

Suggested Marking Scheme

SET-I			
Part A			
Ques No.	Details	Notes	Marks
1	D	---	1
2	B	---	1
3	D	---	1
4	C	---	1
5	C	---	1
6	D	---	1
7	D	---	1
8	B	---	1
Part-B			
9	<ul style="list-style-type: none"> • Women entrepreneurs: Meaning/Definition • Controlled by women • 51 per cent or more stake 	Any two points each	1.5+1.5
10	<ul style="list-style-type: none"> • Difference between Entrepreneur and Intrapreneur: • Entrepreneurs: <ul style="list-style-type: none"> ○ Meaning ○ Brings the idea ○ Bears the risk • Intrapreneurs: <ul style="list-style-type: none"> ○ Meaning ○ Within an existing organisation. ○ Rely upon innovation that may result into a new division 	Any two points	1.5+1.5
11	<ul style="list-style-type: none"> • Healthy competition: <ul style="list-style-type: none"> ○ New product and services ○ More choices to customers ○ Less prices ○ Innovation 	Any three points	1.+1+1
12	<ul style="list-style-type: none"> • Multi-dimensional Development: <ul style="list-style-type: none"> ○ The entrepreneurs help in multi-dimensional development through their intelligence, far-sightedness, dedication, courage, knowledge of various new techniques, understanding the market, etc 	---	3
13	<ul style="list-style-type: none"> • Sources of attitudes: <ul style="list-style-type: none"> ○ Personal Experiences 	Any three points	1+1+1

	<ul style="list-style-type: none"> ○ Association ○ Social Learning 		
14	<ul style="list-style-type: none"> ● Safety and Ego needs <ul style="list-style-type: none"> ○ Meaning/explanation of both needs ○ Safety needs to be satisfied first 	---	2+1
15	<ul style="list-style-type: none"> ● Technology Business Incubator IIT <ul style="list-style-type: none"> ○ Active operation since 2000 ○ By the Foundation for Innovative and Technology Transfer (FITT) ○ Accepts incubation applications from either IIT-D students, alumni or one of the members of the Academic staff only 	Any two points	1.5+1.5
16	<ul style="list-style-type: none"> ● Udyog Adhaar <ul style="list-style-type: none"> ○ A government registration ○ Provided along with a recognition certificate and a unique number in order to certify small/medium businesses or enterprises ○ Whether the enterprise or entity is a sole proprietor, an LLP, a Private limited company or anything else 	Any two points	1.5+1.5
Part-C			
17	<p>IPR and Its importance:</p> <ul style="list-style-type: none"> ● Meaning: copyrights, patents, geographic indications, trademarks and other intangible assets in India ● Importance: <ul style="list-style-type: none"> ○ Protects against infringement by others and ultimately defend in the courts your sole right to use, make, sell or import it ○ Stop others using, making, selling or importing it without your permission ○ Earn royalties by licensing it ○ Exploit it through strategic alliances ○ Make money by selling it 	Any four points each	1+1+1+1
18	<ul style="list-style-type: none"> ● McClelland's theory <ul style="list-style-type: none"> ○ Three-need model ○ Need for achievement ○ Need for power ○ Need for affiliation 	1 for meaning 3 for needs	1+1+1+1
19	<ul style="list-style-type: none"> ● Brain storming technique <ul style="list-style-type: none"> ○ Using the brain to dwell on the issue/problem ○ Generate as many ideas as possible ○ Be creative and imaginative 	Any four points	1+1+1+1

	<ul style="list-style-type: none"> ○ Extend or combine earlier ideas ○ Withhold criticism of others ideas ○ Generally, is done in a group of 5 to 10 ○ any other relevant point 		
20	<ul style="list-style-type: none"> ● Setting up an enterprise <ul style="list-style-type: none"> ○ Selection of idea ○ Selection of form of business organisation ○ Feasibility study ○ Preparation of project report ○ Registration and clearances ○ Resources mobilisation ○ Obtaining finance ○ Final execution 	Explanation of steps not expected	0.5x8
21	<ul style="list-style-type: none"> ● Physical resource mobilisation <ul style="list-style-type: none"> ○ Physical resources like land and building, plant and machinery, furniture and fixtures, raw material etc ○ costlier as it requires heavy investments ○ quantum of physical resources depends on the size and type of the organisation ○ Any other relevant point 	---	1+1+1+1
22	<ul style="list-style-type: none"> ● Export Promotion Council in India <ul style="list-style-type: none"> ○ Government of India organisations which promotes, and support firms in entering the international markets ○ provide guidance and assistance to the new and existing exporters ○ They monitor the adherence to international standards by exporters ○ Any other relevant point 	Any three points	1+1.5+1.5
23	<ul style="list-style-type: none"> ● MSME in Indian context <ul style="list-style-type: none"> ○ Classified as two categories: One is manufacturing and second one is service sector ○ Further sub-classified as micro, small and medium enterprises based on investment ○ Limits of investment in manufacturing sector ○ Limits of investment in service sector 	Any four points	1+1+1+1
24	<ul style="list-style-type: none"> ● Incubators: Meaning <ul style="list-style-type: none"> ○ organisation established to accelerate the growth and success of an entrepreneur through an array of support 	1 mark for meaning, 3 for any three	1+3

	<ul style="list-style-type: none"> ○ They mentor as well as provide business assistance and finally monitor the services • Functions <ul style="list-style-type: none"> ○ Safe house for start-ups, provide the requisite knowledge that entrepreneurs need when starting out ○ Central to Innovation as entrepreneurs have ready to use infrastructure for their ideas ○ Enhance the probability of success of the start-up ventures thereby ensuring societal and economic benefits ○ Create employment at lower cost per job in the region ○ Act as a nodal point for aggregation of stake holders of the entrepreneurial ecosystem – innovators, government, financial institutions, entrepreneurs, investors and mentors ○ Any other relevant point 	functions.	
Part D			
25	<ul style="list-style-type: none"> • Role of Government <ul style="list-style-type: none"> ○ National Bank for Agriculture and Rural Development (NABARD) ○ The Rural Small Business Development Centre (RSBDC) ○ National Small Industries Corporation (NSIC) ○ Small Industries Development Bank of India (SIDBI) ○ The National Commission for Enterprises in the Unorganised Sector (NCEUS) 	Any four	1.5x4
26	<ul style="list-style-type: none"> • Value: Meaning <ul style="list-style-type: none"> ○ Adding value to a product or services and when customer is willing to pay extra money for the additional output • Types of Values <ul style="list-style-type: none"> ○ Functional Value ○ Emotional Value ○ Expressive Value 	---	1+1.5+1.5+2
27	<ul style="list-style-type: none"> • SWOT: Meaning <ul style="list-style-type: none"> ○ SWOT analysis is a technique based upon identification of Strengths, 	---	2+4

	<p>Weaknesses, Opportunities and Threats of persons or organisations</p> <ul style="list-style-type: none"> • Explanation with example 		
28	<ul style="list-style-type: none"> • Feasibility Study: Meaning <ul style="list-style-type: none"> ○ Analysis and evaluation of the proposed business idea to identify the technical feasibility and profitability • Types: <ul style="list-style-type: none"> ○ Market Feasibility Analysis ○ Technical Feasibility Analysis ○ Financial Feasibility Analysis ○ Commercial Feasibility Analysis ○ Economic Analysis 	---	1+5
29	<ul style="list-style-type: none"> • Venture Capital <ul style="list-style-type: none"> ○ Meaning ○ Long term finance ○ Well-off investors, investment banks and any other financial institutions of large scale ○ Can be in in monetary form or in form of technical or managerial expertise ○ Very risky ○ Venture capitalist gets a stake and participate in decision making ○ Mention of any venture capitalist 	Six points at least	6
30	<ul style="list-style-type: none"> • Ease of doing business: Meaning • Importance <ul style="list-style-type: none"> ○ Any four points • India's rank in ease of doing business 		1+4+1