



B.K. BIRLA CENTRE FOR EDUCATION

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

ANNUAL EXAMINATION (2025-26)
ENTREPRENEURSHIP (066) (SET -B)

Class: XI
Date: 23/02/2026
Admission No: _____

Duration: 3Hrs
Max. Marks: 70
Roll No.: _____

General Instructions

Please check that this question paper contains 5 printed pages.

Please check that this question paper contains 34 questions.

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

Internal choice is given in the paper, there is no overall choice

SECTION A

- Q1 The entrepreneur is the actor and entrepreneurship is the act. The outcome of the actor and the act is called the _____. 1
a) Organization
b) Enterprise
c) Business Environment
d) Market
- Q2 These entrepreneurs are very shy and lazy. They are very cautious. They do not venture or take risks. They are rigid and fundamental in their approach. 1
Select the correct option.
a) Drone
b) Fabian
c) Business
d) Imitative
- Q3 The concept of entrepreneurship is defined as the way a person feels about something – a person, place, a commodity, a situation or an idea. 1
a) Values
b) Business Ethics
c) Creativity
d) Attitude
- Q4 **Assertion (A)** : An Entrepreneur needs to take responsibility of the loss that occurs due to unforeseen circumstances.
Reason (R) : An Entrepreneur needs to conduct detailed investigation of the market it plans to operate.
Alternatives:

- a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A). 1
- b) Both Assertion (A) and Reason (R) are true and Reason (R) is not the correct explanation of Assertion (A).
- c) Assertion (A) is true but Reason (R) is False
- d) Assertion (A) is False but Reason (R) is true.

Q5 A young engineer who was born in Calicut and was later known as the Father of the White Revolution and was honored with some of the most prestigious Government awards like Padma Vibhushan, Ramon Magsaysay and Krushi Ratna. He breathed his last on 9th December 2012, but he will always be remembered for his immense contribution to the farmers, to the Amul Brand and to the millions of consumers of dairy products. 1

Who is he?

- a) Varghese Kurien
- b) Vinoba Bhave
- c) Nand Kishore Chaudhary
- d) Harish Hande

Q6 Market research _____ the danger of making wrong choices between alternative courses of action 1

- a) Increases
- b) Eliminates
- c) Reduces
- d) Ignores

Q7 Under zero level channel, producers supply the product directly to the _____. 1

- a) Wholesaler
- b) Retailer
- c) Consumer
- d) Agent

Q8. Match the following on the basis of elements of promotion mix. 1

(A) Advertising	(1) Starting public contact programme
(B) Personal selling	(2) Persuade customer to buy more & more of a particular product
(c) Sales promotion	(3) Establishes non-personal contacts with the customer

Options:

- 1) a- 3, b-1, c-2
- 2) a-1, b-2, c-3
- 3) a-2, b-1, c-3
- 4) a-3, b-2, c-1

Q9. The enterprise may start public contact programs to introduce the product in the market Identity the promotion mix 1

- a) Sales promotion
- b) Public relation
- c) Personal selling
- d) Publicity

- Q10 Rasna on receiving poor response initially on its launch conducted detailed market findings and thereafter incorporated the strategy of the influence-the child, the quality of the ease in preparation along with the economy did the magic for Rasna. Now Rasna dominates 85% of soft drinks concentrated market. 1
- Which of the following is the reason for the success of Rasna?
- a) Interview
 - b) Marketing research
 - c) Market survey
 - d) Survey data
- Q11 Which of the following item is considered as non-cash expenditure 1
- a) Rent
 - b) Insurance premium
 - c) Depreciation
 - d) Transport charges
- Q12 It can be defined as the cost incurred by a company to produce, store and sell one unit of sale of a particular product or service. 1
- a) Unit cost
 - b) Unit of sale
 - c) Unit price
 - d) Fixed cost
- Q13 Formula for calculating gross profit: 1
- a) Unit sales + Unit cost
 - b) Fixed cost – Variable cost
 - c) Unit cost – Fixed cost
 - d) Unit sales – Unit cost
- Q14 Unit of sale for a plumber is : 1
- a) Kilogram
 - b) Time
 - c) Square feet
 - d) litre
- Q15 **Statement 1:** Expenses are incurred 1
Statement 2: Costs are derived
Choose the correct option:
- a) Both the statements are true
 - b) Both the statements are false
 - c) Statement 1 is true, statement 2 is false
 - d) Statement 1 is false, statement 2 is true.
- Q16 This category of staff is like brain box of the enterprise. Framing policies, objectives goals etc. for the enterprise: 1
- a) Non-managerial staff
 - b) Trained Technical Manpower
 - c) Managerial Staff
 - d) Administrative Manpower

Q17 In order to achieve specialization in work, the entrepreneurs should try procuring/arranging for following types of qualified resources as per their requirement 1
a) accountants
b) Lawyers
c) Bankers
d) All of them

Q18 Which one of the following is an intangible resource? 1
a) Plant & Equipment
b) Raw material
c) Cash
d) Intellectual Property

SECTION B

Q19 How an enterprise gives benefit to society, country and an entrepreneur? 2
OR
Differentiate between entrepreneur and entrepreneurship.

Q20 Name the types of entrepreneurs according to Danhof. 2

Q21 Anupama 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. 2
a) Identify the source of Anupama's idea.
b) In addition to the source, state any one more source of business ideas.

Q22 List the marketing mix variables and explain any two of it. 2
OR

Arvind, the manufacturer of footwear sells the same to different retailers, who then sell to the consumers.

Name and explain the channel and level of distribution involved.

Q23 "Expenses can be variable or fixed". Through examples show how an expense can fall in both the categories. 2

Q24 Enlist any four expert professional assistance required to start a school. 2

OR

Name any explain any two factors to be kept in mind while selecting physical resources.

SECTION C

Q25 Karan, a rural boy, identifies the potential of organic farming in the village. He meets the zonal agricultural officer, who, looking at the determination of this 20 years old, helps him arrange and procure multiple resources required for his farm land. Then Karan takes a loan of Rs. 50,000/- from SBI as his seed money of Rs. 10,000/- is not enough to cater the requirement. Karan ties up with a nearby city's vegetable shop owner to sell his yield. His hard work pays and the organic vegetables 3

are a hit. This organic vegetable producer exhibits to be a good entrepreneur with good entrepreneurial skills.

Do you agree? Justify giving reasons for your answer.

- Q26 The following information relates to a company, which produces a single product. 3
Direct labour per unit Rs 22
Direct materials per unit Rs 12
Variable overheads per unit Rs 6
Fixed costs Rs 4,00,000
Selling price per unit Rs 60
Use the figures above to show the minimum number of units that must be sold for the company to break-even.

OR

“Expenses can be variable or fixed”. Through examples show how an expense can fall in both the categories.

- Q27 “Invention is the mother of necessity.” How does an entrepreneur prove this statement? Give some example. 3

- Q28 Define Customer. “Consumer is the King”. Why? 3

- Q29 Explain different types of feasibility study. 3

OR

Why is there a growing need for Social Entrepreneurs?

SECTION D

- Q30 Difference between Feasibility Study and Business plan. 5

OR

What purposes are fulfilled by a Business Plan?

- Q31 Role of technology and social media is helping to create new forms of business. 5
Do you agree? Justify.

- Q32 Explain in detail any six problems faced by women entrepreneurs 5

OR

Explain in detail the Maslow’s Theory of Motivation

- Q33 Describe the factors or forces that are the components of Macro environment. 5

- Q34 What is said to be an “efficient utilization of human resources”? 5

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