



**Date:5/11/24**  
**GRADE: XI**

**MONTHLY TEST -02 (2024-25)**  
**ENTREPRENEURSHIP**

**Max marks: 20**  
**Time: 50**

General Instructions:

1. There are 9 questions in the question paper. All questions are compulsory.

Qn. No		Marks allocated										
1	Diversification	1										
2	(a) Both assertion and reason are true and reason is the correct explanation of assertion.	1										
3	(c) lateral integration	1										
4	(a) Both the statements are true	1										
5	Product cost, the utility and demand, the extent of competition in the market, government and legal regulations, pricing objective, marketing methods used.	3										
6	Direct selling, as it has personal contact with the customer	3										
7	<table border="1"> <tr> <td>Micro environment</td> <td>Macroenvironment</td> </tr> <tr> <td>Immediate environment</td> <td>External environment</td> </tr> <tr> <td>Small scale</td> <td>Large scale</td> </tr> <tr> <td>Direct influence on business</td> <td>Indirect influence</td> </tr> <tr> <td>Elements are customers, competitors, suppliers</td> <td>Social, political economic factors</td> </tr> </table>	Micro environment	Macroenvironment	Immediate environment	External environment	Small scale	Large scale	Direct influence on business	Indirect influence	Elements are customers, competitors, suppliers	Social, political economic factors	3
Micro environment	Macroenvironment											
Immediate environment	External environment											
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Elements are customers, competitors, suppliers	Social, political economic factors											
8	It is the distribution channel used by the company to get its product in the hands of customers. They are classified as direct and indirect. There is zero level, first level, second level and third level channels of distribution	3										
9	A product mix is the total number of products and product lines a company offers to its customer The four Ps are product, price, place and promotion	1 3										

	<b>THE END</b>	
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