

CLASS: XII	INDIAN SCHOOL MUSCAT SECOND PERIODIC TEST	SUBJECT: ENTREPRENEURSHIP
13.09.18	SET - C	
Q.NO.	VALUE POINTS-MARKING SCHEME	SPLIT UP OF MARKS
1.	<p>“Establishing short term objectives, usually incorporating deadlines and quantifiable measures”.</p> <p>Identify the concept.</p> <p>Ans: Goal setting</p>	1
2.	<p>Give any two examples for brand mark.</p> <ol style="list-style-type: none"> 1. ‘Girl’ of Amul 2. ‘Maharaja’ of Air India 	1
3.	<p>Rahim began to give short term incentives like bonuses, coupons to encourage the purchase or sale of his products.</p> <p>Identify the concept referred here.</p> <p>Ans: Sales Promotion</p>	1
4.	<p>Mention any four factors that need to be considered to have an effective employee relationship.</p> <p>Ans:</p> <ol style="list-style-type: none"> 1. Identifying objectives 2. Determining employee needs 3. Balancing work and life needs 4. Open and honest communication 	2
5.	<p>Various approaches may be used by a company to promote its products. One of them is the use of mass media methods by designing a promotion strategy that aims at establishing brand identity.</p> <p>Identify and explain this approach.</p> <p>Ans:</p> <ol style="list-style-type: none"> 1. Above the line approach 2. Above-the-line promotions use mass media methods. This type of promotion focuses on advertising to a large audience. It includes conventional media like print, online, television and cinema advertising. 	2
6.	<p>Komal has started a herbal toothpaste manufacturing unit. She has decided about the logo, packaging format and labelling of the product. Her friend Neha asked her whether she has taken care of the legally recognized exclusive rights of other manufacturers in the industry before taking the above stated decisions.</p> <p>Identify and explain the concept about which Neha asked Komal</p> <p>Ans:</p> <ol style="list-style-type: none"> 1. Intellectual property 2. It includes copyright, patent, industrial design, trademark, and trade secrets. 3. Explain any two (1+1+1=3) 	3
7.	<p>Two years ago Gopal started manufacturing low fat, sugar-free ice-cream on a small scale basis in his home town, Vishakhapatnam. After some time his ice-cream became popular among health</p>	4

	<p>conscious young customers and old persons specially those having diabetes or some heart ailment. Because of the popularity of the ice-cream the demand has increased manyfold. Gopal is unable to meet the same, because of his limited managerial ability and limited capital. Gopal also felt that whenever he fell sick his business was temporarily closed. To overcome this problem he decided to admit in the business his friend Mohan who has recently completed his MBA and is ready to invest money for the expansion of the business. Mohan advised Gopal to get their firm registered.</p> <p>State any four limitations indicated in the above para from which Gopal's business suffered.</p> <p>Ans:</p> <ol style="list-style-type: none"> 1. Limited managerial skill 2. Limited capital 3. Management incompetence 4. Lack of entrepreneurial skills 	
8.	<p>In order to distinguish their products from that of their competitors, the marketers give some names to their products.</p> <p>After identifying the concept, name and give two examples each of its different types.</p> <p>Ans:</p> <ol style="list-style-type: none"> 1. Branding 2. Different types are: <ol style="list-style-type: none"> a. Individual brand name b. Family brand name c. Corporate names d. Alpha-numeric names (give meaning and two examples each) 	6