



# Birla International School

*Academic Session: 2017-18*

## UNIT TEST-1

Subject: Entrepreneurship | Grade: **XII**

Code No: **Subject Code 066**

**Time: 1:30 Min**

**MM: 40**

### General Instructions:

- (i) All the questions are compulsory,

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### Q.1 Answer the following questions. (2 marks )

- 1 What is a business opportunity?
- 2 Define the term environment scanning.
- 3 Write the full form of SWOT analysis.
- 4 What is the meaning of trend spotting?
- 5 What is TIN TAN and PAN?

### Q.2 Answer the following questions. (3 marks )

- 6 Can any idea be generated based on natural resources.
- 7 Write a brief note on creative process explaining in brief the different steps.
- 8 Explain in brief (1) Socio cultural factors and 2) Political factors as environmental factors of entrepreneurship.
- 9 What is meant by the innovative process?

### Q.3 Answer the following question. (4 mark each)

- 10 Classify the following into Business Profession and Employment.
  - a) Mr Ravi works as a Marketing manager in a firm.

- b) A mechanic repairs scooters.
- c) A hawkers sell toys on the market pavement.
- d) It requires specialized academic qualification and other qualification with a certificate of practice.
- e) Sunil Sharma is a lawyer in a district court.

11 What are the various registration process to be completed by a new entrepreneur.

12 What is a marketing plan? Why is it required in business enterprise.

**Q.4 Answer the following questions. (6 mark each )**

13 Abhishek made his business plan with the help of an engineer. The plan was in the form of an entertaining slide show complemented with an oral narrative. When he showed his business plan to the bank officials, they were excited about the project and discussed various details. The business plan also had a executive summary and important graphs showing financial trends.

- a) What type of business plan has been presented by Abhishek
- b) Explain two more formats of business plans.