



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	Adding new lines of business is known as (a) Integeration (c) Innovation (b) Diversification (d) Invention	1
2	Read the following statements: Choose one of the correct alternatives given below: Assertion: Direct selling is used for perishable product whereas non-perishable could be distributed with long channel. Reason: Perishable goods have a very short life-span, hence direct selling is recommended. (a) Both assertion and reason are true and reason is the correct explanation of assertion. (b) Both assertion and reason are true and reason is not the correct explanation of assertion. (c) Assertion is true but reason is false (d) Assertion is false but reason is true	1
3	When different business units, which are competing with each other, with same plans and objective join together it is known as (a) Vertical integration (c) lateral integeration (b) Horizontal integration (d) diagonal integeration	1

4	<p>Read the following statements carefully and choose the correct alternative from the following:</p> <p>Statement1: Price skimming strategy means using lower initial price to capture a large market.</p> <p>Statement 2: The firms can charge high price for their product when the product has high demand and high utilities</p> <p>(a) Both the statements are true</p> <p>(b) Both the statements are false</p> <p>(c) Statement 1 is true and Statement 2 is false</p> <p>(d) Statement 2 is true and Statement 1 is false</p>	1
5	Rajiv has written a book on management studies. What factors must be considered by Rajiv before fixing the price of the book?	3
6	Haldiram is selling fast food to the customers. What channel of distribution is used by the company and why?	3
7	Differentiate between micro and macro environment.	3
8	What do you mean by channels of distribution? Explain	3
9	What is product mix? Describe briefly the salient features of the product mix	1 3
THE END		