



For
MARCH
2019

CBSE

SOLVED PAPER

2018

ENTREPRENEURSHIP

CLASS 12



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LATEST SYLLABUS FOR ACADEMIC YEAR 2018-19
ENTREPRENEURSHIP (Code No. 066)
CLASS – XII (2018-19)

| S. No. | Unit | Periods | Marks |
|--------|-------------------------------|------------|------------|
| 1 | Entrepreneurial Opportunities | 40 | 30 |
| 2 | Plentrepreneurial Planning | 40 | |
| 3 | Enterprise Marketing | 40 | 20 |
| 4 | Enterprise Growth Strategies | 20 | |
| 5 | Business Arithmetic | 40 | 20 |
| 6 | Resource Mobilization | 20 | |
| | Project Work | 40 | 30 |
| | Total | 240 | 100 |

THEORY

Total Marks: 70

Unit 1: Entrepreneurial Opportunities

40 Periods

| Contents | Learning Outcomes |
|--|---|
| <ul style="list-style-type: none"> ● Sensing Entrepreneurial Opportunities ● Plentrepreneurial Scanning ● Problem Identification ● Spotting Trends ● Creativity and Innovation ● Selecting the Right Opportunity | <p>After going through this unit, the student/learner would be able to:</p> <ul style="list-style-type: none"> ● Understand the concept and elements of business opportunity ● Understand the process involved in sensing opportunities ● Give the meaning of environment scanning ● To understand the need to seen the environment ● Enlist the various forces affecting business environment ● Understand the different fields of ideas ● Enlist the various sources of idea fields ● Understand the process of transformation of ideas into opportunities ● Explain the meaning of trend spotting ● Understand the concept of opportunity assessment ● Explain the meaning of trend spotting |

Unit 2: Plentrepreneurial Planning

40 Periods

| Contents | Learning Outcomes |
|--|---|
| <ul style="list-style-type: none"> ● Forms of Business Entities - Sole Proprietorship, Joint Stock Company, Meaning Characteristics and suitability ● Business Plan ● Organisational Plan ● Operational Plan and Production Plan ● Financial Plan ● Marketing Plan ● Human Resource Planning ● Formalities for starting a business | <p>After going through this unit, the student/learner would be able to:</p> <ul style="list-style-type: none"> ● Understand the concept of entrepreneurial planning ● Understand the forms of business enterprise ● Distinguish among the various forms of Business enterprise ● Explain the concept of Business plan ● Appreciate the importance of a Business Plan ● Describe the various components of Business plan ● Differentiate among the various components of Business plan |

Unit 3: Enterprise Marketing**40 Periods**

| Contents | Learning Outcomes |
|---|---|
| <ul style="list-style-type: none">● Goals of Business; Goal Setting. SMART Goals● Marketing and Sales strategy● Branding - Business name, logo, tag line● Promotion strategy● Negotiations - Importance and methods● Customer Relations● Vendor Management● Business Failure - Reasons | <p>After going through this unit, the student/learner would be able to:</p> <ul style="list-style-type: none">● Understand the goal setting and SMART goals● Enlist the various marketing strategies used in a firm● Explain the concepts of Product, Price, Place and Promotion● Understand the concept of Branding, Packaging and Labelling● Describe the various methods of pricing● Explain the various channels of distribution● Appreciate and discuss the various factors affecting the channels of distribution● Understand the sales strategy● State the different types of components of sales strategy● Enumerate the different tools of promotion● Understand the meaning and objectives of Advertising● Able to discuss the various modes of Advertising● Will be able to understand the concept of personal selling and sales promotion● Discuss the various techniques of sales promotion● Understand the meaning and methods of negotiation● Understand the concept of customer relationship management● State the importance of Customer Relationship Management● Explain the concept of management in a firm● Explain the concept and importance of vendor management in a firm● Explain the various reasons for business failure |

Unit 4: Enterprise Growth Strategies**20 Periods**

| Contents | Learning Outcomes |
|---|--|
| <ul style="list-style-type: none">● Franchising● Merger and Acquisition● Value Chain and Value Addition | <p>After going through this unit, the student/learner would be able to:</p> <ul style="list-style-type: none">● Understand the concept of growth & development of an enterprise● Explain the concept of franchise● Explain the different types of franchise● Explain the advantages and limitations of franchise● Understand growth of a firm is possible through mergers and acquisitions● Explain the different types of mergers● State the meaning and types of acquisitions● Understand the reasons for mergers and acquisitions● Understand the reasons for failure of mergers and acquisitions● Explain the concept of value addition● Describe the different types of Value Addition● State the meaning of value chain● Discuss the Porters Model of Value Chain● Difference between merger and acquisition |

Unit 5: Business Arithmetic**40 Periods**

| Contents | Learning Outcomes |
|---|---|
| Business Arithmetic <ul style="list-style-type: none"> ● Unit of Sale, Unit Cost for multiple products or services ● Break even Analysis for multiple products or services ● Importance and use of cash flow projections ● Budgeting and managing the finances ● Computation of working capital ● Inventory control and Economic order Quantity EOQ ● Return on Investment (ROI) and Return on Equity (ROE) | After going through this unit, the student/learner would be able to: <ul style="list-style-type: none"> ● Understand the concept of unit cost ● Understand the concept of unit price ● Calculate Break-even point for Multiple products ● Understand the meaning of inventory control ● Understand the meaning of Economic Order Quantity ● Enumerate the meaning of cash flow projection ● Explain the concept of working capital ● Understand the terminologies- financial management and budgets ● Calculate Return on Investment ● Explain the concept of Return on Equity |

Unit 6: Resource Mobilization**20 Periods**

| Contents | Learning Outcomes |
|--|--|
| Resource Mobilization <ul style="list-style-type: none"> ● Angel Investor ● Venture Capital Funds ● Stock Market – raising funds ● Specialized Financial Institution Meaning and objectives | After going through this unit, the student/learner would be able to: <ul style="list-style-type: none"> ● Understand the need of finance in the Business ● Understand the various sources of funds required for a firm ● Understand the methods of raising finance in primary market ● Understand the importance of secondary market for mobilization or resources ● Give the meaning of stock exchange ● Raising funds through financial markets ● Understand the relevance of stock exchange as a medium through which funds can be raised ● Understand the role of SEBI ● Explain the concept of angel investors ● Explain the concept of venture capital ● Explain the role played by IDBI, SIDBI, IFCI, NABARD, IIBI, SFC, TFCI, SIDC |

Project Work**40 Periods**

(1) Business Plan

(2) Survey

Refer to the Guidelines issued by CBSE (Text Book)

Prescribed Books:

1. Entrepreneurship- Class XI -C.B.S.E.,Delhi
2. Entrepreneurship- Class XII -C.B.S.E.,Delhi
3. Udyamita (in Hindi) by Dr. M.M.P. Akhouri and S.P. Mishra, published. By National Institute for Entrepreneurship and Small Business Development (NIESBUD), NSIC-PATC Campus, Okhla
4. Everyday Entrepreneurs-The harbingers of Prosperity and creators of Jobs- Dr. Aruna Bhargava.

QUESTION PAPER DESIGN 2018-19

Entrepreneurship (Code No. 066) Class - XII

TIME: 3 Hours

Max. Marks: 70

| S. No | Typology of Questions | Learning outcomes & testing skills | Very Short Answer (VSA) (1 Mark) | Short Answer -I (SA-I) (2 Marks) | Long Answer 1 (LA-1) (3 Marks) | Long Answer 2 (LA-2) (4 Marks) | Essay Type (6 Marks) | Total Marks | % Percentage |
|--------------------------------------|---|---|----------------------------------|----------------------------------|--------------------------------|--------------------------------|----------------------|--------------------------------|--------------|
| 1 | Remembering- (Knowledge based Simple recall questions, to know specific facts, terms, concepts, principles, or theories; Identify, define, or recite, information) | <ul style="list-style-type: none">ReasoningAnalytical skillsCritical skills | 2 | 1 | 2 | 1 | - | 14 | 20% |
| 2 | Understanding- (Comprehension-to be familiar with meaning and to understand Conceptually, interpret, compare, contrast, explain, paraphrase, or interpret information) | | 1 | 1 | 1 | 1 | - | 10 | 14% |
| 3 | Application- (Use abstract information in concrete situation, to apply knowledge to new situations; Use given content to interpret a situation, provide an example, or solve a problem) | | 1 | 2 | 1 | - | 2 | 20 | 29% |
| 4 | High Order Thinking Skills (Analysis & Synthesis- Classify, compare, contrast, or differentiate between different pieces of information; Organize and/or integrate unique pieces of information from a variety of sources) | | 1 | 1 | 2 | - | 1 | 15 | 21% |
| 5 | Evaluation- (Appraise, judge, and/or justify the value or worth of a decision or outcome, or to predict outcomes based on values) | | - | - | 1 | 1+1 (Values - based) | - | 11 | 16% |
| TOTAL – 3 project (10 marks each) 30 | | | 5x1 =5 | 5x2 =10 | 7x3 =21 | 4x4 =16 | 3x6 =18 | 70 (24) (project) (30) | 100% |
| Estimated Time (in minutes) | | | 5 min | 15 min | 42 min | 48 min | 55 min | 165 min + 15 min. for revision | |