



Std. 12
05-01-2018

Max. Marks : 70
Time : 3 hrs.

General instructions:

- i) All questions are compulsory.
- ii) There are total 24 questions in all.
- iii) Marks for questions are indicated against each.
- iv) Questions 1 to 5 are Very Short Answer type carrying 1 mark each.
- v) Questions 6 to 10 are Short Answer Type-I questions carrying 2 marks each.
- vi) Questions 11 to 17 are Long Answer Type-I questions carrying 3 marks each.
- vii) Questions 18 to 21 are Long Answer Type-II questions carrying 4 marks each.
- viii) Questions 22 to 24 are Essay Answer Type questions carrying 6 marks each.
- ix) Short Answers should be brief and to the point.
- x) Attempt all parts of a particular question at one place.

1. Balbeer Singh thought of air-conditioned houses which do not require electricity. He wanted to explore the idea of such eco-friendly houses which will remain cool in summers and warm in winters. He went for the feasibility study of his idea to foresee the future of such a product. Name the stage in "Creative Process" described in above lines. (1)
2. 'For a viable venture to be born, an entrepreneur is required to apply his knowledge, skill, competencies and creativity strategically to market.' Identify the requirement to be complied with by these factors for successful processing of an idea into opportunity. (1)
3. What is meant product mix? (1)
4. What do you mean by order lead time? (1)
5. Ram Prasad a cotton grower, from Bihar, wants to start a cottage industry for weaving cotton into handlooms. Which specialised financial institution should be approach to meet the credit requirements of his industry. (1)
6. Hema Enterprises is sealing in health drinks. The enterprise has been manufacturing "Mother's Choice" a malt based health drink. Adapting to the latest market trends she decided to bring out an improved form of fortified health drink with Vitamin B-12, iron and minerals to increase immunity. She believed that by modifying the product she will be able to create a new product. Identify the concept and define it. (2)
7. Apoorva wants to start a business near to her locality for which she requires capital. State different types of two National level and two State level financial institutions. (2)
8. Deepanshu wants to do a business which is very innovative, profitable and unique but he is not getting an idea about what business to start. Suggest him different sources to obtain ideas? (2)
9. "Human life is built around works". Identify the form of business organisation being talked about in the following sentences:
 - a) "The one-man control is the best in the world if that man is big enough to manage everything."
 - b) "Two heads being better than one."
 - c) "Self help as well as mutual help system"
 - d) The birth of this legal person is by law and can be put to death by law only. (2)
10. What are Intellectual Property (IP) Rights? (2)
11. 'The Shop' a readymade garments retail shop sold 5,000 shirts at Rs. 200 per shirt during

the year ended 31st March 2017. Cost of placing the order and receiving goods is Rs. 1,000 per order. Inventory holding cost is Rs. 250 per year. Calculate EOQ. (3)

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12. "For the smooth and orderly functioning of the corporate sector in a free market economy, stock exchanges are indispensable because of different roles played by them for different groups." Explain the importance of stock exchanges to investors in the light of this statement. (3)
13. An organisation has done plantation around its factory premises and only after purifying wastes, it throws it into the drains. Write any three values following by the organisation. (3)
14. How do changes in the market influence an entrepreneur's business concept? (3)
15. Radhika Chadurvedi started a school bag business with his brother. Both were very excited about the new venture. With meticulous planning and a lot of hard work they were able to sell 1,000 bags in the first year. But they did not earn any profit. Both were happy because they were not at loss and revenue generated was equal to the cost. Now they were moving towards earning profit in the second year.
 - a) Identify the component of financial plan discussed above.
 - b) By giving any four points, state how this component is useful for the entrepreneur? (3)
16. Rohit after completing MBA from IIM Kolkata has joined a multinational company in the capacity of Marketing Manager. The company deals in the diversified range of products. It deals with electronic items (like LED bulbs, Electronic chokes, blenders etc) engineering goods along with heavy machinery to be used in chemical industries. He has to decide the channels of distribution best suited for the company's product. Therefore, Rohit decided to use wholesalers and retailers for electronic goods and engineering goods and direct selling for heavy machinery.
 - a) Identify the element of marketing mix discussed above.
 - b) Specify the component of identified marketing mix element stated above.
 - c) Name the types of the identified components used by Rohit. (3)
17. 'Healthy juice India Ltd' and 'Asli Juice Ltd' are engaged in the production of fruit juice. Both the companies sell the juice in 1,000 ml tetra packs and are in direct competition. To avoid competition, the management of both the companies decided to merge and form a new company 'Asli Health juice India Ltd'. The new company decided to sell the fruit juice through the company owned outlets throughout the country.
 - a) Name and explain the Enterprise Growth Strategy.
 - b) Identify the channel of distribution decided by the new company and give any one reason for the selection of this channel of distribution? (3)
18. Harish a graduate of IIT Delhi, has opened his enterprise designing the product, tools as per the orders. He gave advertisement in the newspaper and got good response within a year, his business progressed and now he have two more branches in other states. To maintain the quality of work he organised a workshop for his employees about the precautions to be taken in product designing. Enlist the important precautions to be taken in a product design which Harish must tell his team members. (4)
19. You propose to set up an automated plant to process and export potato chips. The estimated financial outlay is Rs. 12 crores (not including the cost of land and building) and the working capital estimates Rs. 30 lakhs per month. Explain why you would resort SFC and give the reason for opting for that source. (4)
20. Aman an entrepreneur is operating his business without PAN and TAN. Give the values violated here and how it will affect the entrepreneur. (4)
21. Manish wants to start a small toy manufacturing factory. As a part of his business plan,

he prepared an entertaining slide show and oral narrative to trigger discussion and create interest in potential investors for reading the written presentation. Identify and explain the formats available to design a successful business plan. (4)

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22. Calculate Break Even Point (in units and in rupees) for multiple products from the following information:

Product	X	Y	Z
Sales Price	Rs. 15	Rs. 20	Rs. 35
Variable cost per unit	Rs. 9	Rs.13	Rs. 18
Sales mix percentage.	20%	20%	60%

Total fixed cost Rs. 40,000. (6)

23. Prashant started his enterprise which deals with consumer goods. He decided to appoint ten salesmen to enhance his business. Being his good friend, brief out him, what are the good qualities of a salesman? (6)

24. Sheila has a degree in robotics and she loves to design products. She started her career in 'Robotech' which uses high end technology in all their products. Her job profile included travelling a lot also. Whenever she travelled she noticed that disabled people have difficulty in manoeuvring their wheelchair from one place to another because in some places ramp is not provided and there is no way they can walk up the stairs. She came up with an idea of a wheelchair which can be used on stairs easily. She decided to quit her job and start her own company. She realized that her idea was the first stage in the process of innovation. Identify the concept and explain the steps in its process. (6)

-X-X-X-X-X-X-

