

Total number of printed pages: 2

NB/XII/ENT/1

2023

ENTREPRENEURSHIP

Full marks : 70

Time : 3 hours

General instructions:

- i) *Approximately 15 minutes is allotted to read the question paper and revise the answers.*
- ii) *The question paper consists of 27 questions.*
- iii) *Marks are indicated against each question.*
- iv) *General choice has been provided in some questions.*

N.B: *Check that all pages of the question paper is complete as indicated on the top left side.*

- 1. What is meant by environmental scanning? 1
- 2. Define innovation. 1
- 3. What is meant by excise duty? 1
- 4. What is meant by product mix? 1
- 5. What is a tagline? 1
- 6. Write the abbreviation of EBITDA. 1
- 7. State any three common idea fields. 3
- 8. Write any three features of personal selling. 3
- 9. Discuss any three importance of negotiation. 3
- 10. Write any three objectives of budgeting. 3
- 11. Write any three benefits of inventory control. 3

Answer any five (5) from the following questions:

5x5=25

- 12. Explain the five main sources of emerging ideas.
- 13. Explain any five macro environmental factors.
- 14. Write the five sources of collecting information from environment.

15. Write five steps how creativity can be designed into enterprise.
16. Write any five legal formalities involved in sole proprietorship.
17. State five basic contents of operational plan.
18. State any five features of franchise.
19. Write any three advantages and any two limitations of horizontal integration. (3+2=5)
20. Write five differences between primary market and secondary market.
21. State the five functions of Industrial Development Bank of India (IDBI).

Answer any three (3) from the following questions:

3x8=24

22. Explain the eight features of Joint Stock Company.
23. Define financial plan. Explain seven major component of financial plan. (1+7=8)
24. Distinguish between advertising and personal selling.
25. Explain any eight causes of business failure.
26. Explain any eight importance of cash flow statement.
27. Explain eight classification of budget as per functional budgets.
