

BCM SCHOOL BASANT AVENUE DUGRI ROAD LUDHIANA
CLASS - XI
SUBJECT - ENTREPRENEURSHIP
Chapter 3 – Entrepreneurial Journey

1. Define feasibility study. 2 m

2. Case Study

Priya noticed that in her city, healthy snack options were limited. She researched customer preferences, studied competitors, and developed a range of low-calorie snacks. She then launched a small kiosk in a busy market, offering free samples for the first week.

(i) Which method of market entry did Priya use? 1 m

(ii) How did Priya ensure that her product met customer needs? Explain with examples from the case. 3m

3. Differentiate between product identification and product selection. 3 m

4. Explain the various steps involved in the entrepreneurial process with examples. 6 m

