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INDIAN SCHOOL MUSCAT FIRST PERIODIC TEST

ENTREPRENEURSHIP

CLASS: XI

Sub. Code: 066

Time Allotted: 50 mts.

06.12.2018

Max. Marks: 20

GENERAL INSTRUCTIONS:

1. All questions are compulsory.
2. There are total 7 questions in all.
3. Marks for each question are indicated against it.
4. Answer should be brief and to the point.

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|---|---|
| 1. What is commerce? | 1 |
| 2. Which auxiliaries to trade are required to remove the hindrances of place and finance? | 1 |
| 3. Differentiate between extractive and genetic industry with examples. | 2 |
| 4. Explain different penetration strategies of intensive expansion. | 3 |
| 5. Briefly explain the different indirect channels of distribution. | 3 |
| 6. State the importance of conducting market survey. | 4 |
| 7. Explain the different ways of entering foreign market. | 6 |

End of the Question Paper