

CLASS: XI	INDIAN SCHOOL MUSCAT	SUBJECT:ENTREPRENEURSHIP
	FIRST PERIODIC TEST	
	SET - A	
QP.NO.	VALUE POINTS	SPLIT UP MARKS
1.	Conducting industrial and commercial activities using computer networks is known as e-business.	1
2.	Insurance and transportation.	1
3.	Analytical industry is concerned with separating basic materials for getting different final products. Eg ; Oil refinery. Synthetic industry is concerned with combining various raw materials to produce a final product. Eg : Cement, Paint industry etc.,	1 + 1
4.	Three types of foreign trade are : 1. Export 2. Import 3. Entrepot (Points with explanation)	1 + 1 + 1
5.	Integrative Expansion strategies : 1. Vertical expansion – Backward and forward integration 2. Horizontal integration (Points with explanation)	1 + 1 + 1
6.	Steps in market survey are : 1. Planning the surveys 2. Field work 3. Analysis and interpretation of data 4. Report making (Points with explanation)	1 + 1 + 1 + 1
7.	Macro Environmental factors are : 1. Demographic forces 2. Economic factors 3. Technological forces 4. Political forces 5. Natural factors 6. Cultural forces (Points with explanation)	1+1+1 + 1 + 1 + 1