



Date: 7 /11/23
GRADE: XIIB

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

Max marks: 20
Time: 50 Minutes

Sl.No	Questions	Marks
SECTION A		
1 act as the key visual component of an enterprise's overall brand identity. (a) Brand name. (c) Logo (b) Tagline (d) Packaging	1
2pricing strategy is employed only for a short duration as it is not viable in the long-run. (a) Penetration. (c)Skimming (b) Cost-plus (d)Variable	1
3	What is common among McDonalds, Naturals Ice-creams and FernsNPetals? (a) All are multinational corporations working in India (b) All have adopted franchising as their growth strategy (c) All have merged with big companies. (d) All of the above	1
4	A merger between Fiat and Tata motors would be an example of (a) Conglomerate merger (c)Horizontal merger (b) Vertical merger (d) market extension	1
SECTION B		

5	Giving any two reasons, explain how franchising is a viable option for the growth of start-up firms.	2
6	Explain any two types of acquisition.	2
7	What do you understand by 'Corporate brand' name? Give an example.	2
8	Differentiate between trademark and brand mark with examples for each.	2
	SECTION C	
9	<p>Smart Look Ltd' launched a 'Smart television' in the market after lot of research and development. This television had many new features which distinguished it from the existing televisions in the market. To recover the investment a high price was determined for the television even then the demand was very high. The quality conscious customers were ready to pay the high price as they understood the product's value and its features.</p> <p>(i) Identify and explain the 'Pricing strategy used by 'Smart Look Ltd'</p> <p>(ii) State two advantages and two disadvantages of this pricing strategy.</p>	4
10	What is a franchise agreement? Explain the main ingredients of a franchise agreement.	4
	THE END	