

B-34-X

Roll No.

Total No. of Questions : 28]

[Total No. of Printed Pages : 4

12thARM(SZ)JKUT2024

1134-X

ENTREPRENEURSHIP

Time : 3 Hours]

[Maximum Marks : 80

Note :—All questions are compulsory.

(VERY SHORT ANSWER TYPE QUESTIONS) 1 each

- ✓ 1. Business planning is a thinking process. (True/False)
2. Objectives are the ends towards which activities are planned.
(True/False)
3. What do you mean by project report ?
- ✓ 4. Management is science as well as
(True/False)
- ✓ 5. Name elements of Marketing Mix.
- ✓ 6. What is Expansion ?

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Turn Over

(SHORT ANSWER TYPE QUESTIONS)

2 each

7. Give meaning of Entrepreneurial opportunities.
8. What is market assessment ?
9. Discuss any *two* steps involved in planning process.
10. Give *two* objectives of preparing project report.
11. Explain directing as a function of management.
12. What is substitution ?

(LONG ANSWER TYPE QUESTIONS-I)

3 each

13. What do you mean by Environment ?
14. Give the meaning of Environment Scanning.
15. Name the elements of Project Report.
16. What do you mean by Working Capital ?
17. Explain the concept of Finance Function.
18. Discuss any *three* long-term sources of finance.
19. Describe any *three* functions of Human Resource Management.
20. What is Entrepreneurial Discipline ?

(LONG ANSWER TYPE QUESTIONS-II)

4 each

- ✓ 21. Explain growth sustaining activities.
22. Give distinction between Shares and Debentures.
- ✓ 23. Discuss the need of Environment Scanning.
- ✓ 24. How project report is prepared ?
- ✓ 25. Discuss various internal factors which determine the requirement of Fixed Capital.

(ESSAY TYPE QUESTIONS)

6 each

- ✓ 26. Explain the objectives of entrepreneurial opportunities.

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Or

Explain the various steps to be taken for setting-up of an enterprise.

- ✓ 27. What is Business Planning ? Discuss its importance.

Or

Explain the factors that affect the working capital requirement of an enterprise.

28. Discuss the various functions of Marketing Management.

Or

What is Marketing Mix ? Discuss its elements.

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