Meghalaya Board of School Education

QUESTION PAPERS

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Total No. of Printed Pages—4

HS/XII/Com/En/24

2024

ENTREPRENEURSHIP

(Commerce)

Full Marks : 70

Time : 3 hours

The figures in the margin indicate full marks for the questions

General Instructions :

(i) Write all the answers in the Answer Script.

(ii) *All* questions are compulsory.

(iii) Attempt all parts of a question together at one place.

Answers to Question Nos. **1** to **5** should not exceed *15* words each : 1×5=5

1. What is meant by creativity?

Or

What is idea field?

2. What is TAN?

Or

State any two elements of operational plan.

3. What is the primary goal of business?

Or

What is branding?

4. What is meant by internal expansion?

Or

What is value chain?

5. Mention any two essentials of a budget.

Or

What is meant by rights issue?

Answers to Question Nos. **6** to **10** should not exceed *30* words each : 2×5=10

6. Mention any two benefits of understanding the business environment.

7. State any two characteristics of partnership business.

8. What does the marketing strategy of a company include?

9. State any two types of mergers.

10. Mention any two features of Angel investor.

Answers to Question Nos. **11** to **17** should not exceed *45* words each : 3×7=21

11. Briefly explain the factors involved in sensing entrepreneurial opportunities.

12. Explain any three characteristics of Hindu Undivided Family (HUF).

13. Discuss the importance of business plan to an entrepreneur.

14. What are the rules for goal setting?

15. Explain any three advantages of franchising to a franchisee.

16. Briefly explain the objectives of financial management.

17. A bookseller sells 30000 pens per year. Purchase cost is ₹ 6 per pen. Holding cost per annum is 20% of purchase cost. Ordering cost is ₹ 500 per order. Calculate the EOQ.

Answers to Question Nos. **18** to **21** should not exceed *60* words each : 4×4=16

18. Describe the different components of a financial plan.

19. Explain any four qualities of a good brand.

20. Explain the factors affecting working capital.

21. What is venture capital? Explain any three features of venture capital.

Answers to Question Nos. **22** to **24** should not exceed *75* words each : 6×3=18

22. David has decided to start a leather belt manufacturing company. He is not aware of the various formalities involved in the process of setting up the unit. Explain to him the procedure.

Or

Explain the various sources of idea fields.

23. Vedica started her high-end boutique in a posh locality, but she was not aware of how to make her boutique popular in the area. Suggest some measures for it.

Or

ABC Company Ltd. were earlier producing pencils, now they have decided to further venture into the field of notebooks and paper. What do you think the company is attempting to do? Identify and explain the concept.

24. Delight Co. produces dolls and toy cars. Fixed costs are ₹ 1,00,000 per year for each type of product. Sales price and variable cost per unit are as follows :

	Dolls (₹)	*Toy Cars* (₹)
Sales price	30	40
Variable cost	15	20

How many dolls and toy cars the company must produce to break even?

Or

Explain the importance of stock exchanges from the viewpoint of companies and society.

★★★

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