



B.K. BIRLA CENTRE FOR EDUCATION

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



MID-APRIL TEST 2025-26 ENTREPRENEURSHIP 066

Class: XII
Date: 16.04.25
Admission no:

MARKING SCHEME

Time: 1hr
Max Marks: 25
Roll no:

1.	(C) An opportunity	(1)
2.	(C) Statement 1 is true but 2 is false	(1)
3.	(B) Idea fields	(1)
4.	(B) remotely switch irrigation pumps on and off	(1)
5.	(A) Psychological	(1)
6.	(D) Option (i),(ii) and (iv)	(1)
7.	TravelKhana was founded by Pushpinder Singh who has a Masters Degree in Computer Science from BITS-Pilani and a B.Tech from IT-BHU. He has over 15 years of software and technology industry experience, particularly focused around the product industry.	(2)
8.	There are four elements in the innovation process. Analytical planning Organising resources Implementation Commercial application	(2)
9.	For setting up an enterprise an entrepreneur must sense an opportunity from the existing environment. 1) There should exist a problem or need 2) Every problem or need has a solution (opportunity spotting) this is done by analysis of the need or problem 3) After the opportunity is identified the idea is evaluated and the positive and negative impacts are identified finally the entrepreneur comes up with a creative solution. 4) Innovation and product development is then done 5) Finally a business is set up using the different innovative techniques of producing goods or services.	(2)
10.	As an innovator an entrepreneur must: i) Engage in doing things in a new and better way ii) Be able to make decisions under uncertain conditions. iii) Take actions with unknown and unpredictable results. iv) Grab an opportunity for introducing the new technique or new product or exploring new market.	(2)
11.	There are four different ways in which entrepreneurs can identify trends. i) Read trends ii) Talk trends iii) Watch trends iv) Think trends i) Read trends: Trends can be identified by keeping a close track of websites and publications related to business. Newspapers, magazines, blogs can help a lot. Trends in developed markets and western countries can help to predict what will come in Asian and Indian market. Internet helps a lot in identifying the trends. ii) Talk trends: Using the tools of social media and conducting an online survey helps a lot to identify the trends. Talking with people that matter also helps. Attending online and offline events talking with market experts and customers also helps to identify their needs. This will help in analysing the future trend. Feedback of customers in the various sites and customer reviews also helps. iii) Watch trends: Demography (age group) plays a very important role to identify the trend. What young people buy is different from what elderly will buy. Carefully watching the buying pattern of the customers	(3)

	<p>will help a lot to decide the trends. Its important to identify your target customers and see what they are spending money on or what they are buying. How are they spending their time also is a very important factor to identify the trend.</p> <p>iv) Think trends: This is a follow up of the above three once an entrepreneur has read, talked and watched his target customers he needs to start thinking about the evolving trends.</p>	
12.	<p>Opportunities available in food and other service areas are</p> <ul style="list-style-type: none"> i) Indian fast food/ Finger food: Pizza, burger ii) Sandwich and Salad Parlours: iii) Indian Desserts and Snack Food Chain iv) Speciality Tourism v) Personal Grooming Saloons vi) Career counselling centres vii) Repair and Maintenance Service 	(3)
13.	<p>PESTEL is the acronym for external business environment.</p> <p>P is Political environment includes taxation policy, government stability and foreign trade regulations if all of these are favourable it is advisable to start a business or expand a business.</p> <p>E is Economic environment includes interest rates, inflation, unemployment condition, business cycle, income level, cost</p> <p>S is Social: social/cultural environment includes population demographics, social mobility, income distribution, lifestyle changes, attitudes to work and leisure, levels of education and consumerism.</p> <p>T is Technological: It is influenced by government spending on research, new discoveries and development, government and industry focus of technological effort, speed of technological transfer and rates of obsolescence.</p> <p>E is Ecological : It considers the ways in which the organisation can produce its goods or services with minimum environmental damage.</p> <p>L is Legal : It covers areas such as taxation, employment, law, monopoly, legislation and environmental protection laws.</p>	(5)

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