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| <b>Date:04/12/24</b><br><b>GRADE: XI</b> | <b>TERM 2 EXAMINATION (2024-25)</b><br><b>ENTREPRENEURSHIP (066)</b> | <b>Max marks: 70</b><br><b>Time: 3 Hours</b> |
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General Instructions:

1. This question paper contains 34 questions.
2. The question paper contains 4 sections - A, B, C and D
  - 1.1. Section A contains multiple choice questions
  - 1.2. Section B - 2 marks; Answers to these questions may be from 30-40 words.
  - 1.3. Section C - 3 marks; Answers to these questions may be from 50-75 words.
  - 1.4. Section D - 5 marks; Answers to these questions may be from 120-150
3. Internal choice is given in the paper, there is no overall choice.

| <b>PART A</b> |  | Marks allocated |
|---------------|--|-----------------|
| 1             | <b>a. Statement 2 is true, Statement 1 is false</b>  | 1               |
| 2             | <b>a. Assertion and Reason is true and Reason is the correct explanation of Assertion.</b> | 1               |
| 3             | <b>a. Horizontal integration</b>   | 1               |
| 4             | <b>c. Price mix</b>  | 1               |
| 5             | <b>a. Market research</b>  | 1               |
| 6             | <b>c. Trial blazer</b>   | 1               |

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| 7  | <b>a. Assertion and Reason is true and Reason is the correct explanation of Assertion.</b> | 1 |
| 8  | <b>c. Organizational feasibility</b>   | 1 |
| 9  | <b>(a) Brain storming</b>  | 1 |
| 10 | <b>a. Gathering information from publication</b>   | 1 |
| 11 | <b>a. Peter Drucker</b>  | 1 |
| 12 | <b>a. Assertion and Reason is true and Reason is the correct explanation of Assertion.</b> | 1 |
| 13 | <b>d. All the above</b>  | 1 |
| 14 | <b>a. Advertising</b>  | 1 |
| 15 | <b>a. Both the statement is true.</b>  | 1 |
| 16 | <b>a. Come alive</b>   | 1 |
| 17 | <b>c. Entrepreneur</b>   | 1 |
| 18 | <b>a. Packaging</b>  | 1 |

| <b>PART B</b> |   |   |
|---------------|---|---|
| 19            | Internal risk, external risk, insurable and non-insurable risk  | 2 |
| 20            | Accountable, socially aware, social catalyst, opportunity seeking , innovative  | 2 |
| 21            | Horizontal integration where a company acquire or merges with another company in the same industry to increase its profit eg inter company collaboration in computer science<br>Vertical integration is the point at which a firm assumes control over another firm that is at various stages of similar production process Mac donalds Amazon  | 2 |
| 22            | E-commerce is online transactions, while E-business- all business activities conducting using web.  | 2 |
| 23            | Lack of education, limited mobility, low risk bearing ability, stiff competition, balancing responsibility, fear of failure, gender bias, lack of entrepreneurial environment   | 2 |
| 24            | Authoritarians , because they end up doing business which was not the part of their original plan   | 2 |
| <b>PART C</b> |   |   |
| 25            | <ol style="list-style-type: none"> <li>1. Lower and middle-income families:<br/>Homemakers:</li> <li>2. First-time detergent users:</li> <li>3. Value-conscious consumers:</li> <li>4. Rural and semi-urban markets:</li> <li>5. Environmentally conscious consumers:</li> </ol>  | 3 |
| 26            | Manufacturing industries: Analytical, synthetic, processing industry, assembling industry   | 3 |
| 27            | Wholesale trade focuses on selling large quantities of products to other businesses, while retail trade sells smaller quantities of products directly to consumers  | 3 |
| 28            | The promotion tool that brought Mr. Rajiv to the shop is likely advertising. The promotion tool that he needs now is sales promotion.<br>The four points of importance of sales promotion are:<br><ol style="list-style-type: none"> <li>1) Increase in Sales:</li> <li>2) Attracting new customers:</li> <li>3) Building brand awareness:</li> <li>4) Enhancing customer loyalty:</li> </ol> | 3 |

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| 29            | Managerial, non- managerial staff, Trained technical manpower, administrative manpower, professional manpower  | 3 |
| <b>PART D</b> |  |   |
| 30            | <p>Marketing research is a systematic process of gathering, analyzing, and reporting data to help businesses make marketing decisions. It involves a number of steps, including:</p> <ul style="list-style-type: none"> <li>• Defining the problem:</li> <li>• Setting objectives:</li> <li>• Selecting a research method:</li> <li>• Collecting data:</li> <li>• Analyzing the data:</li> <li>• Reporting the findings:</li> </ul> <p>Some characteristics of good marketing research include:</p> <ul style="list-style-type: none"> <li>• Using the scientific method:</li> <li>• Being objective and unbiased:</li> <li>• Using multiple methods:</li> <li>• Considering costs and value:</li> </ul> <p style="text-align: center;">OR</p> <ul style="list-style-type: none"> <li>• Cost: Competition: Demand: Customer satisfaction</li> <li>• Profit:</li> </ul> | 5 |

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| 31 | <ul style="list-style-type: none"> <li>• Analyze the situation:</li> <li>• Define goals:</li> <li>• Determine resource needs:</li> <li>• Set target:</li> <li>• Identify stakeholders:</li> <li>• Develop a strategy:</li> <li>• Plan communication</li> <li>• Build relationships:</li> <li>• Ensure staff involvement:</li> <li>• Monitor and evaluate:</li> </ul> <p style="text-align: center;">OR</p> <p>Backward Integration: It is a step back on the value-added chain towards the raw materials, by which the producer also becomes a raw materials wholesaler. For example: For manufacturing of 'Nirma' detergent an important raw material used 'Linear Alkaline Benzene' (LAB) which was earlier purchased is now manufactured by Nirma itself.</p> <p>2. Forward Integration: It refers to taking a step forward on the value added chain towards the customers by which the firm also becomes a finished goods wholesaler.</p> <p>(b) Horizontal integration occurs at the same level of the value added chain but . involves a complementary, value added chain. It may involve acquisition of one or more competitors at the same level of business.</p> | 5 |
| 32 | <p>A marketing mix includes multiple areas of focus as part of a comprehensive marketing plan. The term often refers to a common classification that began as the fourPs: product, price, placement, and promotion</p> <p><b>Factors affecting Marketing Mix</b></p> <p>The factors that influence the marketing mix are classified into two factors; they are as follows:</p> <ol style="list-style-type: none"> <li>1. Internal factors</li> <li>2. External factors</li> </ol> <p><b>Under Internal Factor there are:</b></p> <ul style="list-style-type: none"> <li>• Product Planning</li> <li>• Price</li> <li>• Branding</li> <li>• Personal Selling</li> <li>• Sales Promotion</li> <li>• Physical Distribution</li> <li>• Market Research</li> </ul>   | 5 |

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|    | <p><b>While under external factors there are:</b></p> <ul style="list-style-type: none"> <li>• Consumer’s buying behaviour</li> <li>• Trader’s behaviour</li> <li>• Competitor’s behaviour</li> <li>• Governmental behaviour</li> </ul> <p style="text-align: center;">OR</p> <p><b>The macro-environment is made up of six different forces they are:</b></p> <ul style="list-style-type: none"> <li>• Economic environment.</li> <li>• Political environment.</li> <li>• Demographic environment.</li> <li>• Social-cultural environment.</li> <li>• Technological environment.</li> <li>• Ecological environment.</li> </ul>  |   |
| 33 | <ul style="list-style-type: none"> <li>• <b>Customer service</b></li> </ul> <p>Social media can be a convenient way for customers to contact a business's customer service department. Customers can use social media to ask questions, address complaints, and get guidance. Businesses can use social media to respond to reviews and issue refunds.</p> <ul style="list-style-type: none"> <li>• <b>Communication</b></li> </ul> <p>Social media allows entrepreneurs to communicate directly with customers. Entrepreneurs can use social media to share information quickly with many people.</p> <ul style="list-style-type: none"> <li>• <b>Branding</b></li> </ul> <p>Social media can help entrepreneurs establish their brand identity and build brand authority. Entrepreneurs can create and share original content to help their business stand out in their industry.</p> <ul style="list-style-type: none"> <li>• <b>Reach</b></li> </ul> <p>Social media can help entrepreneurs reach a wider audience than traditional methods. Entrepreneurs can use social media to target specific groups of people, such as those in particular locations or demographics.</p> <ul style="list-style-type: none"> <li>• <b>Cost</b></li> </ul> <p>Many forms of social media are free for businesses to use, or have low-cost paid options.</p> <ul style="list-style-type: none"> <li>• <b>Analytics</b></li> </ul> <p>Most social media platforms offer analytics to help</p> | 5 |

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|    | <p>entrepreneurs measure the success of their posts and content.</p> <p style="text-align: center;">OR</p> <p>It identifies seven main types: Trailblazers who are ambitious, goal-oriented risk takers; Go-getters who are driven to get things done; Managers who are goal-oriented and focus on processes; Motivators who are good at building consensus and driving change; Authoritarians who do things the right way and follow rules</p> |       |
| 34 | <p>a. She noticed that the girls in her college cared about their health and did not want to eat chips and other unhealthy food . She started making healthy snacks and sold them to her friends in college. Her friends loved it, because not only was snack healthy, it was also very tasty.</p> <p>b. Students own idea</p>  | 2+3=5 |
|    | THE END   |       |