

CHOITHRAM SCHOOL MANIKBAGH INDORE
CLASS XII Session: 2018-19

SUBJECT- ENTREPRENEURSHIP
 Scheduled Date: 25/04/2018

ASSIGNMENT No. 1
 Submission Date : 15/06/2018

Q.no	Questions	Mark
Very Short Answer		
1.	Since her college days Mehak, loved the thrill of adventure sports. She was an avid reader which helped her to keep track of various new adventure sports taken up all around the world. She had recently read an article on increasing trend towards “space tourism and adventurous holidays“. Using her personal experiences and her passion for adventure sports, she decided to start a company called ‘YOLO’. For the same purpose, she also decided to collect statistics to see how much of these sports were accepted in our country. Identify the ways in which she was able to spot the trend.	1
2.	What is meant by problem identification?	1
3.	What is meant by environment scanning?	1
Very Short Answer		
4.	The process of creativity involves various steps. Explain the steps.	2
5.	Data can be collected from various sources. Explain any two sources.	2
6.	Differentiate between marketing‘ and market research‘.	2
7.	Give two examples for service sector ideas‘.	2
Short Answer		
8.	What is the purpose to scan the environment?	3
9.	What are the major categories of entrepreneurial ideas? Discuss them with an example each from your observations and readings.	3
10.	Discuss the elements of business opportunity.	3
Long answer		
11.	Explain the various factors an entrepreneur has to keep in mind while assessing the market?	5
12.	Ankit is into the business of manufacturing low-cost diesel-cars in germany. He is earning good profits and ambitiously considering overseas expansion. He scans the environment for finding out the opportunities and threats that may influence his current and future plans. He zeros down on India as a potential place for his business expansion as Indian govt. has announced favorable trade regulations. On selling the first lot of cars the Indian govt. noticed that emissions from their cars were above the permissible limit. The govt. asked him to make necessary modifications in his cars if he wanted to continue the business in India. He readily agreed to meet the emission norms set by the Indian govt.	5

	<p>a. Quoting the lines from the above para and identify any three environmental factors.</p> <p>b. Also state any two values which Ankit tried to communicate to the society.</p>	
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