

Roll Number

SET

A



INDIAN SCHOOL MUSCAT
HALF YEARLY EXAMINATION
ENTREPRENEURSHIP (066)

CLASS: XII
22.09.2022

Time Allotted: 03 Hrs.
Max. Marks: 70

GENERAL INSTRUCTIONS

The Question Paper is divided into 5 parts. There is no overall choice, though internal choice is given

Section A has 17 objective questions carrying 1 mark each.

Section B has 7 questions carrying 2 marks each. Answer in 50 to 75 words.

Section C has 5 questions carrying 3 marks each. Answer in 100 words.

Section D has 3 questions carrying 4 marks each. Answer in 150 words.

Section E has 2 questions carrying 6 marks each. Answer in 200 words.

SECTION A

- 1 Hitesh, a fisherman, faced a lot of problems in selling the fish he caught. His entire community was facing this problem and most of the time they had to dump the fish they caught back into the sea. He read a newspaper article on how people have started ordering online for most of the essentials. He spoke to his fellow fishermen about selling their fish online and started their business with a small delivery truck and an app and slowly and steadily their business started to flourish. What trend has Hitesh spotted? 1
 - a. Read trends
 - b. Watch trends
 - c. Talk trends
 - d. Think trends
- 2 Ms.Jaya conceived an idea, and the idea field from where she got the idea helped her by providing information in identifying and analyzing the market need, market size and competition. Which 1

idea field did Jaya go for to get the information?

- a. Market driven
- b. Natural resources
- c. Existing product
- d. Trading related

3 Identify the third stage in Opportunity Project Interface.

1

- a. Scanning of environment
- b. Spotting of opportunity
- c. Starting a project
- d. Identification of product/service

4 WhatsApp was the first application for mobile chat. Afterwards, many other applications came but still WhatsApp is No.1 in mobile chat. Which of the importance of business environment is highlighted here?

1

5 Fit ltd., has become a well-known brand name in the field of fitness. Their products range from exercise equipment to protein powders. The company decided to launch a new product in the market which they believed will be a game changer. The company did a market survey amongst people from various age groups to know the acceptability of the product. What step of the creativity process is the company right now in?

1

- a. Idea germination
- b. Preparation
- c. Incubation
- d. Illumination

6 Identify the channel of distribution

1

- a. When goods are produced on a large scale
- b. When goods are of high cost



Identify the type of sales promotion.

- a. Business Promotion
- b. Consumer Promotion
- c. Trade Promotion
- d. Sales Force Promotion

OR

Name the element of marketing mix that refers to the use of communication with twin objectives of informing potential customers about a product and persuading them to buy it.

8 What is a franchise agreement?

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9 (i) Each partner is liable for acts performed by other partners

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(ii) Each partner can bind other partners and the firm by his acts done in the ordinary course of business.

Which feature of partnership is highlighted by these two statements?

- a. Implied Authority
- b. Utmost good faith
- c. Mutual Agency
- d. Agreement

10 M/s Nilarun Pvt Ltd. Decided to diversify their business from manufacturing baby foods to health drinks. The Finance and Marketing department decided to adopt either of the two pricing techniques- high price to cover the research and development costs or to sell at lesser amount so as to increase the huge market share at the initial stage. They put forth their findings to the Chief Financial Officer (CFO). Identify the pricing techniques suggested by the Finance and Marketing department.

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- 11 Kindercare' is a successful brand name in the field of playschool across the country. They decided to increase the number of branches all throughout the country. For this purpose they decided to give exclusive rights to individuals in return for a regular payment. The various conditions included were: a. Interested individuals need to have Minimum 2000 feet area and are ready to invest around 10,00,000. b. Books and uniform to be procured from Kindercare headquarters only. c. Content, technical and accounting assistance would be provided. d. Teacher training for a month. Identify and explain this type business opportunity offered by 'Kindercare'. 1
- 12 What do you mean by Intellectual Property Rights? 1
- 13 Amaze ltd., is a company engaged in the manufacturing of air- conditioners. The company has four main departments Purchase, Marketing & Sales, Finance and Warehousing. As the demand for the product grew, the company decided to recruit more employees in the Finance department and Marketing & Sales departments. 1
- Identify the component of the business plan which will help the Human Resource Manager to decide and recruit the required number of persons for each department.
- a. Marketing Plan
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- 14 When is it advisable for an entrepreneur to opt for a direct channel of distribution? (any two) 1
- 15 A Company is called an artificial person because _____. 1
- a. it has an independent entity.
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- 16 McDonald's golden arch is a famous _____. When people see the golden (yellowish) arches, they expect fast service, inexpensive prices and a specific type of food around the corner. 1

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Identify the type of brand name in the given statement. "Ponds, is a mother brand name used for shampoos, talcum powder, cold creams, soaps etc."

- 17 True/False 1
During mergers and acquisitions the value of the combined entity is expected to be greater than the sum of the independent values of the merging firms.

SECTION B

- 18 Evaluate the two approaches used in sales strategy by a company while retaining its present customers and when attracting new customers. 2

OR

Suresh wanted to start a sole proprietorship form of business. He expects that his annual turnover is likely to be 15lakhs. His friend Anil advised him to obtain a PAN number from the Income Tax Department. Suresh wanted to know the meaning and importance of PAN and also the parties who must have it. Help Suresh to know its meaning and the parties who should hold it.

- 19 What is operating synergy? How is it different from financial synergy? 2
- 20 Anil signed a contract with Phelari group to bottle and distribute their soft drink brand 'Kickapo'. The taste of this soft drink was unique and it became the most preferred soft drink consumed by teenagers. The agreement stated that Anil should use the same ingredients used by Phelari group while bottling the product. Identify and give the meaning of this type of enterprise growth strategy. 2

21 Match the following elements:

2

I. Shipping	a. art of comparing materials, product, performance
II. Routing	b. Goes beyond the manufacturing process and describes till goods are reached to the consumers.
III. Dispatching	c. Path to be followed right from raw material to finished product.
IV. Inspection	d. The process of initiating production

22 Enlist any four main public relation tools?

2

OR

Explain the following commonly used media options.

- a. Ambient
- b. Window display

23 Explain the various factors involved in assessing the market while selecting a product or service?

2

24 Harish, after finishing his degree wanted to start his own business. He was confused as to the kind of business he should start. He attended a start-up session. One of the speakers stated that 'Creativity can be used to spot and harness opportunities, as well as be applied to develop new products and services'. State any four ways in which creative ideas can be generated.

2

SECTION C

25 An entrepreneur identifies problems as roadblocks. They understand that they need to bring creative solutions to it. For this he needs to completely understand the problem, identify the target group and find an acceptable solution. Justify as to how identifying a problem will help an entrepreneur.

3

26 Sankalp Singh Parihar cultivates the world's most expensive Miyazaki variety of mangoes at his farm in Dhedagoua village in Madhya Pradesh. The Miyazaki variety of mangoes he grows at his farm sell at Rs 2.5 lakh per kg in Japan. In India he got a price of Rs 21000 per kg, but he is yet to launch sales and is focusing on propagating the variety now. He intends to plant more saplings and make the mangoes affordable for Indians and sell it for as little as Rs 2000 per kg. He plans in such a manner that economic feasibility can be achieved in a few years. Which part of the business plan highlights economic feasibility? Give any four points to support the importance of this plan.

3

- 27 Unicon Ltd. and Nahata Communications provide Cable T.V network in adjacent areas of Delhi. 3
- After sometime the market was slowly taken over by big cable companies. Both Unicon Ltd. And Nahata communications understood the competition and decided to come together so as to increase their markets share. This strategy helped them in cost saving through economies of scale as they could cover more areas now. It led to the overall growth of both the companies.
- Identify the enterprise growth strategy adopted by the two.
 - State four benefits that the companies have after this arrangement.

OR

‘Golden Sweets’ was a partnership firm, owned by Swati and Sushma. ‘Asam Sweets’ was another partnership firm owned by Vipin and Pranav. Swati and Sushma were sharing profits in 1:2 ratio and Vipin and Pranav were sharing profits in 2:3 ratio. Both the firms were situated in a famous market of Guwahati and were doing competitive business. Pranav the partner of ‘Asam Sweets’ observed that many of their customers were from far off areas and if branches of ‘Asam Sweets’ are opened in other parts of the city; the firm may earn huge profits. Similar was the situation of ‘Golden Sweets’. One day in a function at a common friend’s house, the partners of both the firms knew that the internal expansion of their respective firms will be costly. Hence, they decided about the merger of the two firms. Finally, on 1.1.2016 their respective firms were merged and a new firm ‘Asam Golden Sweets’ was formed with all the four partners Swati, Sushma, Vipin and Pranav. Their new profit sharing ratio was 1:2:2:3. During the year ended 31.12.2016 the new firm opened four new branches in different parts of the city and earned a profit of 30% on sales.

Identify and explain the type of merger adopted by the two firms with one example.

- 28 Explain the first three steps for idea and opportunity assessment, after the product identification 3
has been done by the entrepreneur.
- 29 Elaborate the various approaches used in promotion strategy. 3

OR

Differentiate between the three components of a brand.

SECTION D

- 30 Zigma Ltd., a pharmaceutical company develops a new treatment for baldness. There is an anticipated a market of 6 million bald men for the innovative product. So, the Company decides to price their products depending on the demand of the product at a certain time or certain region. 4
- a. Identify and explain the pricing strategy adopted by Zigma Ltd.
- b. Write three advantages of this pricing strategy.
- 31 Explain any two advantages and two disadvantages of franchising to franchisee. 4
- 32 “Writing a good business plan can’t guarantee success, but it can go a long way toward reducing the odds of failure.” In this context, elucidate any four importance of the Business plan. 4

OR

There is no fixed format of business plan presentation. It varies according to the entrepreneur’s goals and audience, especially for start-ups there are four formats to be followed for business plan presentation. Comment.

SECTION E

- 33 Explain the various steps involved in preparing a marketing plan? 6

OR

Henry Ford went bankrupt twice before the FORD MOTOR COMPANY succeeded.

In 1901, Gillette’s fledgling company was \$12,500 in debt- a lot of money then.

Explain any 6 elementss of one of the component of business plan which is highlighted in the above two situations.

- 34 What do you mean by one level channel of distribution? Explain the factors affecting channels of distribution with related to market considerations. 6

End of the Question Paper

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B



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Section E has 2 questions carrying 6 marks each. Answer in 200 words.

SECTION A

- 1 Mahesh, a fashion designer, faced a lot of problems in finding customers for his product. He understood that even other designers are also facing this problem. He got involved in fashion industry's trade association and started attending various related events, both online and offline. He took advantage of social networking tools to understand what people are buzzing about the latest trends. He got a lot of information for his business and slowly and steadily his business started to flourish. What trend has Hitesh spotted? 1
 - a. Read trends
 - b. Watch trends
 - c. Talk trends
 - d. Think trends
- 2 M/s Nilarun Pvt Ltd. Decided to diversify their business from manufacturing baby foods to health drinks. The Finance and Marketing department decided to adopt either of the two pricing techniques- high price to cover the research and development costs or to sell at lesser amount so as to increase the huge market share at the initial stage. They put forth their findings to the Chief 1

Tw

Financial Officer (CFO). Identify the pricing technique suggested by the Finance and Marketing department.

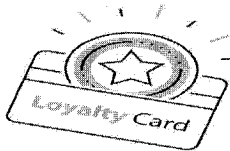
3 Why are copyrights and patent important for an entrepreneur? 1

4 Identify the channel of distribution 1

a. When the consumers are spread over a large area throughout the country

b. When the goods are produced on a small scale

5 1



Identify the type of sales promotion.

- a. Business promotion
- b. Consumer promotion
- c. Trade promotion
- d. Sales force promotion

OR

With its help the consumers are able to identify the products of a firm and are also able to differentiate them from those of the competitors. Identify the concept.

- 6 DigiLocker is the country's first secured cloud-based platform for the storage, issuance and verification of documents with the Driving Licence & Vehicle Registration System of the Road Transport Ministry. The integration of a government department with DigiLocker since its launch last year is one of the biggest of its kind. It will spare 1 people the trouble of carrying licences & vehicle papers, which can be accessed on phones using the Digi Locker app. Identify the related dimension of business environment. 1
- 7 Abhishek and Akash were partners in a transport business. With a view to expand, they thought of changing the form of business where their liability will be limited. To keep a control over the business, they decided to sell shares to friends, families and some employees. Which form of business they adopted? 1

- (a) Public company
- (b) Partnership
- (c) Private company
- (d) Co-operative Organization

8 _____ refers to the information provided on package or the product itself. 1

OR

Name the element of marketing mix that refers to the use of communication with twin objectives of informing potential customers about a product and persuading them to buy it.

9 TCW is a leading tyre manufacturing company headquartered in Kerala. They decided to allow various store owners the authority to distribute their products in various parts of the country by using the name and trademark of TCW. The company will provide the raw materials for manufacturing the cool drink. 1

Identify the type of franchising offered by 'TCW'.

10 Soha conceived an idea and the idea field from where she got the idea and this helped her by providing information in identifying and analyzing the market need, market size and competition. 1

- a. Market driven
- b. Natural resources
- c. Existing product
- d. Trading related

11 True/False 1

In a reverse acquisition, a private company takes over a public company.

12 Raktim & Lakshmi who have been crusaders of waste segregation and promoting the use of only biodegradable products have decided to set up a small production unit that will be use various agricultural waste to manufacture compost that can be fed into the soil directly by the farmers. They need to prepare a blue print of their future planning and in addition they need to cover the details pertaining to the raw materials and type of plant and machinery required for this venture. Which business concept are we discussing here? 1

- a. Feasibility Study, Man Power Plan
 - b. Business Plan, Organizational Plan
 - c. Business Plan, Production Plan
 - d. Feasibility Study, Financial Plan
- 13 Fit ltd., has become a well-known brand name in the field of fitness. Their products range from exercise equipment to protein powders. The company decided to launch a new product in the market which they believed will be a game changer. The company after a market survey, went through the process of studying the pros and cons of manufacturing the product. What step of the creativity process is the company right now in? 1
- a. Idea germination
 - b. Preparation
 - c. Incubation
 - d. Illumination
- 14 "Human life is built around works". Identify the form of Business Organization being talked about in the following sentences: - 1
- a. "The one-man control is the best in the world if that man is big enough to manage everything."
 - b. The birth of this legal person is by law and can be put to death by law.
- 15 When is it advisable for an entrepreneur to opt for a direct channel of distribution? 1
- 16 Alpha Ltd., a multinational restaurant chain company, gives an exclusive right to four Indian companies to set up the restaurants in metropolitan cities in India in return for their payment of royalties and conformance to standardized operating procedures. Identify the concept discussed in the above para. 1

17 This is required to convert an idea into an opportunity.

1

- a. Sensing entrepreneurial opportunities
- b. Strategic positioning
- c. Product identification
- d. Incubation

SECTION B

18 What is operating synergy? How is it different from financial synergy?

2

OR

Suresh wanted to start a sole proprietorship form of business. He expects that his annual turnover is likely to be 15 lakhs. His friend Anil advised him to obtain a PAN number from the Income Tax Department. Suresh wanted to know the meaning and importance of PAN and also the parties who must have it. Help Suresh to know its meaning and the parties who should hold it.

19 Enlist any four main public relation tools?

2

20 Sankalp Singh Parihar cultivates the world's most expensive Miyazaki variety of mangoes at his farm in Dhedagoua village in Madhya Pradesh. The Miyazaki variety of mangoes he grows at his farm sell at Rs 2.5 lakh per kg in Japan. In India he got a price of Rs 21000 per kg, but he is yet to launch sales and is focusing on propagating the variety now. He intends to plant more saplings and make the mangoes affordable for Indians and sell it for as little as Rs 2000 per kg. He plans in such a manner that economic feasibility can be achieved in a few years.

2

Which part of the business plan highlights economic feasibility? Also explain it.

OR

Why is Break-even analysis regarded as a useful element of financial plan? (Any four)

21 Evaluate the two approaches used in sales strategy by a company while retaining its present customers and when attracting new customers.

2

22 Anil signed a contract with Phelari group to bottle and distribute their soft drink brand 'Kickapo'. The taste of this soft drink was unique and it became the most preferred soft drink consumed by teenagers. The agreement stated that Anil should use the same ingredients used by Phelari group while bottling the product. Identify and give the meaning of this type of enterprise growth strategy.

2

23 Match the following elements:

2

I. Follow-up	a. art of comparing materials, product, performance
II. Routing	b. suggesting remedial measures to remove obstacles
III. Dispatching	c. Path to be followed right from raw material to finished product.
IV. Inspection	d. The process of initiating production

- 24 Unicon Ltd. and Nahata Communications provide Cable T.V network in adjacent areas of Delhi. After sometime the market was slowly taken over by big cable companies. Both Unicon Ltd. And Nahata communications understood the competition and decided to come together so as to increase their markets share. This strategy helped them in cost saving through economies of scale as they could cover more areas now. It led to the overall growth of both the companies.
- a. Identify the enterprise growth strategy adopted by the two.
- b. State the benefits that the companies have after this arrangement. (Any three)

SECTION C

25 Explain the following three sources which lead to the emergence of basic ideas:

3

- a. Problems
- b. Change
- c. Invention

(With explanation)

OR

Describe environment analysis and mention any two sources from where we can collect information for it.

- 26 It is a process of entrepreneurship which involves the translation of a useful idea into an application which has commercial value. Identify the concept and explain any two of its elements.

3

OR

Explain the next three steps for idea and opportunity assessment, after the cost per unit have been identified by the entrepreneur in order to fix the price of the product.

- 27 Explain the various approaches used in promotion strategy.

3

28 Harish, after finishing his degree wanted to start his own business. He was confused as to the kind of business he should start. He attended a start-up session. One of the speakers stated that 'Creativity can be used to spot and harness opportunities, as well as be applied to develop new products and services'. State any three ways in which creative ideas can be generated. 3

29 Kiano Mobile Solutions (KMS) has been a leader in the mobile handset industry for years. After technological advancement, many players entered the market and started to take up the sales share. KMS failed to understand the changing trends in the mobile phone and lost its market share majorly whereas Hanhung Mobitech could understand the sensitivity to the environment factors which is crucial for an entrepreneur. How has the understanding of environment helped Hanhung Mobitech? Explain with any three points. 3

SECTION D

30 Explain any two advantages and two disadvantages of franchising to franchisee. 4

31 Mahesh is a young man of 20 years. He has completed a tailoring course from an industrial training institute. He wants to start a big size tailoring shop in a modern locality where young men and women working in various multinational companies live. He went to one of his friends who had completed a diploma course in textile designing to discuss about the opening of the tailoring shop. His friend advised him to prepare a written document describing formally all the relevant external and internal elements involved in starting a new venture. It will not only help in understanding the feasibility and viability of the proposed venture but also facilitate in assessing and making provisions for the bottlenecks in the progress and implementation of idea. State any four points of importance of the concept discussed by Mahesh with his friend. 4

32 Zigma Ltd., a pharmaceutical company develops a new treatment for baldness. There is an anticipated market of 6 million bald men for the innovative product. The company also assumes that 50% of the potential customers are prepared to pay a high price for the product. So, the Company decides to price their products very high to target 'early adopters' for a limited duration. 4

a. Identify the pricing strategy adopted by Zigma Ltd.

b. Write any three advantages of this pricing strategy.

OR

There is no fixed format of business plan presentation. It varies according to the entrepreneur's goals and audience, especially for start-ups there are four formats to be followed for business plan presentation. Comment.

SECTION E

33 Rajesh was a chemical engineer working for a company selling insect killer spray. He was aware how this product could harm the health of the users and was constantly looking for ways to improve the product. Filled with innovative zeal, he worked hard and developed a mosquito repellent which produces sonic waves to drive away mosquitoes. It is non-smoky and does not emit any kind of fragrance or odour. It was safe to use as the sonic waves do not affect human beings or plants. He decided to name his product as 'Dengularia Free'. The product was to be packed in a corrugated box with an extension cord as free gift. Its price was fixed at Rs. 260 per unit. A replacement warranty for one year will be given as an introductory offer. He decided to sell this product through agents who will sell to both, the wholesalers and retailers depending upon the market to be catered.

- a. Explain marketing strategy and marketing mix.
- b. Quoting the lines from the above para, identify and explain the three elements of marketing mix used by Rajesh.

OR

Henry Ford went bankrupt twice before the FORD MOTOR COMPANY succeeded.

In 1901, Gillette's fledgling company was \$12,500 in debt- a lot of money then.

Explain any 6 components of one of the component which is highlighted in the above two situations.

34 Explain the various steps involved in preparing a marketing plan?

End of the Question Paper

9/29

Roll Number		
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C



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1. What do you mean by Intellectual Property Rights? 1

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- 20 State any four ways in which franchising help start-ups.

2

- 21 Explain the following two sources which lead to the emergence of basic ideas:

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- a. Problems
- b. Change

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Describe environment analysis and mention any two sources from where we can collect information for it.

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- 23 Evaluate the two approaches used in sales strategy by a company while retaining its present customers and when attracting new customers.

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24 Enlist any four main public relation tools?

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OR

Why is Break-even analysis regarded as a useful element of financial plan? (Any four)

SECTION C

25 Harish, after finishing his degree wanted to start his own business. He was confused as to the kind of business he should start. He attended a start-up session. One of the speakers stated that 'Creativity can be used to spot and harness opportunities, as well as be applied to develop new products and services'. State any three ways in which creative ideas can be generated. 3

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a. Identify the enterprise growth strategy adopted by the two.

b. State four benefits that the companies have after this arrangement.

OR

'Golden Sweets' was a partnership firm, owned by Swati and Sushma. 'Asam Sweets' was another partnership firm owned by Vipin and Pranav. Swati and Sushma were sharing profits in 1:2 ratios and Vipin and Pranav were sharing profits in 2:3 ratio. Both the firms were situated in a famous market of Guwahati and were doing competitive business. Pranav the partner of 'Asam Sweets' observed that many of their customers were from far off areas and if branches of 'Asam Sweets' are opened in other parts of the city; the firm may earn huge profits. Similar was the situation of 'Golden Sweets'. One day in a function at a common friend's house, the partners of both the firms knew that the internal expansion of their respective firms will be costly. Hence, they decided about the merger of the two firms. Finally, on 1.1.2016 their respective firms were merged and a new firm 'Asam Golden Sweets' was formed with all the four partners Swati, Sushma, Vipin and Pranav. Their new profit sharing ratio was 1:2:2:3. During the year ended 31.12.2016 the new firm opened four new branches in different parts of the city and earned a profit of 30% on sales. Identify and explain the type of merger adopted by the two firms and with one example.

- 28 Sankalp Singh Parihar cultivates the world's most expensive Miyazaki variety of mangoes at his farm in Dhedagoua village in Madhya Pradesh. The Miyazaki variety of mangoes he grows at his farm sell at Rs 2.5 lakh per kg in Japan. In India he got a price of Rs 21000 per kg, but he is yet to launch sales and is focusing on propagating the variety now. He intends to plant more saplings and make the mangoes affordable for Indians and sell it for as little as Rs 2000 per kg. He plans in such a manner that economic feasibility can be achieved in a few years. Which part of the business plan highlights economic feasibility? Give any four points to support the importance of this plan. 3
- 29 Explain the first three steps for idea and opportunity assessment, after the product identification has been done by the entrepreneur. 3

OR

Differentiate between the three components of a brand.

SECTION D

- 30 "Writing a good business plan can't guarantee success, but it can go a long way toward reducing the odds of failure." In this context, elucidate any four importance of the Business plan. 4
- 31 Zigma Ltd., a pharmaceutical company develops a new treatment for baldness. There is an anticipated a market of 6 million bald men for the innovative product. The company also assumes that 50% of the potential customers are prepared to pay a high price for the product. So, the Company decides to price their products depending on the demand of the product at a certain time or certain region. 4
- a. Identify and explain the pricing strategy adopted by Zigma Ltd.
- b. Write three advantages of this pricing strategy.
- 32 Explain any four advantages of franchising to franchisee. 4

OR

There is no fixed format of business plan presentation. It varies according to the entrepreneur's goals and audience, especially for start-ups there are four formats to be followed for business plan presentation. Comment.

SECTION E

- 33 What do you mean by one level channel of distribution? Explain the factors affecting channels of 6

distribution with relation to market considerations.

34 Explain the various steps involved in preparing a marketing plan?

6

OR

Describe the different elements of financial plan.

End of the Question Paper