



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
B	1	Permanent Account Number	1
B	2.	Organizational plan	1
B	3.	Partnership Unlimited liability	2
B	4.	Routing- Determining the exact route of a product. Scheduling- Fixing the time, day and date when an operation has to be completed.	2
B	5.	No Manufacturing involved Partial manufacturing Complete manufacturing	3
B	6.	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.	3
B	7.	(a) Deciding what the general market or industry entrepreneurs wishes to pursue is based on market research (b) Divide the market into smaller groups based on 1. Consumer characteristics 2. Buying situations (c) Select segment (d) Develop a marketing plan integrating according to product, price, distribution and promotion.	4
B	8.	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.	4

		<p>3. A presentation for external stakeholders A detailed formatted plan is made targeting the external stakeholders.</p> <p>4. An internal operational plan A detailed plan describing planning details that are needed by management.</p>	
--	--	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--