

5	Entrepreneurship is a process of developing _____ to meet customer needs and to make a profit. a) a business plan, launching and running a business using innovation b) a business idea, running a business organization c) a business plan, implementing sales using creativity d) a business idea, launching and developing marketing activities using innovation.	1
6	A _____ business is one that converts raw material(s) into finished product(s) to meet the demands of the customer. a) Trading b) Services c) Manufacturing d) Procurement	1
Q.2 Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)		
1	_____ the potential customers of future. a) Customer b) Consumer c) Prospect d) Marketer	1
2	Consumer Markets comprises of _____. a) Fast moving consumer goods b) Industrial market c) Intermediate markets d) All the above	1
3	Market offering can be combination of _____. a) Product & services b) Information c) Places d) All of the above	1
4	Market consists of _____. a) Actual buyers b) Both a and d c) None of the above d) Potential buyers	1
5	Marketers builds company's reputation by creating _____ of company in general public's eyes. a) Sales b) Image c) logo d) None of above	1
6	The public comes to know about the product of the company through _____. a) Television b) Newspaper c) Radio d) All the above	1

7	_____ is the state of being deprived of something. a) Customer Value. b) Customer satisfaction c) Needs. d) None of the above	1
Q. 3	(Answer any 6 out of the given 7 questions (1x6=6 marks))	
1	Marketing is a core business discipline, it covers _____ a) Advertising b) Promotions c) Public relations d) All the above	1
2	Customer value is a difference of total customer benefits and _____. a) Total customer experience b) Total customer cost c) Warranty d) None of the above	1
3	The nature of goods and services demanded in a society depends upon _____. a) Fashion trends. b) People's attitudes, customs, socio-cultural values c) Future expectations d) None of the above	1
4	A business survives and grows if it _____. a) Does not adapt to external environmental changes. b) Remains indifferent c) Adapts to external environmental changes d) None of the above	1
5	High rate of inflation and exchange rate _____ business sentiment in a country. a) Encourage b) Promote c) Discourage d) None of the above	1
6	The macro environment for business activity can be termed as: a) PEST b) POSTER c) PESTER d) None of the above	1

7	In metropolitan cities due to fast lifestyle there is more demand for. a) Medicines and spectacles b) Fast food electronic and home appliances c) Baby foods and toys d) None of the above	1
Q.4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
1	Application of technological changes i.e whether new product may become popular or what type of technology advancement sare about to take place. a) Competition in Market b) Technology trends c) Both a and b d) Political forces	1
2	A keen watch on the trends in the environment would help to sensitize the firm's management to the changing _____ a) Technology. b) Management c) Both a and b. d) Economic	1
3	Search of alternatives and choice of strategy to deal with the environment are parts of image building process. State True or False	1
4	Identify the importance of environmental scanning. a) Determining Opportunities b) Economic Forces c) Demographic Forces d) Technological Forces	1
5	_____ starts before production of goods but continues after selling of products. a) Directing. b) Marketing c) Customer satisfaction d) Demand	1
6	Wants backed by willingness and purchasing power are called _____. a) Services. b) Marketing c) Both a and b. d) Demands	1

Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
1	Customer satisfaction is _____ which reflects the state of difference between product or service experience with that of expectation (post purchase) a) Direct marketing. b) People c) Demand. d) Reactive component	1
2	The intangible acts and deeds offered from one party to another without the transfer of title is called _____. a) Product. b) Services c) Both a and b. d) Place	1
3	Wants are human needs shaped by _____ and _____. a) Customer satisfaction and expectations b) Culture and personality c) Both a and b. d) None of the above	1
4	Preference for organic products or demand for Khadi clothes in place of synthetic clothes by the customers The above is an example of one of the following external forces making an influence on business. a) Technological changes b) Uncertainty in political scenario c) Social changes d) Changes in fashion and tastes of consumers	1
5	Labour demanding higher wages and bonus and better working conditions. The above is an example of one of the following external forces making an influence on business. a) Technological changes b) Industrial conflicts caused by Labour unrest c) Social changes d) Uncertainty in political scenario	1
6	Demand for reservation in jobs for minorities and women. The above is an example of one of the following external forces making an influence on business a) Technological changes b) Industrial conflicts caused by labour unrest c) Social changes d) Uncertainty in political scenario	1

Q.6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
1	Through environmental analysis, the management can develop an _____ which gauges the impact of various environmental forces on the firm. a) Environmental Threat and Opportunity Profile (ETOP) b) Macro environment c) Micro environment d) Internal environment	1
2	Tata Nano project faced strong opposition in Singur (West Bengal) both socially and politically. Before production and launching the product in the market the management has to make good market research to explore various aspects. Which aspect has affected Tata in the above case? a)Economic, social and political trends b)The market trends c)Technology trends d)Nature of target customers	1
3	Before introducing Tata Nano to the automobile market the company took into consideration the size of family, job profile, purchasing power and buying motive of the customer etc. Which aspect did Tata take into consideration before production and launch of its product? a)Economic, social and political trends b)The market trends c)Technology trends d)Nature of target customers	1
4	The proposal of Tata Motors to bring out a small economy car by 2008 was a warning signal for Maruti Suzuki to cut its costs or introduce economy models. Identify the importance of environmental scanning highlighted above: a)Determining opportunities b)Identification of threats c)Formulation of strategies and policies d)Image Building	1
5	ITC Hotels foresaw bright opportunities in the travel and tourism industry and started building hotels in India and abroad. Identify the importance of environmental scanning highlighted above- a)Determining opportunities b)Identification of threats c)Formulation of strategies and policies d)Basis of strategy	1
6	_____ is the climate or set of conditions.	1

SECTION B		
Answer any 3 out of the given 5 questions on Employability Skills in 20 – 30 words each (2 x 3 = 6 marks)		
7	Explain the different types of Business activities	2
8	Difference between Entrepreneur and Entrepreneurship	2
9	In SMART goals, what does 'S, M, A, R and T' stand for explain?	2
10	Identify and explain the types of motivation.	2
11	What is time management and how can you manage your time?	2
Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)		
12	List down the macro environmental factors/forces which affect organization's marketing decisions and activities.	2
13	Explain the term demography.	2
14	Explain the meaning of opportunities in marketing.	2
15	A company specializing in organic skincare products conducts market research to understand consumer preferences and needs. Through surveys and focus groups, they discover that there is a growing demand for cruelty-free and environmentally friendly beauty products. In response, the company launches a new line of organic skincare products made from sustainably sourced ingredients, highlighting their benefits such as nourishing properties and eco-friendliness. Identify and explain the objective of marketing.	2
16	Enlist the pillars through which marketing believes in profit maximization.	2
Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)		
17	What managers are expected to do to maintain 'ecological balance' in marketing?	3

18	List and explain the elements affecting external micro-environment.	3
19	Discuss the elements of external micro-environment for a business.	3
	Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3=12 marks)	
20	Give any 4 points of difference between Macro and Micro environment.	4
21	List down the various aspects to which the management has to make good market research before production or launching of the product.	4
22	Explain the objectives of marketing	4
23	'Technology adoption helps to gain competitive advantage to the business firm'. Explain how?	4
24	What do you mean by publics? Described seven types of publics affecting a business decision making.	4
	THE END	