INDIAN SCHOOL MUSCAT
SECOND PERIODIC TEST

ENTREPRENEURSHIP

CLASS: XII   **Sub. Code:066**   **TimeAllotted:50 mts**

13.09.2018   **SET A**   **Max. Marks:20**

EXPECTED VALUE POINTS AND SCHEME OF EVALUATION

Q.NO.	Answers	Marks (with split up)
1	Determining employee needs , open & honest communication, identifying objectives (any other relevant points)	½ + ½
2	Good advertisement generally elicits the following four responses from its audience, which are generally denoted by the acronym, AIDA- Attention, Interest, Desire, and Action.	1
3	As the company's major graphical representation, a logo anchors company's brand, creates identity of an enterprise and provides essential information about a company that allows customers to relate with enterprises core brand.	1
4	Branding is the process of giving a name, sign or a symbol to a product in order to distinguish it from products of similar nature. Branding is useful as it helps to: (i) Identification of product (ii) Differentiation of product.	1+1
5	Place Mix Rohan has used indirect or two level channel for electronic and engineering goods whereas direct or zero level channel for heavy machinery.	1+1
6	The method of pricing adopted by Mohan is 'Penetration Pricing'. (i) It can result in fast diffusion and adoption, resulting in an increased market share quickly. This strategy can take competitors by surprise, not giving them time to react. (ii) It can create goodwill among the early users and create more trade by word of mouth.	1+2
7	(i) Number of buyers: if the number of buyers is large, then long chain of distribution should be opted but if the number of buyers is small, then smaller channels should be considered. (ii) Types of buyers: General Buyers- more middlemen Industrial Buyers- fewer middlemen. (iii)Buying habits: if goods sell on credit basis long channel of distribution should be opted. (iv)Size of market: if the market areas of the product is scattered fairly, then the producer must take the help of middlemen.	1x4=4
8	(i) Inadequate financing (ii) Diminished customer base. (iii)Poor business planning (iv)Poor system of control (v) Management incompetence (vi)Lack of adequate cash flow (Explain each)	1x6=6