



B.K. BIRLA CENTRE FOR EDUCATION

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

MID APRIL TEST, 2026-27 ENTREPRENEURSHIP 066

Marking Scheme

Class: XII
Date: 13/04/2026
Admission no:

Time: 1hr
Max Marks: 25
Roll no:

1. Entrepreneur is 'The Person' who always searched for the opportunity and initiates steps to produce and sell goods and services which is 'The Process' and 'The outcome' is the enterprise. From the following identify 'The Process' (1)

- a) Opportunity
- b) Entrepreneurship
- c) Problem identification
- d) **Both a and c**

2. **Assertion (A):** Needs and problems exists in the environment.

Reason (R) : Opportunity is spotted by analysing the environment. (1)

a) Both Assertion (A) and Reason (R) are True and Reason (R) is the correct explanation of Assertion (A).

b) Both Assertion (A) and Reason (R) are True and Reason (R) is not the correct explanation of Assertion (A). Systematised body of knowledge

c) Assertion (A) is true but Reason (R) is false.

d) Assertion (A) is false but Reason (R) is true.

3. Hitesh is a Fisherman faced lot of problems in selling the fish he caught. His entire community was facing this problem and most of the time they had to dump the fish they caught back into sea. He read a newspaper article on how people have started ordering online for most of the essentials.

He spoke to his fellow friend to sell the fish online and started the business with a small delivery truck and an application and slowly and steadily their business started to flourish.

What trend has Hitesh spotted? (1)

- a) **Read trends**
- b) Watch trends
- c) Talk trends
- d) Think trends

4. 'Safe for Women' – SFW has been a known brand among working women as the company keeps introducing various new innovative products for the safety of women. Their latest product isa pen which can be used a knife. The product is in huge demand. (1)

Which point of importance of scanning the environment does this news indicate?

- a) Formulation of strategies and policies
- b) **Image building**
- c) Tapping useful resources
- d) Better performance.

5. Match the Colomn I with Column II and choose the correct alternative: (1)

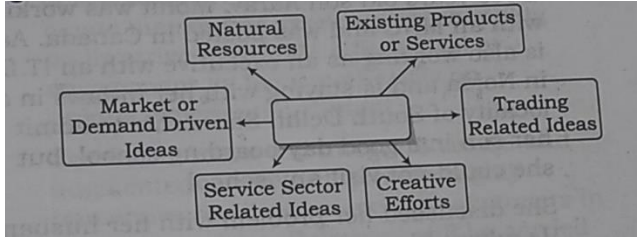
Column I	Column II
A) Idea germination	i) Finding ways for implementation
B) Preparation	ii) Sub-conscious period

C) Incubation	iii) Testing period
D) Verification	iv) Recognition of opportunities

Options:

- a) A – i , B – ii, C – iii, D – iv
- b) A – ii , B – iii, C – iv, D – i
- c) **A – iv , B – i, C – ii, D – iii**
- d) A – iii , B – ii, C – iv, D – i

6. What does the given chart indicate? (1)



- a) PESTEL model
- b) **Sources of idea fields**
- c) Idea and opportunity assessment
- d) Creativity process

7. Understanding lifestyle changes and attitude towards work and leisure, Flizon India Ltd. Started an online shopping portal offering same day delivery to its customers without extra charge, on orders above Rs. 500.

The company also installed an online payment security system where there is end to end encryption of the banking details of the customer. Identify and state the two environmental factors discussed above. (2)

Ans) The 2 environmental factors are:

- i) **Social** – it includes change in fashion, lifestyle, etc
- ii) **Technological** – speed of technology transfer. Focus on technology, spending of government and new discoveries, all comprises technological environment.

8. What are the difference between Entrepreneur and Entrepreneurship? Differentiate on the basis – Meaning and Scope. (2)

OR

State and explain the elements in innovation process.

Basis	Entrepreneur	Entrepreneurship
Meaning	An individual or team that identifies a business opportunity, assumes risks, and initiates a venture.	The dynamic, systematic process of creating, developing, and managing a new business.
Scope	Limited to the specific person, their skills, and their individual venture.	Broader; encompasses the entire ecosystem, including innovation, risk management, and economic impact.

Ans: Analytical planning 2) Resource Organisation3) Implementation 4) Commercial application.

9. State and explain two basic qualities of a successful entrepreneur. (2)

Ans) Innovative and Risk taker

10. Mention and explain two ways in which an entrepreneur spot trends. (2)

Ans) Talk , think, Read, watch

11. What do you mean by Business Opportunity? Explain its elements. (3)

OR

Write a short note on SWOT analysis.

Ans) A business opportunity is an attractive economic idea that can be transformed into a business enterprise to earn profits and ensure future growth. For an idea to be considered a business opportunity, it must satisfy certain elements.

These include :

- assured market scope
- which ensures sufficient demand
- an attractive and acceptable rate of return on investment;
- practicability of the idea in technical and operational terms;
- competence of the entrepreneur to exploit the idea;
- potential for future growth.

The presence of these elements makes an idea viable and sustainable.

OR

Ans) SWOT Analysis is a strategic planning tool used to assess a business or project by identifying its Strengths, Weaknesses, Opportunities, and Threats. It helps organizations understand both internal capabilities and external factors affecting performance. A SWOT analysis chart visually organizes these elements, making insights easy to analyze and communicate for better decision-making.

- Commonly used for strategic planning and presentations.
- Helps companies like Apple and Amazon assess strengths and competitive advantages.
- Identifies growth opportunities such as new markets or technologies.
- Enables informed decisions by leveraging strengths and addressing weaknesses.

12. The first step in the creative process is 'Idea germination'. State and explain the other steps of this process. (3)

1. Ans) **Idea Germination (The Seeding Stage):** The initial stage where an entrepreneur recognizes a problem, interest, or opportunity,, causing a new idea to grow, say Scribd users and Extramarks experts.
2. **Preparation:** Once an idea takes shape, the entrepreneur researches the concept to test its viability, gathers necessary information, and analyzes the market demand.
3. **Incubation:** This is the subconscious,, or "passive" stage where the mind processes the information without conscious effort, according to EduRev professionals and Prepp experts.
4. **Illumination:** This is the "Aha!" moment where the idea resurfaces in a more realistic and actionable form, often providing a solution to the previously identified problem.
5. **Verification:** The final step, also known as validation or testing, where the idea is tested for practical application and economic value, say EduRev professionals and this YouTube video.

13. Before identifying a feasible product or process, an idea should be tested along certain parameters which involves a number of steps. Explain the first five steps. (5)

Ans) 1. **Product identification:** An idea should lead the entrepreneur to a definite product/service which he can sell. So the first step is to obtain a concept of the product or service suggested by one idea. We should also see whether this product is already available in the market or not. If it is, then we should identify the reason for introducing the same product or service in the market. For example, innovating a new pendrive especially for teachers which will have a built in antivirus and which can be worn like a watch so it minimises the problem of losing the pendrive.

2. **Application and use:** Ideas should be examined for their real life use and application. If it already exists in the market, we will have to find out its present use, then we may think of modifying it for better use. In the above mentioned example, we can clearly see that even

though there are many companies manufacturing pendrives, the latest will be in consonance with the upcoming trends.

3. **Level of operation:** This is a crucial test for product/service identification. Depending on the use of the product/service the entrepreneur will produce it in a cottage industry or a small scale– industry or a large–scale industry.

4. **Cost:** The per unit cost of production for different levels of operations. Is the cost competitive? This is to be answered as the price of the product depends on it.

5. **Competition:** Competitive analysis of the product or service should be done through its demand and supply position.

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