# MAKE A MARK WITH SAVVY FINANCE SKILLS

EXAMS R fun

**CLASS:** XII - 2020-21

**SUBJECT:** ENTREPRENEURSHIP (CBSE)

**Time Allowed:** 3 Hours

**Maximum Marks:** 70

## GENERAL INSTRUCTIONS

1. The question paper is divided into 5 parts. There is no overall choice in the paper.
2. **SECTION A** has 21 objective questions carrying 1 mark each.
3. **SECTION B** has 5 questions carrying 2 marks each. Answer may be within 50 to 75 words.
4. **SECTION C** has 3 questions carrying 3 marks each. Answer may be about 100 words.
5. **SECTION D** has 3 questions carrying 4 marks each. Answers may be about 150 words.
6. **SECTION E** has 3 questions carrying 6 marks each. Answer may be about 200 words.

Paper set by Kanchi Shah, PGT- Entrepreneurship, Udgam School For Children, Ahmedabad

## SECTION-A

**Q1.** Sonia lives in Jharkhand near an industrial area where a lot of laborers work. She observed that despite of the pandemic, the laborers were not wearing masks. Later, she came to know that they were not having sufficient money to buy the masks to which she was very disappointed and thought of finding a solution to this problem. She came up with an economic idea of making masks from the small pieces of cloth available at home and sell it to them for only 3 rupees which cost her only 2 rupees. For this opportunity, she knew that she had a definite market for the masks as the labour force was big in number but wanted to be sure about the other requirements. State the other requirements from the following that can help Sonia make her idea a successful economic opportunity.
**a.** Attractive and acceptable rate of return.
**b.** Vision and Creativity
**c.** Intermediaries **d.** All of the above

**Q2.** John has a small shop where he sells woollen clothes. The demand is usually high right before and during winter, so he earns a really good profit at that time but during the off season he has to clear the stock for which he sold the woollens at a discounted price. He thinks that both the social and economic factors are being considered together by creating a demand in an off season for the woollens. State whether John's thinking is True or False.

**Q3.** After the invention of Play Station 5, the developers are planning to develop a console with various features to make gaming experience easier, convenient and more fun. While evaluating the idea, they came across a very important point which was the realistic approach to implement the features in the console to make it better and ultimately understand its purpose through one of the measures of idea and opportunity assessment known as _____.

**Q4.** Disposing of the waste or any sort of emission needs to be discussed in which plan?
**a.** Production Plan **b.** Operational Plan
**c.** Business Plan **d.** Financial Plan

**Q5.** Sunaina works as a marketing head in a real estate firm. The firm is now coming up with a new luxurious housing scheme for which it is generating funds from its existing investors as well as new investors for which Sunaina has prepared an interesting entertaining slide show to explain the business plan to the investors. Name the format of the Business Plan used by Sunaina.
**a.** Elevator Pitch
**b.** A pitch deck with oral narrative
**c.** A written presentation

**Q6.** _____ idea can have an experiential process but cannot become an opportunity.

**Q7.** All those persons who are required to deduct tax at source or collect tax at source on behalf of IT Department are required to apply for and obtain _____.
**a.** TIN **b.** PAN **c.** TAN **d.** EPF

**Q8.** Shridhar wants to start his own venture of making sanitizer devices which takes UV Rays into consideration for sanitizing the small objects around. He discussed the idea with his father who told him to undergo an evaluation of the feasibility of the product before launching it into the market where he can understand the various aspects like demand, existing innovations etc. What exactly Shridhar should do?
**a.** Idea Opportunity Assessment
**b.** Market Assessment
**c.** Environment Scan

**Q9.** _____pricing method doesn't take into account the competitor's actions and their effect on the pricing of the product which cannot prove to be good for the organisation.
**a.** Skimming Method
**b.** Penetration Method
**c.** Cost Plus Pricing Method

**Q10.** Identify the media used for advertising from the below picture.

**a.** Outdoor Advertising
**b.** Point of Sale **c.** Window Display

**Q11.** "Born Tough" is the Tagline of which of the following brand?
**a.** Range Rover
**b.** CEAT **c.** Bajaj Auto

**Q12. Match the following:**

| | Type of Merger | | Name of the Companies |
|---|---|---|---|
| 1 | Horizontal Merger | A | AT&T and Time Warner |
| 2 | Vertical Merger | B | eBay and PayPal |
| 3 | Conglomerate Merger | C | Frito Lay & Uncle Chips |

**a.** 1-B, 2- C, 3-A **b.** 1- A, 2-B, 3-C
**c.** 1-C, 2-A, 3-B

**Q13.** Blackberry and Treo entered a merger with the aim of incorporating cell phone capability and e-mail connectivity in one device. _____ was the core reason behind the merger.
**a.** Acquiring competency
**b.** Acquiring New Technology
**c.** New markets

**Q14.** Radhe optics is a local store in Ahmedabad that sells eye wear products. Their range of products included spectacles, sun-glasses and lens. Few years later they decided to expand the range and included various accessories and eye care products which were manufactured by EYE CARE FOR YOU which was a company based in Ahmedabad making eye care products. Both the companies joined hand and even started online consultations for their customers. Identify the form of expansion opted by both the companies.
**a.** Horizontal Merger
**b.** Product Extension Merger
**c.** Internal Expansion

**Q15.** Identify the company to which the following Logo belongs.

**a.** HDFC Bank **b.** HSBC Bank
**c.** DBS Bank

**Q16.** Which one the Following is given a legal protection and is a much wider concept?
**a.** Trade Mark **b.** Brand Mark
**c.** Both A and B

**Q17.** A company uses 900 units of an item per day and the order lead time is 4 days. What should be the level of inventory when a new order is to be placed again?
**a.** 27000 units **b.** 225 units **c.** 3600 units

**Q18.** Annual Consumption is 120 units, placing the order cost is rupees 20, purchase price is 100 rupees and the cost of holding is 12 rupees. Calculate the EOQ.
**a.** 40 units **b.** 20 units **c.** 60 units

**Q19.** The Gross working capital is rupees 2,01,000 rupees and the total current liabilities are 1,51,000 rupees. What is the total Current Assets?
**a.** 2,01,000 **b.** 50,000 **c.** 3,52,000

**Q20.** The reduced values of the intangible assets is known as _____
**a.** Depreciation **b.** EBITDA
**c.** Amortisation

**Q21.** ____ is a managerial tool for control and reduction of costs, elimination of wastage and achieving better efficiency.
**a.** Break Even Analysis
**b.** ROE and ROI
**c.** Economic Order Quantity

## SECTION-B

(Answer the following in brief: 10 Marks)

**Q22.** Saara wants to do a business which is unique, earns good returns and has the scope for growth but she doesn't know which business to start. Suggest various sources to obtain the basic ideas from which she can select the idea and start her business.

**Q23.** How is targeted market identified while preparing the marketing plan?

**Q24.** Devesh has made a business plan for his product which is customizable. He went through all the details but was stuck with the decision of selecting the channel of distribution. He went to his friends and they suggested him to go for a direct channel of distribution but still he was not convinced. Explain him what can be the favourable reasons for opting a direct channel of distribution.

**Q25.** State any two advantages of Inventory Control.

**Q26.** Startups focused on "commercializing" cow by-products like dung and urine in addition to dairy could get up to 60% of their initial investment as govt funding, the chairman of the newly established Rashtriya Kamdhenu Aayog said. The Kamdhenu Aayog, set up by the Modi govt. in February with an initial corpus of Rs.500 crore, aims to be the growth engine for these new businesses. The chairman also went on to display a chip produced with cow dung and said, "This is a radiation chip that can be used in mobile phones to reduce radiation. It'll safeguard against diseases if kept in phones. He further added "we will encourage youths to go for cow-based entrepreneurship and earn not only from products like milk and ghee, but also by products like urine and dung that can be used for medicinal and agricultural purposes. Keeping in mind the above article, answer the following questions:
**i)** Which source of idea field is being discussed above?
**a.** Existing products or services
**b.** Natural resources **c.** Trading related ideas d. Creative efforts
**ii)** If an entrepreneur likes the above idea started by the government and contemplates to start his/her own enterprise, which step of the creative process he/she would start from:
**a.** Idea germination **b.** Preparation
**c.** Incubation **d.** Illumination.
Explain the steps in detail applicable in the above question

## SECTION-C

(Answer the following questions: 9 Marks)

**Q27.** State any three steps that are involved in incorporating a private or public company in India.

**Q28.** Hariharan wanted to start his own mobitech company for which he was making a business plan. While making the financial Plan, he did not know how to take decisions regarding the various investments to be made. He then referred a lot of financial books and listed down the various items that fall in the list that would make his investment decision smooth. List down the areas in which investments are to be made.

**Q29.** Shriya wants to run her organic fruit juice center. For this she is required to make a comprehensive project report encompassing the entire range of activities which she has planned in the business.
**a.** Identify the concept of project report discussed here.
**b.** Name the different components outlined here in the identified concept.

## SECTION-D

(Answer the following questions in detail: 12 Marks)

**Q30.** Explain in detail the elements of Operational Plan.

**Q31.** Calculate the Break Even for the following

| | A | B | C |
|---|---|---|---|
| Sales price (rupees) | 30 | 45 | 60 |
| Variable Cost (rupees) | 15 | 30 | 20 |
| Sales Mix % | 30% | 30% | 40% |
| Total Fixed Cost- 50,000 rupees | | | |

**Q32.** For a cosmetic product, an advertising company is preparing a commercial ad. The base is prepared after a lot of brainstorming keeping in mind the response the consumers would give. You are the creative head of the advertising agency so elaborate the various responses that you should bag for your cosmetic producing client.

## SECTION-E

(Answer the following in detail: 18 Marks)

**Q33.** You are a big tycoon of the Textile Industry. Explain giving examples how PESTEL Model affect your business.

**Q34.** While there are benefits of going public, at the same time additional obligations and reporting requirements on the companies and its directors means disadvantages. What are they, explain.

**Q35.** Asian Paints is India's leading paint company with a group turnover of Rs 193.50 billion. The group has an enviable reputation in the corporate world for professionalism, fast track growth, and building shareholder equity. The company's earnings before interest, tax, depreciation and amortisation (EBITDA) grew by 7.7 percent year-on-year to Rs 1,189.4 crore, and margin expanded 96bps to 21.94 percent in the December quarter - both better than analysts' estimates. Vertical integration has seen Asian Paints diversify into chemical products such as Phthalic Anhydride and Pentaerythritol, which are used in the paint manufacturing process. Today, the Asian Paints group operates in 15 countries across the world across four regions viz. Asia, Middle East, South Pacific and Africa In Decorative paints, Asian Paints is present in all the four segments viz Interior Wall Finishes, Exterior Wall Finishes, Enamels and Wood Finishes. It also offers Water proofing, wall coverings and adhesives in its product portfolio. Asian Paints also operates through 'PPG Asian Paints Pvt Ltd' (50:50 JV between Asian Paints and PPG Inc, USA, one of the largest automotive coatings manufacturer in the world which is a vertical merger) to service the increasing requirements of the Indian automotive coatings market. The second 50:50 JV with PPG named 'Asian Paints PPG Pvt Ltd' services the protective, industrial powder, industrial containers and light industrial coatings markets in India. Asian Paints manufactures wide range of paints for Decorative and Industrial use in many countries of the world and has a promising future. Keeping in mind this article, answer the following questions:
**Q1.** Name at least four segments in which Asian paints diversify?
**Q2.** Define Vertical merger citing an example from the above article.
**Q3.** It takes place on intangible assets. Identify the term and define.

# Multiply work to get perfect score

MOCK PAPER

EXAMS R fun

**SUBJECT:** MATHS-1 (ALGEBRA) CLASS X, TOTAL MARKS: 40

PAPER SET BY AMITA PATWARDHAN, DON BOSCO ENGLISH SCHOOL BADLAPUR, MUMBAI

**Q1) A) MCQ.** [4m]
**1)** Find the value of $\begin{vmatrix} 5 & 3 \\ -7 & -4 \end{vmatrix}$
**a)** -1 **b)** 41 **c)** 1 **d)** -41
**2)** The roots of $x^2+Kx+k$ are real and equal. Find k?
**a)** 0 **b)** 4 **c)** 0 or 4 **d)** 2
**3)** What is the sum of first 30 natural number?
**a)** 464 **b)** 465 **c)** 462 **d)** 461
**4)** n(A)=2, p(A)= 1/5 then n(s)=?
**a)** 10 **b)** 2/5 **c)** 1/3 **d)** 5/2

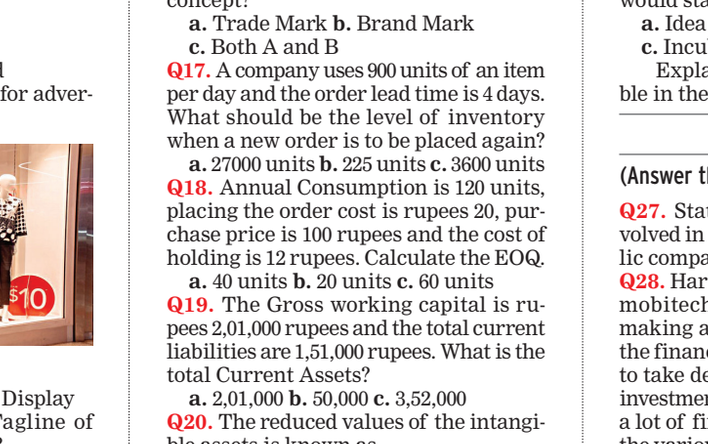
**B) Solve the following. (any four)** [4m]
**1)** 70, 60, 50, 40....
t1=□, t2=□, t3=□, Find 'd'.
**2)** x=5 is root of $kx^2-14x-5=0$
Find the value of k.
**3)** 2x-y=4, If x=-2 , find 'y'
**4)** $\begin{vmatrix} 3\sqrt{3} & 9 \\ 2 & -4\sqrt{3} \end{vmatrix}$,Find the determinant.
**5)** Decide whether x=-1 is root of $x^2+4x-5=0$
**6)** If α, β are roots of $2x^2-4x-3=0$
α+β=_____, α × β=_____

**Q2) A) Solve the following activity (any two).** [4m]
**1)** Draw the co-ordinates for equations
X+Y=4; 2x-y=2

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| X | -1 | 6 | 1 | X | 1 | 3 | -1 |
| Y | □ | □ | □ | Y | □ | □ | □ |
| (X,Y) | □ | □ | □ | (X,Y) | □ | □ | □ |

**2)** $m^2-14m+13=0$
∴ $m^2-□m-□m+13=0$
∴ m(m-□)-1(m-□)=0
∴ (m-13)(m-□)=0
∴ m=□, m=□
**3)** 5, 12, 19, 26
t1=□, t2=□, t3=□
d=□-□, a=□
**4)** Three coins are tossed sample points are
S={□, □, HHT, HTH, □, □, THT, □}

**B) Solve the following. (any four)** [8m]
**1)** If one die is rolled then find the probability of each.
**i)** number to upper face is prime.
**ii)** number to upper face is even.
**2)** $\begin{vmatrix} 7/3, & 5/3 \\ 3/2, & 1/2 \end{vmatrix}$, Find the determinant.
**3)** Solve 3x-y-2=0; 2x+y=8
**4)** Write the value of a,b,c by comparing given quadratic equations to the general form.
$2m^2=5m+5$



**5)** 3/2, 1/2, -1/2, -3/2 is a A.P Find the next two terms.
**6)** n(A)=26, p(A)=1/2, find n(S)

**Q3) A) Solve the following (Any1).** [3m]
**1)** When one coin is tossed
Sample points {□, □}
n(S)=□
find probability of getting head.
A={□}. ∴ n(A)=1
∴ p(A)=_____
Find the probability of getting tail.
B={□}. ∴ n(B)=□
∴ p(B)=_____
**2)** One of the roots of $5m^2+2m+k=0$ is -7/5. complete the following to find the value of 'k' Solution:
□ Is the solution of $5m^2+2m+k=0$
Put m=□ in the solution
∴ $5×□^2+2×□+k=0$
∴ □+□+k=0
∴ □+k=0
∴ K=□
**3)** 3, 8, 13, 18 are in A.P, find 30th term
a=□, d=□
∴ n=□
∴ t30= a+□×d
∴ t30= 3+(n-q)×5
∴ t30=□

**B) Solve the following (any2).** [6m]
**1)** 11, 8, 5, 2..... In this A.P which term is number -151?
**2)** A box contains 30 tickets, bearing only one number from 1 to 30 on each. If one tickets is drawn at random, find the probability of an event that the ticket drawn bears.
**i)** an odd number.
**ii)** an complete square number.
**iii)** multiple of 3.
**3)** solve the equation graphically.
3x-y=2; 2x-y=3
**4)** solve by formula method
$x^2+10x+2=0$

**Q4) Solve the following (any2)** [8m]
**1)** Solve by Cramer's rule.
4m+6n=54; 3m+2n=28
**2)** Out of 1900km 'A' travelled some distance by bus and other by aeroplane. Bus travels with average speed of 60km/hr and aeroplane 700km/he. It takes 5 hrs to complete the journey. Find distance travelled by bus and aeroplane.
**3)** The difference between square of two numbers is 120. The square of smaller number is twice. The greater number find the number.
**4)** 10th term and 18th term of A.P are 25 and 41, find 37th term.

**Q5) Solve the following (any one)** [3m]
**1)** In an auditorium with 27 rows. There are 20 seats In 1st row, 22 seats in 2nd row, 24 seats in 3rd row and so on. Find the number of seats in 15th row and also find total seats.
**2)** Find how many three digits natural number are divisible by 5.
**3)** A two digits number is formed with digit 2,3,5,7,9 without repetition . What is probability.....
**i)** an odd number
**ii)** a multiple of 5.
**iii)** a prime number.

These questions are meant for practice purpose only. Students are advised to check format, syllabus and marks for Board test papers with their teachers. Questions have been given by teachers and NIE is not responsible for them.