



Date:9/11/23 GRADE: XI	MONTHLY TEST -02 (2023-24) ENTREPRENEURSHIP	Max marks: 20 Time: 1 Hour
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General Instructions:

- There are 11 questions in the question paper. All questions are compulsory.

Qn. No		Marks allocated
1	Varghese Kurian is the founder of a. Selco b. Barefoot college c. Amul Dairy d. SEWA	1
2	Who should be involved in preparing a firm's business plan? a. Accountant b. Engineer c. Entrepreneur d. None of these	1
3	These decisions are concerned with policy matters and they influence the goals and objectives of a business venture. a. Routine decisions b. Strategic decisions c. organizational decisions d. personal decisions	1
4	Which of the following is not the characteristics of good marketing information? a. Accuracy b. Competencies c. punctuality d. extravagance	1
5	Define Market Any region where the buyer and seller are in free intercourse with one another that the price of the same goods tend to equality easily and quickly	1
6	What is Barter system? It is a system where the goods are exchanged for goods only.	1

XI_ENTREPRENEURSHIP_MONTHLY TEST 2_QUESTION PAPER

7	Give two points of difference between traditional market and modern market In traditional market goods are available in particular place and there is different market for different commodities	2
	In modern market , market is not a geographical place but a meeting of buyer and seller.The firm uses different Means to interact with the buyer	
8	Explain the role of e-business or e-commerce. Quick solution to doubts Updated information Extending markets Shortening of distribution channel Saving of time and cost Less risk in payments Easy to launch new products Lower personnel cost	3

9	<p>What is <u>micro environment</u> ? Explain the factors affecting the micro environment of a firm.</p> <p>The internal environment that works within an organization or directly effects the customer is called <u>micro environment</u>.</p> <p>The factors affecting the microenvironment are Customers, producers, competitors, suppliers and marketing intermediaries</p>	3
10	<p>Explain the environmental barriers that inhibit the growth of entrepreneurship.</p> <p>Economic, social , cultural, political</p>	3

