



Date: 7 /11/23  
GRADE: XIIB

MONTHLY TEST -03 (2023-24)  
ENTREPRENEURSHIP (066)

Max marks: 20  
Time: 50 Minutes

MARKING SCHEME

| Sl.No     | Questions  | Marks |
|-----------|--|-------|
| SECTION A |  |       |
| 1         | (c) Logo   | 1     |
| 2         | (c) Skimming   | 1     |
| 3         | (b) All have adopted franchising as their growth strategy  | 1     |
| 4         | (c) Horizontal merger  | 1     |
| SECTION B |  |       |
| 5         | 1) Franchising provides the start-ups with a ready market of an established product, which is the most difficult part of business to establish.<br><br>(ii) The franchisors also impart training to the start-ups, so that they are able to market their products and services | 2     |
| 6         | (1) Friendly Acquisition<br>(ii) Reverse Acquisition (explain each)  | 2     |
| 7         | Explain corporate brand with a relevant example  | 2     |
| 8         | Concept: It is a narrow concept, as it is a brand mark that is given legal protection. It is a broader concept, as it includes trademark<br><br>Example is the trademark of Nike.<br><br>'Maharaja' of Air India is the brand mark   | 2     |

|    |   |   |
|----|---|---|
| 9  | Skimming Pricing,give adavantages and disdavantages(2 points) | 4 |
| 10 | Explain franchise agreement and 3 components                  | 4 |

