



Date: 3/10/24 GRADE: XII	TERM 1 EXAMINATION (2024-25) ENTREPRENEURSHIP (066)	Max marks: 70 Time: 3 hours
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1. This question paper contains two sections A and B questions. All questions are compulsory.
2. Marks are indicated against each question.
3. Questions 1 to 30 carry 1 mark each.
4. Questions 31 to 33 carry 2 marks each.
5. Questions 34 to 36 carry 3 marks each.
6. Questions 37 to 40 carry 4 marks each.

Qn. No	SECTION A	Marks allocated
1	It that part of a brand which can be vocalized i.e. can be spoken. Like, Mercedes, Woodland, Asian Paints. A. Logo B. brand C. Trademark D. Tagline	1
2	The components of Product mix are: Branding, Labelling and _____. A. Place. B.Price C.Logo D.Packaging.	1
3	It is an identifying symbol for a product or business. It can be any distinctive design, mark, sign which stands associated with the entrepreneur's offering. A.Logo B.Tagline C.Slogan D.None of these.	1
4	Assertion: There are different strategies for setting the selling price. Reason: Skimming pricing is a pricing strategy where the price of a product is initially set at a price lower than the eventual market price to attract new customers. A. Assertion and Reason both are incorrect B. Assertion is correct, reason is incorrect C. Assertion is incorrect, reason is correct D. Assertion and Reason both are correct	1

5	<p>Assertion: Below the line promotion strategy is used to inform a niche group of customers. Reason: Indirect sales approaches apply more subtle techniques by demonstrating features and benefits not available with the competition's products or services without ever mentioning them by name.</p> <p>A. Assertion and Reason both are incorrect B. Assertion is correct, reason is incorrect C. Assertion and reason is correct and is a correct explanation of assertion D. Assertion and Reason both are correct but reason is not the correct explanation.</p>	1
6	<p>The process of entrepreneurship which involves the translation of useful ideas into an application is _____.</p> <p>A) Incubation B) Innovation C) Verification D) Illumination</p>	1
7	<p>Under this plan transformation of raw materials into finished product takes place with the help of energy, capital, manpower and machinery</p> <p>A) Operational Plan B) Production Plan C) Financial Plan D) Organisational Plan</p>	1
8	<p>The following are included in a business plan:</p> <p>A) Financial Information, production plan personnel policies B) Goals of business and how they will be achieved C) A step-by-step plan for the success of the business D) All of the above</p>	1
9	<p>The components of the product mix are: Branding, Labelling and _____.</p> <p>A) Place. B) Price. C) Packaging. D) Promotion</p>	1
10	<p>The ability to plan the future with wisdom and imagination.</p> <p>A) Preplan. B) Vision C) Optimism D) Policy Formation</p>	1
11	<p>Mansukhbhai wife couldn't afford to buy a nonstick (TAVA) (pan). Mansukhbhai's brain stormed immediately that, like his wife there must be thousands of homemakers who would need a nonstick- TAVA. And the idea of clay fridge was considered equally strong and he decided to go ahead. Select the stage of creativity experienced by Mansukhbhai</p> <p>A) Illumination B) Idea germination C) Incubation D) Verification E) Preparation</p>	1

12	<p>PESTLE is an acronym for what?</p> <p>A) Political, environmental, technological, legal, and environmental</p> <p>B) Political, environmental, shareholding, technological, logistical, and e-marketing</p> <p>C) Political, environmental, social, technological, legal, and environmental</p> <p>D) Political, environmental, societal, technological, learning, and e-marketing</p> <p>E) Political, Economic, Social, Technological, Legal and Ecological</p>	1
	<p>Read the following article written on the basis of reopening of economy worldwide in various sectors and answer the from question 13- question 17</p> <p>E-Commerce –The pandemic has given rise to a “homebody economy”, as households make more use of online orders to avoid crowds. Across Europe’s largest e-commerce markets - France, Germany, and the UK - purchase behavior has evolved. According to a May study by Kantar, 9% of shoppers make more online purchases than before; 60% say they will continue to shop online after the outbreak; and 80% say they will shop online again for non- essential items.</p> <p>Gaming - The pandemic has accelerated existing trends within the gaming industry, such as the way gamers purchase and consume, moving from packaged games to downloadable content. Another indicator of this shift, mobile apps in general have skyrocket during the crisis and are expected to account for 48% of the global games market this year, according to Newzoo’s April study.</p> <p>Automotive industry - As consumers regain the ability to travel in a post- lockdown world, they’ll also be more concerned with how to commute safely. Despite being caught in the grip of the Covid-19 pandemic, the automotive industry has been a surprising early riser post-confinement.</p> <p>Marketers have quickly realised that more consumers are exploring car ownership now that they want to reduce their use of public transport.</p> <p>Blogging - Confined to their homes, most people have resorted to creating their own blogging services related to every field. Home cooks have emerged successfully creating their own reels. Many ready to cook food companies have resorted to advertising their products through these influential bloggers.</p> <p>Finance - In the early stages of Covid-19, finance, and especially insurance services, saw a huge spike in page views as consumers wanted to ensure the safety and health of their families. Following the global financial uncertainty, consumer behaviour has shifted</p>	

	<p>from a “now” mindset to one that prioritises the future - thinking more about how to invest and protect savings. As this crisis continues to evolve, finance will likely continue to be a high priority, and brands have started to identify the current mood and concerns of their customers through feedback, observations and are deciding as to how best to address them.</p> <p>Source: Trendspotting-exchange4media.com; June, 2020.</p>	
13	<p>‘Cook-it-fast’ - a growing ready to cook product manufacturing company was looking into various means of advertising their products. The marketing team suggested approaching an influential food blogger who can use their products in their recipes. Which way of trend spotting does this indicate?</p> <p>A) Read Trends B) Talk Trends C) Watch Trends D) Think Trends</p>	1
14	<p>“Play your way” a leading game developer company realised that they have to redevelop and enhance their app experience after reading the above article and listening to customer reviews as well observing the pattern of people downloading and using the “In Purchase Facilities” within the app. Which way of trend spotting does this indicate?</p> <p>A) Read Trends B) Talk Trends C) Watch Trends D) Think Trends</p>	1
15	<p>“According to a May study by Kantar, 9% of shoppers make more online purchases than before; 60% say they will continue to shop online after the outbreak; and 80% say they will shop online again for non-essential items. ” Which way of trend spotting does this indicate?</p> <p>A) Read Trends B) Talk Trends C) Watch Trends D) Think Trends</p>	1
16	<p>“Marketers have quickly realised that more consumers are exploring car ownership now that they want to reduce their use of public transport.” Which way of trend spotting does this indicate?</p> <p>A) Read Trends B) Talk Trends C) Watch Trends D) Think Trends</p>	1

17	As this crisis continues to evolve, finance will likely continue to be a high priority, and brands have started to identify the current mood and concerns of their customers through feedback, observations and are deciding as to how best to address them.” Which way of trend spotting does this indicate? A)Read Trends B)Talk Trends C)Watch Trends D)Think Trends	1
18	Routing is an element of which of the following components of business plan? A)Production plan B)Operational plan C)Organisational plan D)None of the above	1
SECTION B		
19	Why is a private company more desirable than a public company. Give any two reasons?	2
20	Bill Gates, who as an undergraduate at Harvard, developed BASIC for the first microcomputer. He later found Microsoft in 1975. During the 1980s, IBM contracted with Gates to provide the operating system for its computers, a system now known as MS-DOS. Gates procured the software from another firm, essentially turning the thirty-dollar pair of jeans into a multibillion-dollar product. Microsoft Office and Windows operating software now run on about 90 percent of the world’s computers. By making software that increases human productivity, Gates expanded our ability to generate output (and income), resulting in a higher standard of living for all. Identify the concept and explain it in detail.	2
21	Atul `s father owned a small piece of agricultural land in Nahan around 100km away from Chandigarh.During one of his visit to Chandigarh to sell `wheat`in Mandi, Atul happened to visit a “flower shop “and was surprised to see the response and interest of people for it. Back home he decided to convert his agricultural land into a Botanical garden to be used both for growing flowers for sale and organising flower shows i) identify the frame of reference used by Atul for this idea generation. ii) State the various sources of identified concept.	2

22	<p>What is meant by environmental scanning? Why does an entrepreneur need to scan the environment?</p> <p style="text-align: center;">OR</p> <p>To be successful an entrepreneur needs to work on various areas. One such area is generation of ideas which is very crucial for the ultimate success of the firm. In order to streamline the generation of the ideas the entrepreneurs will have to use various convenient frames of reference. Comment on any two such frames.</p>	2
23	<p>Sandeep had started his business of dairy products in 2013. He wanted to expand his business but did not have the necessary funds. One of his friends suggested that he should approach Mr. Goel, a venture capitalist for further funds. When Sandeep approached Mr.Goel, he was given three minutes for explaining his business proposition.</p> <p>A) Identify and explain the format of business plan referred in the above para.</p> <p style="text-align: center;">OR</p> <p>State the two basic qualities of a successful entrepreneur.</p>	2
24	<p>The people working in a firm make it what it is."</p> <p>A) Which element of business plan is referred from the above given details?</p> <p>B) Explain its content.</p>	2
25	<p>Explain the various factors involved in assessing the market while selecting a product or service.</p> <p style="text-align: center;">OR</p> <p>What is meant by 'Analysis of environment '?</p> <p>State any four sources of collection of information for environmental scanning.</p>	3
26	<p>State any four benefits of understanding the business environment relevant to an enterprise.</p> <p style="text-align: center;">Or</p> <p>Ayush wants to open a tailoring shop in a colony. Name and explain the suitable pricing method for providing his service. Give reason.</p>	3

27	<p>Meera started a school bag business with her brother. Both were very excited about the new venture. With meticulous planning and a lot of hard work they were able to sell 1,000 bags in the first year. But they did not earn any profit. Both were happy because they were not at loss and revenue generated was equal to the cost. Now they were moving towards earning profit in the second year.</p> <p>a) Identify the component of financial plan discussed above. b) By giving any four points state how this component is useful for the entrepreneur.</p>	3
28	<p>What are the various types of entrepreneur's perspectives on brand name (mention the 4 types) and explain?</p>	3
29	<p>Explain any three sources which lead to the emergence of basic ideas.</p> <p style="text-align: center;">OR</p> <p>The Apple iPhone, a smartphone was launched by Apple in January 2007 in North America and when it went on sale it quickly sold out. It has launched the sixth generation phone in 2012. The latest is iPhone 6+. Apple has been doing continuous research and development to attain this position, it has invested a lot in R&D. It prices its latest phone quite high.</p> <p>(a) Name the pricing policy followed by Apple Inc. (b) State two demerits of this policy.</p>	3
30	<p>Mr. Arvind had always wanted to manufacture an innovative, energy efficient fan. He was looking into various options and has finally narrowed it down to one option. He understands that the entire idea would have to follow a process. Identify and explain the process.</p>	5
31	<p>What is meant by "Problem Identification"? State its any four uses and also give an example.</p>	5
32	<p>Explain the steps of creative process.</p> <p style="text-align: center;">OR</p> <p>What is the need for a business plan? Elaborate on various formats in presenting a business plan to prospective investors?</p>	5

33	<p>Explain financial plan and its 6 components.</p> <p style="text-align: center;">OR</p> <p>Tilak has just started his business of selling designer furniture. Being new to the business community, he approaches you to tell him about how to promote his business. Explain him the elements of promotion mix.</p>	5
34	<p>Smiley Ltd. started the manufacturing of herbal toothpaste. They researched that large number of established enterprises were also manufacturing the similar type of products. The company fixed the price of their toothpaste on 'cost plus method' of pricing. After some time, the company realized that they were not getting good response regarding their toothpaste from the customers and the market share of their toothpaste was less than 0.5%. Since their product was new, they decided to change the pricing method so that initially they could get more customers.</p> <p>(a) Identify the new pricing method that was adopted by Smiley Ltd.</p> <p>(b) State any three advantages of the new pricing method identified in (a) above.</p> <p style="text-align: center;">OR</p> <p>Aarushi finished her Bachelor's degree in Management and decided to join Paras Pharmaceuticals. She was placed under the department which oversaw the exact route of each individual item. Her supervisor Kumar explained that their department plays a very important function of looking into the movement of material, performance of machines and operations of labour.</p> <p>She was surprised and asked Kumar the reason and he further explained that the department makes a plan for every item which will ensure the orderly flow of materials from raw material stage to the finished product stage and this will enable continuous production always.</p> <p>He further elaborated on various systems used for quality control. Kumar showed her an existing plan and asked Aarushi to devise a plan incorporating all that he had explained.</p> <p>Explain the first five elements involved in this plan.</p>	5
THE END		