



**INDIAN SCHOOL MUSCAT**  
**SECOND PERIODIC TEST**  
**ENTREPRENEURSHIP (066)**

CLASS: XII

Max. Marks: 20

Time Allowed: 50 Mins.

MARKING SCHEME			
SET	Q.NO	VALUE POINTS	MARKS SPLIT UP
A	1	TAN	1
A	2.	Financial Plan	1
A	3.	Sole Proprietor Unlimited Liability	2
A	4.	a. Ensuring orderly flow of materials from beginning to the end b. Facilitating continuous production. c. Co-ordinating the work of engineering, purchasing etc. d. Describing the flow of goods from production point to the consumers. <div style="text-align: right;">Any two (1 Mark each)</div>	2
A	5.	This helps in assessing: 1. The minimum level of output to be produced. 2. The effect of change in quantity of output upon the profits. 3. The selling price of the product. 4. The profitable options in the line of production. <div style="text-align: right;">Any three – 1 mark each</div>	3
A	6.	Organizational plan 1. Terms and conditions associated with the firm 2. Lines of authority and responsibility of members 3. Stake of members in the organization 4. Roles and responsibility of each member 5. Forms of payment for the members 6. Voting rights, managerial and controlling rights of the members <div style="text-align: right;">Any two – 1 mark each</div>	3
A	7.	1. Elevator pitch It is a three-minute summary of the business plan's executive summary. It is often used as a teaser to awaken the interest of potential funders, customers etc. 2. A pitch deck with oral narrative It presents the business plan in the form of slide show complemented with an oral narrative. 3. A presentation for external stakeholders	

		<p>A detailed formatted plan is made targeting the external stakeholders.</p> <p>4. An internal operational plan</p> <p>A detailed plan describing planning details that are needed by management.</p> <p>1 marks each 1 X 4 = 4 marks</p>	
A	8.	<p>(a) Deciding what the general market or industry entrepreneurs wishes to pursue is based on market research</p> <p>(b) Divide the market into smaller groups based on</p> <ol style="list-style-type: none"> <li>1. Consumer characteristics</li> <li>2. Buying situations</li> </ol> <p>(c) Select segment</p> <p>(d) Develop a marketing plan integrating according to product, price, distribution and promotion.</p> <p>1 mark each 1 X 4 = 4 marks</p>	4