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FOR HARYANA CLASS 12 PREPARATION

HBSE Class 12 Sample Paper 2027 Entrepreneurship Marking Scheme

EXAM	YEAR	TYPE	SUBJECT
Haryana Class 12	2027	Answer Key	Entrepreneurship

Marking Scheme
Class– XII
Session-2026-27
Subject – Entrepreneurship

Time- 3Hours M.M.-60

General Instructions-

- The Question paper is divided into parts. There is no overall choice, though the internal choice is given in selected sections.
- Section A has 15 Objective questions carrying 1 mark each.
- Section B has 6 questions carrying 2 marks each. Answers may be within 50 to 75 words
- Section C has 6 questions carrying 3 marks each answers may be about 100 words
- Section D has 3 questions carrying 5 marks each. Answer may be about 150 words.

Q. No.	Answers	Marks
1	(c) both a and b	1
2	(a)Inventions	1
3	(a) Skills, knowledge and competencies	1
4	(b) Capital Market	1
5	(d) promotion	1
6	(b) physical charactertics	1

7	Implied Authority/ Innovation	1
8	Vendor Management	1
9	Economic Factor	1
10	Innovation – Innovation is the application of creative solution to problems or opportunities to enhance or to enrich people's live. In simple words, application of new inventions is called innovation.	1
11	OPC – One person Company means a company with only one person as its member..	1
12	Venture Capital is defined as money provided by professional who invest alongside management in new young rapidly growing companies that have the potential to develop into significant economic contributors.	1
13	(a) both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation for Assertion (A).	1

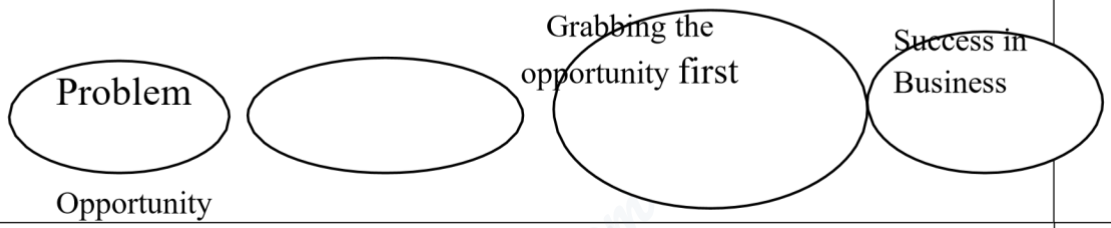
14	(a) both Assertion (A) and Reason (R) are true. And Reason (R) is the correct explanation for Assertion (A)	1

15 (b) Both Assertion (A) and Reason (R) are true but Reason (R) is not the correct explanation for Assertion (A). 1

16 Society is the base of business. Businessman must known about the taste and preferences of the people living in the society. The businessman can not overlook the components of social-environment as these components may not have immediate impact on the business but in the long run the social-environment has great impact on the business. 2

OR

Business Opportunity – Business opportunity can e defined as an economic idea which can be converted into business enterprise to earn profit.



17 Trend Spotting –

Trend Spotting means identification of new trends.

This will help the entrepreneur to understand the market and produce the goods or services as per new trends.

18 2

Sr. NO.	Basic of Comparison	Partnership	company
1.	Formation	Easy to form, registration is optional	Lengthy & expensive formation, registration is compulsory
2.	Liability	Unlimited Liability	Limited Liability

19 Skimming/Creaming pricing – Under this strategy, a high introductory price is charged for an innovative product and later on the price is reduced when more marketers enter the market with the same type of product. 2

OR

Types of Franchising –

A. Product Franchise

B. Manufacturing Franchise

C. Business Franchise

	D. Business Format Franchise	
20	Inventory Control – Inventory control is a process of deciding what and how much of various items to be kept in stock. The basis objective of inventory control is to find out idle level of inventory so that there is no extra inventory and production level, does not suffer due to look of inventories.	2
21	Angle Investor – Angel Investor are wealthy investors who invest in entrepreneurial firms, usually during start up. They provide cash to young investors and take equity in return.	2
22.	Reasons for Making Business Plan :– 1) Used for getting finance from banks or equity funding. 2) Helps the director to make capital investment decisions. 3) Evaluation of all elements of business. 4) Provide standards	3
23	Name of Idea fields :– 1) Natural Resources 2) Existing product or services 3) Market drive and Demand drive ideas 4) Trading related ideas 5) Service sector ideas	3

24	Organizational Plan – Organizational Plan is the plan that gives complete idea the set up of the organization. Organizational plan includes the following elements:- 1) Forms of Ownership 2) Identifications and complete details about business associate 3) Administrative structure, level of mgt. etc. 4) Identification of management team	3
25	Importance of Sales promotion – Sales promotion techniques are very useful because they being :– 1) Short and immediate effect on Sale. 2) Stock clearance is possible with sales promotion	3
	3) Sales promotion techniques help to win over the competitor **OR** Vendor Management – Vendor management means managing third party who are supplying various resources including human resources to organization. Vendor management make sure that third parties meet the goal of service, quality and cost-optimization. Few consideration of Vendor Management are :– i. Establishing goals ii. Selecting Vendors iii. Managing Vendors iv. Consistently meet goals	

26	Features of partnership :– i. Formation ii. Liability iii. Risk Bearing iv. Decision Making v. Continuity vi. Number of partner vii. Relationship (Explain any 3) Mutual Agency	3
27	Net working Capital – This refers to excess of current assests over current liabilities. Example of current assets :- Cash, B/R, Prepaid Expenses, Inventories etc. **OR** Methods of flotation of securities in Primary Market :– 1) Public issue through prospector (Explain any 03) 2) Offer for sale 3) Private placement 4) Right issue	
28	Creativity – Creativity is the ability to develop new ideas and to discover new ways of looking at a problem and opportunities. It refers to "Thinking new things" or "Doing things differently"	5

	Creativity Process :– 1) Analytical planning 2) Resource organization 3) Implementation 4) Commercial application (1x 4 = 04 marks) **OR** It helps the entrepreneur to frame a formal statement enlisting a set of business goals, the reasons as to why they believe that it is attainable and the plan for reaching those goals along with the background information's about the organization or/and team. Attempting to reach those goals. (1 mark) Formats of Business Plan :– 1) Elevator pitch 2) A pitch deck with oral narrative 3) A written presentation for external stakeholders. 4) An internal operational plan. (Explain these points in details) (1 x 4 = 04 marks)	
29	Negotiation – Negotiation is nothing but a discussion among individuals to find out or alternative which takes into account benefit of all and nobody is at loss. Negotiation is essential in corporate to avoid conflicts and improve relationship. Methods of Negotiation – 1) Integrative/Distributive Negotiation 2) Inductive/Deductive/Mixed Negotiation 3) Soft/Hard Negotiation (1 x 3 = 03 marks) **OR** Advantages for Franchises :–	5

	1) Established Brand 2) Quality product 3) Advertisement 4) Financing 5) Training 6) Technological up gradation 7) Uniform Control system	

	8) Better Start (explain these points in details)	
30	Stock Exchange :– An organization or body of individual, whether incorporated or not, established for the purpose of assisting, regulating and controlling of business in buying, selling and dealing in securities. (01 marks) Functions – 1) Economic barometer 2) Pricing of Securities 3) Safety of transactions 4) Constributes to economic growth 5) Providing scope for specialization 6) Liquidity 7) Better allocation of capital (explain any 04 point) (1 x 4 = 04 marks) **OR** Factors effecting working capital – 1) Length of operating cycle 2) Nature of Business 3) Scale of Operation 4) Business cycle fluctuation 5) Seasonal factors 6) Technology and Production cycle 7) Credit allowed 8) Credit avail	

	9) Operating efficiency 10) Availability of Raw Material 11) Level of competition 12) Inflation 13) Growth prospects (Explain any 10 points) (10 x ½ = 05 marks)	