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Code Number	SET B
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INDIAN SCHOOL MUSCAT SECOND PERIODIC TEST



ENTREPRENEURSHIP

CLASS: XII

Sub. Code: 066

Time Allotted: 50 mts

13.09.2018

Max. Marks: 20

General Instructions:

1. All questions are compulsory.
2. There are altogether 8 questions in all.
3. Question number 1 to 3 is very short answer type carrying one mark.
4. Question number 4 and 5 are Short Answer-I type question carrying 2 marks.
5. Question number 6 is Long Answer –I type question carrying 3 marks.
6. Questions number 7 is Long Answer –II type question carrying 4 marks.
7. Questions number 8 is Essay Answer type question carrying 6 marks.
8. Answers should be brief and to the point.
9. Please write serial number of the question before attempting it.

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| 1 | “It involves creating a unique blend of the right product, sold at right price, in the right place using most suitable methods of promotion”. What is the concept mentioned with the above statement? | 1 |
| 2 | What does generic name of the product indicate? | 1 |
| 3 | Balsara Hygienic product launched their ‘promise tooth paste’ in 1978. It took an aggressive marketing strategy against all international products particularly ‘Colgate Palmolive’. They used a magic slogan “the unique toothpaste with time tested clove oil”. What is this magic slogan called in entrepreneurship? | 1 |
| 4 | What does intellectual property right mean? What are its common types? | 2 |
| 5 | Whenever Apple inc. introduces its new product with extraordinary features in the market, it keeps a very high price to sell its product in the initial stage sacrificing the possible high sales volume. What is this pricing strategy called? What are the possible advantages of this strategy? | 2 |

- 6 What is Customer Relationship Management? What are its advantages? 3
- 7 “Asly Products Ltd” the production unit initiated by a group of women under ‘Self Help Group’ has grown into a multi crore sales turn over unit. Their main business is related to bakery product and readymade garments for women. Now they wanted to produce and sell para-boiled rice under the brand name ‘Akshaya’. They wanted to market the product all over the state. They have to select suitable marketing channel to distribute the product. What are the important factors that the manufacturer has to consider related to the product while selecting the distribution channel and why? 4
- 8 “Subhiksha Super Market” was found in 1997 by R. Subrahmaniam an IIT-IIM graduate. It operated by selling groceries, fruits, vegetables, medicines, mobile phones etc. It adopted a strategy to cut prices, focusing on lower and upper middle class. Within 10 years he expanded the business by starting more than 1600 outlets. He expanded the business mainly through the borrowed fund. The stores were operated near the catchment areas of the customers. Very soon he faced the problems of difficulties in paying back the borrowed fund. Large number of outlets put pressure on inventory management and poor quality service. Ultimately he had to close down the business due to lack of fund to operate. 6
- Identify and explain any six broad possible causes that led to the closure of “Subhiksha Super Market”.

End of the Question Paper