

12thARF(S/Z)JD-2026

1428-A

ENTREPRENEURSHIP

Time : 3 Hours]

[Maximum Marks : 80

(Very Short Answer Type Questions)

(1 mark each)

1. Planning is looking.
2. Project involves high degree of risk and uncertainty. (True/False)
3. A debenture is a written acknowledgment of
4. Marketing Mix consists of P's.
5. A consumer is king of Market. (True / False)
6. Which function of management is considered as 'Management in action'?

(Short Answer Type Questions)

(2 marks each)

7. What is meant by market?
8. Define staffing as function of management.
9. What is meant by an opportunity?
10. Define Pre-feasibility analysis.
11. Name two financial resources of business.
12. Give two advantages of Project Report.

(Long Answer Type Questions-I)

(3 marks each)

13. Write short note on Market assessment.
14. Give the meaning of sensing environment opportunity.
15. What is meant by resource assessment?

16. State three examples of fixed capital.
17. Define net working capital.
18. State three functions of labelling.
19. Write short note on Diversification.
20. Differentiate between merger and expansion.

(Long Answer Type Questions-II)

(4 marks each)

21. Explain various factors affecting identification of Entrepreneurial Opportunities. <https://www.jkboseonline.com>
22. Write short note on mobilisation of financial resources.
23. What is meant by working capital?
24. State and explain various types of product.
25. What do you mean by adherence to contracts and credits?

(Essay Type Questions)

(6 marks each)

~~26.~~ Discuss importance of Environment Scanning.

OR

Explain various sources of Idea generation.

~~27.~~ Discuss the importance of Business planning.

OR

Explain the procedure of preparation of Project Report.

~~28.~~ Explain various functions of HRM.

OR

Briefly explain various Techniques of sales promotion.
