Entrepreneurship class 11 cbse book pdf

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1. Contribution to GDP: entrepreneurs generate income through organisation of production, be it agriculture, manufacturing or services. Biggest contribution of the entrepreneurship lies in capital formation and generation of employment, which in turn contribute to the GDP of a country.

2. Capital Formation: It is an investment decision, which increases the productive capacity of the economy and hence results in capital formation.

3. Generation of Employment: Every business is a source of employment to people with different abilities, skills and qualifications.

4. Generation of Business Opportunities for Others: Every new business creates opportunities for the suppliers of inputs (this is referred to as backward linkages) and the marketers of the output (what is referred to as forward linkages) in an economy.

5. Improvement in Economic Efficiency: Entrepreneurs improve economic efficiency by,

a. Improving processes, reducing wastes, increasing yield

b. Bringing about technical progress, that is, by altering labour-capital ratios.

6. Increasing the Spectrum and Scope of Economic Activities: Entrepreneurs through their prudent decisions to divest from the weak sectors and invest in robust sectors, which will bring about a virtual transformation of the economy from 'underdeveloped' to an 'emerging' and 'developed' status for a country.

7. Impact on Local Communities: That small-scale entrepreneurship enables marginalised groups as women, SC, ST and OBC to pursue their economic dreams.

8. Fostering the Spirit of Exploration, Experimentation and Daring: Entrepreneurs, through their urge to do something new, try to exploit opportunity, experimenting with the novel ideas and by showing the courage to try them prepare a fertile ground for persistent economic development.

Roles and Functions of the Entrepreneur in relation the Enterprise

(viii) प्रश्न संख्या 22 से 24 तक दीर्घ-उत्तर वाले प्रश्न हैं प्रत्येक प्रश्न के 6 अंक हैं ।

(ix) प्रश्नों के उत्तर संक्षिप्त और सारगर्भित हों ।

(x) प्रश्नों के उत्तर देने से पहले उनके क्रमांक नंबर अवश्य लिखें ।

General Instructions :

(i) All questions are compulsory.

*(ii) Please check that this Question Paper contains **24** Questions.*

(iii) Marks for each question are indicated against it.

*(iv) Questions **1** to **5** are Very Short Answer type carrying **1** mark each.*

*(v) Questions **6** to **10** are Short Answer-I Type questions carrying **2** marks each.*

*(vi) Questions **11** to **17** are Long Answer-I Type question carrying **3** marks each.*

*(vii) Questions **18** to **21** are Long Answer-II Type questions carrying **4** marks each.*

*(viii) Questions **22** to **24** are Essay Answer Type questions carrying **6** marks each.*

(ix) Answer should be brief and to the point.

(x) Please write down the serial number of the Question before attempting it.

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1. 'बिक्री कर' तथा 'उत्पाद शुल्क' में अन्तर दीजिए । 1

Distinguish between 'Sales Tax' and 'Excise Duty'.

2. 'रोज़गार' का क्या अर्थ है ? 1

What is meant by 'Employment' ?

3. 'विधिक पर्यावरण' का अर्थ दीजिए । 1

Give the meaning of 'Legal Environment.'

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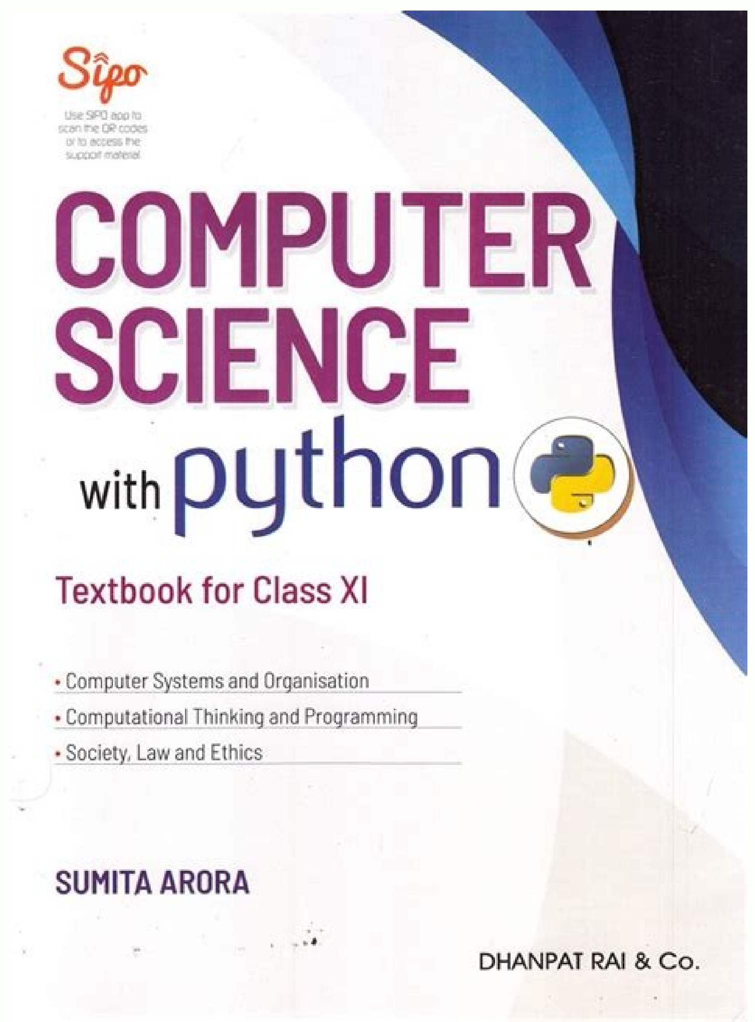

24. प्रवेश ने ₹ 50,00,000 निवेश करके एक छोटे शहर में 'स्पीशीज़ ऑफ इंडिया' नाम का एक भोजनालय शुरू किया । उसने स्वयं के ₹ 10,00,000 का निवेश किया तथा 6% वार्षिक ब्याज पर भारतीय स्टेट बैंक से ₹ 40,00,000 का ऋण लिया । उनकी मासिक विक्रय आगम ₹ 20,00,000 तथा बेचे गए माल की लागत ₹ 10,00,000 है । वह अपने कर्मचारियों को ₹ 2,00,000 मासिक वेतन का भुगतान करता है । वस्तु एवं सेवा कर की दर 18% है ।

(क) निवेश पर प्रत्याय, तथा (ख) समता पर प्रत्याय की गणना कीजिए । *6*

अथवा

पाँच सप्ताहों में एक होटल में विभिन्न संख्या में मेहमान आए । निम्नलिखित सारणी में मेहमानों की संख्या तथा औसत साप्ताहिक बिल प्रस्तुत किए गए हैं :

सप्ताह	मेहमानों की संख्या	औसत बिल राशि ₹
1	240	300
2	120	410
3	140	292
4	160	442
5	180	480

(क) इस स्थिति में 'प्रति इकाई विक्रय' तथा 'प्रति इकाई मूल्य' क्या है ?

(ख) यदि बेचे गए माल की लागत अथवा परिवर्ती लागत विक्रय मूल्य की 60% है, तो 'प्रति इकाई लागत' तथा 'सकल लाभ' की गणना कीजिए । *6*

Parvesh has started a restaurant in a small town by the name of 'Spices of India' by spending ₹ 50,00,000. He invested ₹ 10,00,000 of his own and took a loan of ₹ 40,00,000 from State Bank of India @ 6% per annum. His monthly sales revenue is ₹ 20,00,000 and monthly cost of goods sold is ₹ 10,00,000. He pays a monthly salary of ₹ 2,00,000 to his employees. The GST rate is 18%.

Calculate (a) Return on Investment, and (b) Return on Equity.

OR

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21. पिछले 20 वर्षों से 'सुल्तान ट्रक्स लिमिटेड' वाणिज्यिक ट्रकों के निर्माता हैं । कम्पनी अच्छा व्यवसाय कर रही थी परन्तु हाल ही में इसके पुर्जों के आपूर्तिकर्ताओं द्वारा अनियमित आपूर्ति के कारण कम्पनी, उन पार्टियों को जिन्होंने ट्रक बुक करवाये हुए थे, समय पर ट्रकों की सुपुर्दगी नहीं कर पाई थी । उपभोक्ताओं ने अपनी बुकिंग रद्द कर दी तथा नई बुकिंग बहुत कम हुई । कम्पनी की बिक्री कम होनी शुरू हो गई । परिणामतः कम्पनी को हानि होनी शुरू हो गई । कम्पनी प्रबंधन ने समस्या का विश्लेषण किया तथा उन दो फर्मों का अधिग्रहण करने का निर्णय लिया जिनके कारण समस्या उत्पन्न हुई थी । उनमें से एक वह थी जो कम्पनी के ट्रकों के लिए टायरों की आपूर्ति करती थी तथा दूसरी वह जो एक्सलों की आपूर्ति करती थी । कम्पनी ने उपभोक्ताओं को उधार की सुविधाएँ बढ़ा दीं तथा बिना बुकिंग राशि लिए ट्रक बुक करने शुरू कर दिए । इसने फैक्ट्रियों के अन्दर तथा आस-पास के क्षेत्रों को साफ करने के लिए 100 बेरोज़गार युवकों को भी नौकरी पर रखने का निर्णय किया, जिसमें महिलाओं के लिए 50% आरक्षण था, जिन्होंने आयातित मशीनों द्वारा सफाई का कार्य करना था ।

(क) 'उद्यम विपणन तथा वृद्धि व्यूह-रचना' की उन अवधारणाओं की पहचान व उल्लेख कीजिए जिनकी चर्चा उपर्युक्त अनुच्छेद में की गई है ।

(ख) एक ऐसे मूल्य की पहचान भी कीजिए जिसे 'सुल्तान ट्रक्स लिमिटेड' समाज को प्रेषित करना चाहते हैं । *4*

'Sultan Trucks Ltd.' are the manufacturers of commercial trucks for the last 20 years. The company had been doing good business but recently due to irregular supply of parts by its suppliers, the company could not make timely delivery of trucks to the parties who had booked their trucks. The customers cancelled their bookings and there were very few new bookings. The sales of the company started declining that resulted into losses. The management of the company analyzed the problem and decided to take over those two firms because of whom the problem arose, one of them was supplying tyres for its trucks and another axles to the company. The company also extended credit facilities to the customers and started booking the trucks without charging any booking amount. It also decided to employ 100 unemployed youth, with 50% reservation for females to take up the cleaning operations, using the imported machines, inside the factories as well as the surrounding areas.

(a) Identify and state the concepts of 'Enterprise Marketing and Growth Strategies' discussed in the above paragraph.

(b) Identify any one value which 'Sultan Trucks Ltd.' wants to communicate to the society.

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