

# DAV Public Schools, Ranchi Zone

Class: XI I    Sub: ENTREPRENEURSHIP (2017-18)    Time: 3HOUR    M.M: 70

## PRACTICE PAPER -1 (ANSWER KEY)

Questions 1-5 (1mark), 6-10 ( 2marks), 11-17(3marks), 18-21 (4marks) and 22-24(6mark)

- 1 Rate of return on investment.
- 2 To contact prospective buyer and create awareness about companies product
- 3 He should have copyrighted his work. This gives the creator of original work exclusive right , usually for a limited period.
- 4 Separate entity under the provision of section 2 (31).
- 5 Its owned, controlled and managed by private individuals with the objective of earning profit.
- 6 Bring new concept in hospitality sector  
Increase employment generation
- 7 first 2 elements in innovation process  
Analytical planning  
Resource organisation
- 8 A proforma investment decision  
proforma financing decision  
B to minimize cost of capital& financial risk  
To maximize ROI & profitability
- 9 Cannot file a suit in court  
In case of any dispute among the partners, no protection by act /law.
- 10 Intellectual property right . ex. Copyright, patent, trade mark
- 11 Character, cash flow, collateral and equity contribution .
- 12 Differentiate between ATL&BTL

Basis	ATL	BTL
Target	Mass	Small group
Purpose	Promote brand identity	Actual sale
Measurability	Difficult	Easy

- 13 Identifying the objectives  
Determining the employees need  
Balancing work and life need  
Open and honest communication  
Measuring & monitoring result  
Relationship are interpersonal
- 14 Permanent Account Number. It is 10 digit alphanumeric number .  
It is issued by Income Tax Department.  
It is required to enable the departments to link all transactions of the enterprise with the department These transactions include , TDS/TCS, RETURN OF INCOME, WEALTH/ GIFT/ FUND TRANSFER.
- 15 6 elements of operation plan  
Routing  
Scheduling  
Dispatching  
Follow up  
Inspection  
Shipping
- 16 business plan  
Importance  
Viability  
Guidance  
Query  
Self assessment

- Creditworthiness
- Identify road blocks
- 17 ESI Employees State Insurance scheme. Its applicable to on seasonal factories employing 10 or more persons.
- 18 4 formats of Business Plan?
- Elevator pitch
  - A pitch deck with oral narrative
  - A written presentation for external stakeholder
  - An internal operational plan
- 19 Quest for excellence
- Independence
  - Profit w.r.t. purchasing capacity of customer
  - Attitude of being market leader
- 20 Integrative.
- Other :-Distributive
    - Inductive
    - deductive
    - mixed
- 21 Goal
- Specific
  - Measurable
  - Attainable
  - Relevant
  - Time based
- 22 Price skimming- high price
- Adv
  - Helps to recover initial research & development cost
  - Meant for quality conscious /luxury group
  - Disadvantage
  - Not possible in competitive market
  - Not possible if governments regulation are tough
- 23 Branding
- |                       |       |          |
|-----------------------|-------|----------|
| Individual brand name | ----- | lifebuoy |
| Family brand name     | ---   | Ponds    |
| Corporate             | ---   | Tata     |
| Alpha numeric         | --    | Liv52    |
- 24 A Business Plan “she thought of entering this business-----.”
- B Introduction
- Organisation
  - Production
  - Operation
  - Finance
  - Marketing
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