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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:**

- All questions are compulsory.
- Please check that this Question Paper contains 8 Questions.
- Marks for each question are indicated against it.
- Questions 1 to 3 are Very Short Answer type carrying 1 mark each.
- Questions 4 to 5 are Short Answer-I Type questions carrying 2 marks each.
- Question 6 is Long Answer-I Type question carrying 3 marks.
- Question 7 is Long Answer-II Type question carrying 4 marks.
- Question 8 is an Essay Answer Type question carrying 6 marks.
- Answer should be brief and to the point.
- Please write down the serial number of the Question before attempting it.

1. “Establishing short term objectives, usually incorporating deadlines and quantifiable measures”. **Identify the concept.** 1
2. Give any two examples for brand mark. 1
3. Rahim began to give short term incentives like bonuses, coupons to encourage the purchase or sale of his products. **Identify the concept referred here.** 1
4. Mention any four factors that need to be considered to have an effective employee relationship. 2
5. 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. **Identify and explain this approach.** 2
6. 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 recognised exclusive rights of other manufacturers in the industry before taking the above stated decisions. 3  
**Identify and explain the concept about which Neha asked Komal.**

7. 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 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 many fold. 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. 4
- State any four limitations indicated in the above para from which Gopal's business suffered.**
8. In order to distinguish their products from that of their competitors, the marketers give some names to their products. 6
- After identifying the concept, name and give two examples each of its different types.**

**End of the Question Paper**