



**INDIAN SCHOOL MUSCAT
FIRST TERM EXAMINATION/SECOND
PERIODIC TEST**



ENTREPRENEURSHIP

CLASS: XII

Sub. Code: 066

Time Allotted: 50 mts

13.09.2018

SET - B

Max. Marks: 20

EXPECTED VALUE POINTS AND SCHEME OF EVALUATION

Q.NO.	Answers	Marks
1	Marketing mix	1
2	Core benefit that a product offers to the customer	1
3	Tag line	1
4	Legally recognized exclusive right to creations of the mind. Copy rights Trade marks Patents Industrial designs Trade secrets	1+1
5	Creaming or Skimming Price Helps to recover the research and development cost Caters the consumers who are quality conscious	1+1
6	CRM includes all aspects of interaction that a company has with its customers, whether it is sales or service related. All business data stored and accessed from a single location It gives management and employees immediate access to most recent data when they need it. 360 degree view of all customer information, knowledge of what customers and general wants and integration with the firms existing applications to consolidate all business information Departments can collaborate with ease and helps the organization to develop efficient automated process to improve business process.	1+2
7	Unit value of the product-less costly product long distribution channel Standardized or customized product-cost is predetermined and n scope of alteration- long distribution channel Perishability: relatively durable – long distribution channel Technical nature: not technical in nature- long distribution channel	4
8	Lack of industry experience Inadequate financing Lack of adequate cash flow Poor business planning Management incompetence Uncontrolled growth Poor system control Diminishing customer base (any six with expln.)	6