

# DELHI PUBLIC SCHOOL, JAMMU

Class – XII

HALF YEARLY EXAMINATION

Time – 3HR

SUB: - Entrepreneurship

SAMPLE PAPER

MARKS - 80

General Instructions: -

- a. Answer to question carrying 1 Mark should be one word to one sentence
- b. Answer to question carrying 3 Marks should not exceed 60 – 80 words
- c. Answer to question carrying 4 Marks should not exceed 120 words.
- d. Answer to question carrying 6 Marks should not exceed 250 words.
- E All questions are compulsory

Q1. Environmental analysis is required by every firm to determine the opportunities and threats in an organisation. What is required to process and analyse the obtained data? (1)

- (A) Quantitative analysis
- (B) Qualitative analysis
- (C) PESTEL analysis
- (D) Both Quantitative and Qualitative analysis

Q2. Aarna Industries started manufacturing ice-creams under the brand name 'Tasty'. The company decided to use 3D animation techniques which will be projected on buildings. They chose several high raise buildings all over major metropolitan cities and started their advertising campaign. What form of media is the company using? (1)

- (A) Television
- (B) Point of sale
- (C) Ambient
- (D) Cinema

Q3. This promotional technique is deliberately planned and sustained effort to establish and maintain mutual understanding between an organisation and public. This industry grew 12% to touch 1600 crore in FY19, according to the fourth 'State of the Industry Survey 2019' report by the Public Relations Consultants Association of India (PRCAI). While media relations continue to be the largest service, non-media relations services now contribute 53 percent of the industry's revenue. Identify the technique.

- (A) Advertising
- (B) Sales Promotion
- (C) Personal Selling
- (D) Public Relations

Q4. Ratnanjali Ayurveda introduced a new range of products on the basis of the tri doshas. The marketing department is brainstorming on the branding of the new range where the customers can identify the new range easily and at the same time it creates awareness about the type of products this range has. The name 'AyurPrakriti', was adopted by the company and it would be used for all the products under this range. Which type of branding is adopted by Ratnanjali Ayurveda? (1)

- (A) Individual branding
- (B) Corporate branding
- (C) Umbrella branding
- (D) Alphanumeric branding

Q5. The entrepreneurs have an option to brand their product individually, as it signifies: [1]

- (A) Separate brand name
- (B) Group brand name
- (C) Family brand name
- (D) None of these

Q6. Information for environment scanning can be called from various sources. Identify from the following which one is not a source of environmental scanning: [1]

- (A) Records of compares
- (B) Government publications
- (C) Publications by various financial institutions
- (D) Creative efforts

Q7. Given below are the factors necessary for developing a successful idea. Identify the correct combinations from the given options: [1]

- (A) Skills and Knowledge
- (B) Trends and demand
- (C) Skills, Knowledge and competencies
- (D) Trends, demand and change

Q8. Vinit innovated a new pen which can read any text when placed on top of a page or newspaper which definitely helps blind and old people who are unable to read. He wishes to legally protect his product. He can get a: [1]

- (A) Patent
- (B) Copyright
- (C) Trademark
- (D) Geographical Indication

Q9. Which of the following are the rules when planning any advertising activity: [1]

- (A) Aim
- (B) Competitors
- (C) Media
- (D) All of the above

Q10. 'Maharaja' of Air India is: [1]

- (A) Brand name
- (B) Brand Mark
- (C) Brand
- (D) Trademark

- Q11. A brand offered a wide range of products to its customers like namkeen, sweets, bakery items, etc. Identify the element of marketing mix being discussed above. [1]  
 (A) Product (B) Price  
 (C) Place (D) Promotion
- Q12. A company initially decided to charge a price to cover the cost of producing a product plus a reasonable profit. Identify the pricing strategy adopted by the company. [1]  
 (A) Cost-plus pricing (B) Penetration pricing  
 (C) Creaming pricing (D) None of these
- Q13. Nelson started an AC repair shop in his area after doing a diploma course. What idea field is it? [1]  
 (A) Market driven (B) Trading related  
 (C) Service related (D) Creative efforts
- Q14. Which of the following is not a feature of sole proprietorship? [1]  
 (A) Unlimited liability (B) Sole risk bearer  
 (C) Separate entity (D) All of the above
- Q15. \_\_\_\_\_ is one of the environmental factor that affects the micro internal environment. [1]  
 (A) Political (B) Competitor  
 (C) Legal (D) Social
- Q16. Which element of operational plan is concerned with deciding the exact path or route of material during the production process? [1]  
 (A) Routing (B) Scheduling  
 (C) Dispatching (D) Inspection
- Q17. Sensing entrepreneurial opportunities is a process of converting \_\_\_\_\_ and then into an enterprise. [1]  
 (A) An idea into opportunity (B) An opportunity into an idea  
 (C) An idea into a problem (D) A problem into opportunity
- Q18. "Each for all and all for each" is the motto of which of the following form of business? [1]  
 (A) Sole proprietorship (B) Partnership  
 (C) Company (D) Cooperative society
- Q19. Why is SWOT analysis important in preparing the marketing plan? [3]
- Q20. A production plan helps to plan the work in such a manner that one can clearly form an idea about some aspects. Name any four such aspects. [3]
- Q21. An entrepreneur perceives opportunities, synthesizes the available information and analysis emerging patterns so that it can be shared and supported by all customers, partners, employees, and suppliers. Comment on any two factors involved. [3]
- Q22. Mittal Industries is into manufacturing of television sets. The company decided to introduce a new range of smart television sets which can use any mobile phone as remote control. The finance department along with the R&D department brainstormed to arrive at an optimal price for the television sets. They decided that the price be fixed based on a manufacturing estimate. Enlist the advantages of fixing price in this manner. [3]
- Q23. Explain in detail the following sources of Idea Fields:  
 A. Natural resources  
 B. Existing products or services  
 C. Market-driven ideas  
 D. Trading related ideas [4]
- Q24. Name and explain the element of promotion mix that would help in clearing the stock of off-season goods. Also mention the objectives of this element. [4]
- Q25. Assuming you plan to manufacture detergent powder. How would you assess the size of the market of your locality? What strategies would you adopt to sell the product? Explain any four. [4]
- Q26. 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. explain any two such frames. [4]
- Q27. Rajeshwan an entrepreneur, wants to start an industry for groundnut oil in Kathiawar (Gujrat), where less employment opportunities are available. She wants to Fix a very low and reasonable price

for this as compared to her competitors. She investigated that other oil factories are either making soya oil or sunflower oil which is not in much demand by the consumers of this area as they cannot afford to buy these oils. For this she prepares a comprehensive business plan that encompasses the entire range of activities being planned in the business. Identify the plan and explain why this is needed by an entrepreneur. [6]

Q28 Sheila has a degree in robotics and she loves to design products. She started her career in 'Robotech' which uses high-end technology in all their products. Her job profile included travelling a lot also, Whenever she travelled, she noticed that disabled people have difficulty in moving their wheelchairs from one place to another because in some places ramp is not provided and there is no way they can walk up the stairs. She came up with an idea of a wheelchair which can be used on stairs easily. She decided to quit her job and start her own company. She realized that her idea was the first stage in the process of innovation. Identify the concept and explain first four steps in its process. [6]

Q29. Karthik is in the business of manufacturing laptop components since 2010. They have been supplying their parts to all major manufacturers. His son Harsh took over the factory in 2022. He had done his Masters in Business Administration and wanted to expand the operations of the company. He planned to start manufacturing laptops to be sold in the Indian market. He discussed the idea with his financial team. They estimated the cost of the project to be around ₹ 65 crores. They decided to take the required funds from potential investors. The financial team of the company decided to make a plan which will explain to the potential investor the ways and means of how the entrepreneur plans to meet all financial obligations. Explain any five components of this plan. [6]

Q30. Explain the first five steps involved in idea and opportunity assessment. [6]