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HS/XII/Com/En/18

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ENTREPRENEURSHIP

(Commerce)

Full Marks : 70

Time : 3 hours

The figures in the margin indicate full marks for the questions

General Instructions :

- (i) Write all the answers in the Answer Script.
- (ii) All questions are compulsory.
- (iii) Attempt all parts of a question together at one place.

Answers to Question Nos. **1** to **5** should not exceed
15 words each : 1×5=5

- 1.** What is operational plan?
- 2.** Explain the term 'idea generation'.
- 3.** What do you mean by SWOT analysis?
- 4.** Explain the term 'variable cost'.
- 5.** Define the term 'marketing mix'.

(2)

Answers to Question Nos. **6** to **10** should not exceed
30 words each : 2×5=10

- 6.** On the basis of need of finance, identify the two types of finances required for an enterprise.
- 7.** Mention any two characteristics of business environment.
- 8.** Why does the entrepreneur need a feasibility plan?
- 9.** What do you mean by 'collateral securities'?
- 10.** Mention any two guidelines of WTO on trade.

Answers to Question Nos. **11** to **17** should not exceed
45 words each : 3×7=21

- 11.** State any three objectives of financial planning.
- 12.** Briefly explain the three uses of the project report.
- 13.** Explain any three elements to be considered while selecting a media of advertising.
- 14.** Explain the factors involved in the process of sensing entrepreneurial opportunities.
- 15.** Availability of resources determines the location of an enterprise. Do you agree? Justify your answer.

(3)

- 16.** Distinguish between owner's fund and borrowed funds on the basis of (a) obligation, (b) permanence and (c) risk.
- 17.** Explain any three sources of fixed capital.

Answers to Question Nos. **18** to **21** should not exceed
60 words each : 4×4=16

- 18.** What is branding? How does branding help an entrepreneur?
- 19.** Write any two merits and two demerits of retained earnings.
- 20.** What do you mean by 'operating cycle'? What does it indicate?
- 21.** What do you mean by price mix? State the factors that influence pricing of a product.

Answers to Question Nos. **22** to **24** should not exceed
75 words each : 6×3=18

- 22.** Why is environmental scanning needed for an enterprise?

Or

What is market assessment? While assessing the market, what are the important factors to be considered for market assessment?

(4)

23. Selling price per unit— ₹ 10, variable cost per unit— ₹ 6, fixed cost— ₹ 2000, sales— ₹ 20,000. Calculate—

(a) contribution;

(b) P/V ratio;

(c) BEP (sales).

Or

Briefly explain any six elements of a project report.

24. Discuss the factors affecting the determination of capital structure.

Or

Describe, in detail, the three functions of marketing.
