19. Explain ability to harness different source of knowledge and information and vision and creativity as important factors in sensing opportunities.

A.material resources includes raw material processing,assembling using machines workers ,tool, power ,technique etc.

Factors-a.size and location-small medium or large scale.

b.Manufacturing process

c. Identifying and purchase machinery

d.obtaining electricity

Q20.what should an entrepreneur do to mobilize the resources?

A.1. be able to sense the need for the resources

b. identify the type of resources.

c.be able to locate the resources

d. be able to identify the bottlenecks in mobilizing the resources.

6 marks questions

Q1. What is planning? Explain the steps in the process of planning?

A.a.analysis of situations

b.Setting objectives

c.Collecting and relating fact and information

d.Searching alternatives

e.evaluation of alternatives

f.making a plan of action of implementation.

Q2.using e.g discuss the activities that sustain the growth of an enterprise?

A.a. Franchising

b.Manufacturing more than one product

c.upgradation

d.Increasing turnover

Q3. Explain any six steps which helps in identifying a feasible product or process?

A. Business idea

b. competitive advantages

c. profile of target consumers

d. cost and price

e. promotion policy

f. finance

Q4. explain the practical steps involved in setting up a small scale enterprise at stage ii

a. project report.

b. no objection certificate

c. obtaining formal sanction of loan

d. construction of building and installation of machinery

e. detailed manpower

f. application for permanent registration

Q5. What is project report? state any four elements of project report.

A. Meaning.

.description of the promotion of the enterprise

.description of the enterprise

.economic viability and marketability

.technical feasibility

.financial projection

.profitability analysis

.relevant document.

Q6. State any six major objectives of preparing the project report?

a. to identify the requirements of the resources.

b. to assess the scope and range of the success of the enterprise

c. to obtain opinion of experts from various fields.

d. to enable licensing of the enterprise by the concerned authorities.

f. to find the critical components of the project idea.

Q7. Explain sources of financing?

- A. Personal saving
- B. Friends and relatives
- C. Chit fund
- D. Private money lenders
- E. Deposits from dealers
- F. Venture capital

Q8. Explain any four important aspects to be considered while doing market assessment by an entrepreneur?

- A. target market
 - b. understanding demography
 - c. development of customer profile
 - d. understanding psychology of the customer
1. demand analysis
 2. evaluation of the competition
 3. trade practices.

Q9. Explain any six ways in which ideas can be generated?

- A. Brain storming
- b. doing market research
- c. gathering information from publication.
- d. seeking assistance from entrepreneur
- e. using hobbies to generate ideas
- f. day dreaming and fantasizing

Q10. Suggest any six techniques which will help in boosting the sales.

- A. price off or rebate
- b. samples
- c. premiums
- d. quantity plus
- e. coupons
- f. buying allowance.

Q11.Name and explain the type of capital which is known as risk capital of an enterprise. State any two advantage and any two limitation of this capital?

A.OWNER FUND-explain

ADVANTAGES-A.control

b.risk

LIMITATION-A.fixed

b. depends on saving of the owners

Q12.Name and explain the type of capital which does not provides any right of control over two advantages and limitation?

A.BORROWED FUND- explain

Advantages.

a.tax deductible

b.convenient

LIMITATION

A.fixed period

b. depends on security.

Q13.Define CREATIVITY.explain five stages of it.

A.creativity means to bring something new into existence. It leads to the evolution of ideas. These ideas are further enhanced and developed by the entrepreneur.

a. germination

b. preparation stage

c. incubation

d.illumination stage

e. verification stage

Q14.Explain the planning paradigm and four stage growth model of it.

A.it refers to a well established idea of progressing from a raw idea and maintaing the idea for growth and development.

a. pre start up stage

b.start up stage

c. early growth stage

d.later growth stage

Q15what is diversification? Why is it important activity for an enterprise

A. It is process of adding new product or market to the exisiting by an enterprise

IMPORTANCE

A.risk is reduced

b. continouous revenue

c.financial obligation can be met easily

d.help in branding