



# B.K. BIRLA CENTRE FOR EDUCATION

SARALA BIRLA GROUP OF SCHOOLS  
A CBSE DAY-CUM-BOYS' RESIDENTIAL SCHOOL

## TERM-1 EXAMINATION, 2025-26 ENTREPRENEURSHIP 066

Class: XI  
Date: 12.09.2025  
Admission no:

Time: 3 Hrs.  
Max Marks: 70  
Roll no:

### General Instructions:

- I. Please check that this question paper contains 5 printed pages.
- II. Please check that this question paper contains 34 questions.
- III. The question paper contains 4 sections - A, B, C and D
  - 1.1. Section A contains multiple choice questions
  - 1.2. Section B - 2 marks; Answers to these questions may be from 30-40 words.
  - 1.3. Section C - 3 marks; Answers to these questions may be from 50-75 words.
  - 1.4. Section D - 5 marks; Answers to these questions may be from 120-150
- IV. Internal choice is given in the paper; there is no overall choice.

- 1) Identify the type of entrepreneur who develop alternative projects by selling the running business?  
(a) Trading entrepreneurs (b) Technical Entrepreneurs 1  
(c) Business Entrepreneurs (d) Professional Entrepreneurs

- 2) Unsatisfied needs → Tension → \_\_\_\_\_ 1  
(a) Reduction of tension (b) Satisfaction of needs  
(c) Drives (d) Search behaviour

- 3) Name the entrepreneur who introduced the logo given below and state the idea behind the same. 1



ELEPHANT POO PAPER...  
Made using only the finest dung  
available in India

- (a) Leela Bordia (b) Mahima Mehra  
(c) Nandita Bijur (d) Falguni Nayar

- 4) Assertion (A) : An entrepreneur is a risk bearer.  
Reason (R) : Risk assessment is the process of determining the likelihood that a specified negative event will occur. 1

### Alternatives:

- a) Both Assertion and Reason are true and Reason is the correct explanation of Assertion.
- b) Both Assertion and Reason are true and Reason is not the correct explanation of Assertion.
- c) Assertion is true but Reason is False
- d) Assertion is False but Reason is true.

5) \_\_\_\_\_ are the types of entrepreneurs who intimate only when they are sure that failure to do so would result in a loss of the relative share in the enterprise. 1

- (a) Trading entrepreneurs (b) Fabian Entrepreneurs  
(c) First generation entrepreneurs (d) Innovative Entrepreneurs

6) \_\_\_\_\_ is a process in which several persons sit together and generate several business ideas by innovating alternative ways of meeting needs and solving problems. 1

- (a) Market research (b) Brainstorming  
(c) Environmental scanning (d) None of the above

7) Sameer has decided to open a new business of supplying sports material to sports authority of India. He decided to charge the least possible for his products and to source them from small scale units. He tried to urge Sudhakar to join his business. Before giving his final answer, Subhakar wants to know about the business. Which part of business plan should Sudhakar look into? 1

- (a) General introduction (b) Business venture  
(c) Production plan (d) Financial plan

8) "Great ideas appear out of nowhere"; this is..... 1

- (a) misconception related to business (b) feature of business idea  
(c) importance of business ideas (d) production plan

9) (i) \_\_\_\_\_ is carried out to know if the business is worth the time, effort and resources. While (ii) \_\_\_\_\_ is made up of mostly tactics and strategies to be implemented in order to grow the business. 1

**Fill in the blank with correct options.**

- a) business plan and feasibility  
b) business idea and business plan  
c) feasibility study and business plan  
d) feasibility study and business idea

10) In Which of the following approaches to generate ideas, ideas are generated by screening secondary data like magazines, government and consumer publications, etc. 1

- (a) Environment scanning  
(b) Brainstorming  
(c) Focus group  
(d) Creativity and creative problem solving

11) The inventor of X-Rays is: 1

- (a) Wilhelm Roentgen (b) Percy Spencer  
(c) Sir Alexander Fleming (d) George Crum

12) According to \_\_\_\_\_, social entrepreneurship is that which "combines the passion of a social mission with an image of business-like discipline, innovation, and determination". 1  
Who has quoted the above definition of social entrepreneur.

- (a) Martin & Osberg (b) Mohammad Yunus  
(c) J. Gregory Dees (d) Richard Canthillon

13) Dr. Verghese Kurien is the founder of \_\_\_\_\_. 1

- (a) Selco (b) Amul Dairy  
(c) SEWA (d) Barefoot college

14) Arrange the following in the order of their hierarchy as per Maslow's needs hierarchy theory of motivation. 1

- (i) Safety needs (ii) Esteem needs

(iii) Basic physiological needs

(a) i, ii, iii, iv

(c) iv, iii, ii, i

(iv) Belonging needs

(b) iii, i, iv, ii

(d) iii, iv, ii, i

15) When Mc Donalds entered in India to establish itself it ensured that it should understand the Indian values, beliefs and norms which helped Mc. Donald to get quicker acceptance in Indian market. Which of the following factors is mainly taken care of by Mc Donald for its establishment in Indian market? 1

(a) Cultural

(b) Political

(c) Social

(d) Economic

16) Ratan Tata shifted the manufacturing plant of Nano cars from Singur to Sanand due to unforeseen Complexity. Which of the following Competency of an entrepreneur is highlighted in the above case? 1

(a) Problem solving

(b) Information seeking

(c) Systematic planning

(d) Quality performance

17) The Google "Innovation Time off" program has a formal process for the selection of entrepreneurial projects. For Google employees to participate in the program, he/she needs to submit a project proposal with a timeline. What will that selected employee for the program be called? 1

(a) Entrepreneur

(b) Intrapreneur

(c) Both (a) and (b)

(d) None of the above

18) Ajay and Vijay are debating the core objective of social entrepreneurship. Ajay is of the view that -The final objective of social entrepreneurs is wealth creation but Vijay argues that wealth creation is a tool, not the end goal, for social entrepreneurs who prioritize positive social impact.

Who is correct? 1

(a) Ajay

(b) Vijay

(c) Both Ajay and Vijay

(d) None

## **SECTION B**

19) (A) Describe entrepreneurial functions of an entrepreneur? 2

**OR**

(B) What is the need of entrepreneurship in an economy?

20) Seema loves gardening. Her garden is the envy of the whole neighbourhood. Her neighbours, relatives, and friends are constantly asking her for shoots of various plants that she has in her collection. She decides to turn her hobby into a profession and decides to open a nursery dealing in organic plants only. She also initiates a plantation drive in her locality.

A) Identify the source of Seema's idea.

B) In addition to the source, state any one or more sources of business ideas. 2

21) 'Many problems are bound to come in the path of progress. Ratan Tata shifted the manufacturing plant of Nano cars from Singur to Sanand due to unforeseen complexities. 2

Which type of competency is shown here? Explain in short.

22) (A) Explain any two features of attitude.

**OR**

(B) Name and explain the two types of entrepreneurs according to Danhof 2

- 23) What do you think is the reason for failure of business plan Execution? 2
- 24) (A) Write about any two innovations which led to entrepreneurial ventures. 2
- OR**
- (B) Differentiate between social entrepreneurship and entrepreneurship

### **SECTION C**

25) ABC Ltd is a watch making company which has decided to launch its new product in the market within the next 6 months. The CEO wishes to have an out of the box advertisement campaign for the same. He calls for a meeting with his employees. All the employees begin to discuss about the advertisement campaign. Finally, one employee comes up with a great idea but his idea is quickly counter attacked by another employee. The discussion goes on with many employees accepting and rejecting suggestions in a respectable manner. 3

Answer the following questions based on the above case study:

- A) Which method of idea generation has been used?
- B) Give two reasons for your answer

- 26) (A) Briefly discuss the personal barriers to entrepreneurship. 3
- OR**
- (B) Describe the various types of Risk Taking.

**27) The humble beginning of KFC**

In 1930, the then 40-year-old Sanders was operating a service station in Corby, Kentucky, USA and he encountered a lot of hungry travellers who stopped for gas. He saw that the travellers wanted to eat something as there was nothing available in that area. He saw and understood the problem. As a child, he used to cook for his siblings and so he knew how to cook, which instigated him to cook for the travellers. He did not even have a restaurant to serve food but his secret blend of 11 herbs and spices made his chicken recipe such a super hit among travellers that he started getting regular customers for his food, which prompted him to start a restaurant. This is the humble beginning of the world-famous fast-food chain “KFC- Kentucky Fried Chicken”. 3

- (a) Which problem did Sanders set to resolve?
- (b) How did KFC begin its operations?

- 28) Describe the power of social media for the entrepreneurial ventures. 3
- 29) (A) Idea evaluation is an important step in researching the venture’s feasibility 3
- OR**
- (B) What purposes does a business plan serve?

### **SECTION D**

- 30) (A) Explain five barriers to Entrepreneurship in detail. 5
- OR**
- (B) Explain in detail any five problems faced by women entrepreneurs.

31) Although enterprises are as different and unique as the entrepreneurs who create them, most of them appear to work through a process. Explain in detail five steps involved in entrepreneurial process. 5

- 32) (A) Explain in detail point wise Maslow's Hierarchy of Needs Theory. 5
- OR**
- (B) Explain in detail McClelland's Theory of Needs.

33) Ashish Hemrajani is an Indian Entrepreneur who founded India's number 1 online ticket-booking platform BookMyShow for concerts, movies, plays, sports, and live events. He is the founder and Chief Executive officer (CEO) of BookMyShow. In 1999, he launched Bigtree Entertainment, the parent company which owns the online ticket-booking venture BookMyShow.

The idea of making an online ticket booking venture originated when he was listening to a radio program about Rugby ticket promotion. At that very time, an idea struck him and he started investing his time and effort to build an online ticket-booking service in India. He convinced two of his friends to quit their current job and help him in making his dream project a success in India. At that time, he was 24 and both his friends agreed to help him with his start-up. They faced many ups and downs, but Ashish as the CEO of the company stood against all the odds until his venture escorted favorable outcomes. Multiplexes, a New Zealand-based software company developed the first ticket-selling software for BookMyShow. Bigtree Entertainment further launched BookMyShow, which started selling movie tickets through the telephone and the internet in 1999. There were no online payment systems available at that time in India. Thus, the tickets were delivered to nearby places. 5

A) What do you mean by business competencies and business ethics?

B) From the above extract, list 4 competencies of the entrepreneur Ashish Hemrajani and explain them.

34) Lijjat Papad is a household name in every state across India. But while most of us have enjoyed the traditional snack at least once in our lives, most don't know about the inspiring success story behind the making of the phenomenal brand that was started by 7 women from their rooftop, with a meager investment of Rs 80 borrowed for the initial raw material. Sixty years later, it was churning out a mammoth Rs 1,600 crore turnover in 2019, co-owned by 45,000 women (2021) who make 4.8 million papads every day.

The brand is run by the women's worker cooperative called Mahila Griha Udyog Lijjat Papad. Back in 1959, a group of 7 women living in Mumbai's Girgaum decided to take charge of their lives. Jaswantiben Jamnadas Popat, Parvatiben Ramdas Thodani, Ujamben Narandas Kundalia, Banuben. N Tanna, Laguben Amritlal Gokani, Jayaben V Vithalani, and Diwaliben Lukka borrowed seed money of Rs 80 for their business from a social worker called Chhaganlal Karamsi Parekh. With the money, they bought raw materials and took over a papad-making business that was badly failing.

The women started with 4 packets on the first day and sold papads worth a little over Rs 6,000 in the first year. In 1962, the brand name 'Lijjat' was adopted after being chosen from a cash prize contest. Sales at the time were nearing Rs 2 lakh.

Slowly they grew from a few hundred to thousands of women who made the product and earned as a co-owner. Propelled by regional media coverage, the brand grew in a six-decade history to empowering over 42,000 women by 2002, and 45,000 by 2021. The enterprise has 82 branches and also exports overseas to countries like the US and Singapore. It also makes other products like detergent soap and rotis.

Last year in November, Lijjat Papad enterprise's 90-year-old co-founder Jaswantiben Jamnadas Popat was awarded the prestigious Padma Shri award by President Ram Nath Kovind. 5

A) Which values of social entrepreneurship stand highlighted by this cooperative society?

B) Explain in detail 4 characteristics of social entrepreneurs.

\*\*\*\*\*ALL THE BEST\*\*\*\*\*