

SAMPLE TEST PAPER, 2019 - 2020
CLASS : XII
SUBJECT : ENTREPRENEURSHIP

TIME : 3 Hrs.

MAX MARKS: 70

GENERAL INSTRUCTIONS:

- (i) Answers to questions carrying 1 mark may be from one word to one sentence.
 - (ii) Answers to questions carrying 3 marks may be from 50 to 75 words.
 - (iii) Answers to questions carrying 4-5 marks may be about 150 words.
 - (iv) Answers to questions carrying 6 marks may be about 200 words.
 - (v) Answer all parts of a question together.
 - (vi) All questions are compulsory.
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Section-A - Objective Type Questions (OTQs/MCQ's)
(1 mark each)

1 Sources of ability to perceive and preserve the basic ideas

- | | |
|----------------|------------------------|
| (a) Innovation | (c) Demand |
| (b) Supply | (d) Level of operation |

2. Which process involves idea generation?

3. ----- is a stage of creativity, where entrepreneur comes with a viable plan to give practical shape to his idea by collecting raw material.

4. Investigation of idea is important as it helps in identification of product or service which exists in the proposed idea. True or False?

5. What are the main forms of internal expansion :

- | | |
|------------------------------------|--------------------------------------|
| (a) Merger and acquisition | (b) Increase in business opportunity |
| © Replacing old machinery with new | (d) All of the above |

6. ----- is required to convert an idea into an opportunity.

7. -----are convenient frames of reference for streamlining the process of idea generation.

8. A merger between firms that are involved in totally unrelated business activities. Identify it.

9. ----- means issuing necessary orders, instruction and guidelines relating to the work to be performed.

10. -----method of negotiation starts from negotiating on small details and working upward until a final settlement is reached.
11. Who can write a business plan?
 - (a) Accountants
 - (b) Lawyer
 - (c) Marketing consultants
 - (d) all of the above
12. What is break even analysis?
13. What kind of distribution, would you adopt for consumer durable goods and perishable goods.
14. Explain the meaning of CRM.
15. In amalgamation, one entity gets absorbed into another but later does not lose its entity. True or False?
16. What is idea generation?
17. "Spending money on making business plan is a waste." Do you agree with this? Give reason.

Section-B (Short Answer – I)

(2 marks each)

- 18, Kartik wants to start a new ready made garments shop in his colony. He knows that it is the best opportunity for him and it is going to give him high rate of promising returns. How do you agree with Kartik that he has selected a right opportunity?
19. Differentiate between advertising and personal selling.
20. How many sources of funds are available for arranging funds by business enterprises?
21. If you want to start a venture, What can provide you a roadmap for it? Why is this road map Required?
22. Explain with example, how 'existing product or services' help in generation of ideas?
23. Describe the contents of an organisational plan.
24. Differentiate between consolidation and merger.

OR

Ravi, who is a diploma holder in computers, decides to take franchise of NIIT for his backward town of Katni, which form of franchise will he take? List two disadvantages of franchise to franchisee

Section - C (Short Answer –II)

(3 marks each)

25. What is synergy? In what forms can it take place?

OR

Discuss different types of acquisition. (Explain any three)

26. 'Everyone wins something' is the highlight of which method of negotiation?

Explain two more methods of negotiations.

27. 'Business plan' can provide a road-map for starting a new venture. In the light of this statement, discuss the importance of business plan.

28. Differentiate between penetrating and skimming pricing method..

29. Give the meaning of creativity. State first two elements in the creative process.

OR

Explain the importance of environment scanning.

Section-D (Long Answer – I)
(4 marks each)

30. These concept began back in the 1850's when Isaac Singer invented the sewing machine. In order to distribute his machines outside of his geographical area, and also provide training to customers, and also provide training to customer.

Identify the concept and explains it by giving value points to it.

31. A company has incurred expenses of Rs. 1000 and they want to earn a profit margin of 10% han the company will sell the product at Rs. 1100.

i. Identify type of pricing method involved.

ii. Write advantages and disadvantages of this method.

OR

A famous company started a promotion scheme of donating one Rupee from every sale with this effort of the firm. Identify value added and explain it

32. Yuvika and Mohit got jobs in IT sector and were based in Hyderabad. Yuvika was from Delhi and Mohit was from Mumbai. Both were missing home food. The canteen food was highly unappetising. They checked out several tiffin services but did not find them satisfactory.

The food was not apt for their taste buds. So, they decided to quit their jobs and start a professionally managed tiffin service by name of 'Ghar Ka Khana'. They not only gave chapatti and north Indian curries, but also started with 'Maharashtrian thali', 'Bengali thali' as regional meals'

What are the sources of perceiving the basic idea?

OR

Neha started her restaurant business near an industrial area and she was not getting clients as she had expected. What are the factors which have been ignored before starting the boutique? Suggest the various factors that she has to look before venturing into business

Section-E (Long Answer – II)
(6 marks each)

33. (A) Identify the type of brand name in each of the following cases and give their features.

- i. Liril – brand name with the “freshness” concept.
- ii. Maggi – brand name for noodles, sauces, masala etc.

(B) What is sales promotion? State its objectives.

34. What are the major components of production plan? Explain.

OR

Describe the different elements of marketing plan
