

CLASS: XI	INDIAN SCHOOL MUSCAT	SUBJECT:ENTREPRENEURSHIP
	FIRST PERIODIC TEST	
	SET –B	
QP.NO.	VALUE POINTS	SPLIT UP MARKS
1.	Commerce is the sum total of all those activities which are engaged in the removal hindrance of persons, place and time in exchange of commodities.	1
2.	Transportation and banking.	1
3.	Extractive industry is engaged in raising some form of wealth from the soil, climate, air, water or beneath from the surface of the earth. Eg : Agriculture , Mining etc., Genetic industry is related to the reproducing and multiplying of certain species of animals and plants with the object of earning profits from their sale. Eg : Fish hatcheries, Poultry farms etc.,	1 + 1
4.	Penetration strategies are : 1. Encourage frequency of use 2. Attract new client 3. Attract competitors customers (Points with explanation)	1 + 1 + 1
5.	Indirect channel of distribution are : 1. One level channel 2. Two level channels 3. Three level channels (Points with explanation)	1 + 1 + 1
6.	Importance of market survey : 1. Customer is the king 2. Risk reduction 3. Helps attaining objectives 4. Market overview 5. Forecast 6. Decision making (Any four with explanation)	1 + 1 + 1 + 1
7.	Ways of entering foreign market are : 1. Indirect export 2. Direct export 3. Licensing 4. Contract manufacturing 5. Joint ventures 6. Direct investment (Points with explanation)	1+1+1 + 1 + 1 + 1

