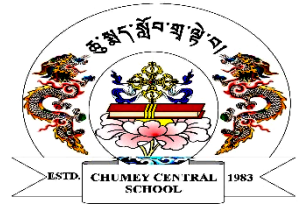




ROYAL GOVERNMENT OF BHUTAN
CHUMEY HIGHER SECONDARY SCHOOL
BUMTHANG: BHUTAN
Annual Examination: 2022



Subject: Business and Entrepreneurship

Total Marks: 100

Class: XI

Writing Time: 3 Hours

INDEX CODE: _____

.....
(First *Fifteen* minutes of the examination are for reading the paper only.
Candidates **MUST NOT** start writing during this time).
.....

ALL THE QUESTIONS ARE COMPULSORY

The intended marks for questions are given in brackets []
.....

PART I (Compulsory)

Question 1

[1*15=15]

Direction: Circle the correct option

- i. Business refers to production, sale, exchange or transfer of goods and services with a _____ motive.
- | | |
|------------|--------------|
| A. Profit | C. Expansion |
| B. Service | D. Delivery |
- ii. Which of the following is not an inventory of a Chocolate company?
- | | |
|---------------|------------------|
| A. Chocolates | C. Raw materials |
| B. Sugar | D. Building |
- iii. _____ refers to exchange of goods and services aided by logistic activities such as transportation, banking, insurance, and warehousing for economic benefits.
- | | |
|-------------|-------------|
| A. Commerce | C. Industry |
| B. Trade | D. Logistic |
- iv. Retail trade is one of the classifications of home trade in Bhutan. What is the registration or license fee charged for small retail trade?
- | | |
|---------------|--------------|
| A. Nu. 3,000 | C. Nu.1,000 |
| B. Nu. 10,000 | D. Nu. 5,000 |

- v. Just-In-Time was successfully implemented by_____.
- | | |
|-----------|---------------|
| A. Toyota | C. Suzuki |
| B. Honda | D. Volkswagen |
- vi. _____a response to an enquiry with the detailed description and specification through price list and catalogue of the goods enquired.
- | | |
|----------------|----------------------|
| A. Advice note | C. Quotation |
| B. Invoice | D. Letter of enquiry |
- vii. The aids to trade help in removing various problems faced in commerce. Insurance helps in removing the hinderance of_____.
- | | |
|---------|----------------|
| A. Time | C. Information |
| B. Risk | D. Place |
- viii. _____ is the business practice of hiring parties outside a company to perform services and create goods that are traditionally were performed in-house by the company’s own employees and staff.
- | | |
|--------------|----------------|
| A. Trading | C. Partnership |
| B. Logistics | D. Outsourcing |
- ix. The purpose of supply chain management is to_____.
- | | |
|--|--|
| A. Increase in the production level | C. Enhance the quality of a product and services |
| B. Manage and integrate supply and demand management | D. Provide satisfaction to customer |
- x. _____is a process of generating ideas or funds from a large group of people mostly through an online system.
- | | |
|------------------|----------------|
| A. Freemium | C. Franchise |
| B. Crowdsourcing | D. Outsourcing |
- xi. Settlement of consumer grievances would result in _____.
- | | |
|------------------------------|-----------------------------------|
| A. repairing of goods | C. misleading indication of price |
| B. supply of defective goods | D. providing inferior services |
- xii. Entrepreneurship Ecosystem in Bhutan is based on the following domains **EXCEPT**
- | | |
|------------|-------------|
| A. Markets | C. Finance |
| B. Policy | D. Customer |

xiii. _____ refers to stakeholders such as distributors and logistic firms that support the delivery of goods to the end consumers.

- A. Customers
- B. Government agencies
- C. Owners
- D. Intermediaries

xiv. An example of consumer exploitation is

- A. Avoiding impulsive decisions
- B. Tied selling
- C. Right to free choice of goods and services
- D. Compensation

xv. _____ is one of the factors of external business environment.

- A. Management
- B. Suppliers
- C. Policies
- D. Investors

Question 2 (15 MARKS)

a. List down the classification of business. [1]

b. Illustrate the supply chain. [3]

c. Write the differences between retail and wholesale trade. [2]

Retail trade	Whole trade

d. Differentiate between commerce and industry. [2]

Commerce	Industry

e. Explain any TWO model of E-commerce. [2]

f. Why inventory management is so important? [1]

--

g. Distinguish between economic and national objectives. [2]

Economic Objectives	National Objectives

h. What are the purposes of Block Chain? [2]

b. What are the instruments traded in the money market?

[3]

c. Briefly explain the forms of business organization.

[6]

Question 6

a. What are the modes of business communication? [4]

b. List FOUR importance of management. [4]

- c. Mr. Kinley invested Nu. 100000 in a project and he expects an annual income of Nu. 25000 from the project. Calculate the Payback period. [2]

Question 7

- a. Wangmo private company has projected its fixed cost at Nu.10000 and the variable cost associated with the production is estimated to be Nu. 0.50 per unit. The selling price is Nu.4.5 per unit. Calculate the Break-Even Point. [2]

- b. Describe the stages of formation of the company. [8]

Question 8

a. If you are selling a product, what are the Ps of the marketing mix that you need to focus on?
[4]

b. Define risk and risk management. [2]

c. The initial investment of project Y is Nu.25000 and it is projected to generate Nu.10000 per year for two years at a 10% discount rate. Calculate the NPV and comment on whether you should invest in that project or not along with the reason. [4]

Question 9

a. Mention one function of each component of Bhutanese financial systems. [4]

b. Differentiate between traditional and modern marketing. [2]

c. Illustrate the Human Resource management process. [4]
