



INDIAN SCHOOL MUSCAT

SECOND PERIODIC TEST

ENTREPRENEURSHIP

CLASS: XI

Sub. Code: 066

Time Allotted : 50mts.

21 .11.2023

Max .Marks : 20

Roll no..... Name of the Student..... sec.....

GENERAL INSTRUCTIONS:

- A. There are total 10 questions.
- B. There is NO internal or external choice.
- C. All questions are compulsory.
- D. Marks are indicated against each question.

1. Findings and recommendations is a process which has to be done in _____ stage of market survey. 1

- (a) Planning the survey
- (b) Field work
- (c) Analysis and interpretation of data
- (d) Report making

2. Anuj while visiting Lulu sees a poster "Buy one get one free" in the textiles section. This is an example of one of the techniques of Promotion Mix. 1

- (a) Advertising
- (b) Personal selling
- (c) Public relation
- (d) Sales promotion

3. Milkywhite Ltd. started the manufacturing of herbal toothpaste. They researched that large number of established enterprises were also manufacturing the similar type of products. The company fixed the price of their toothpaste on 'cost plus method' of pricing. After sometime the company realized that they were not getting good response regarding their toothpaste from the customers and the market share of their toothpaste was less than 0.5%. Since their product was new, they decided to change the pricing method so that they could increase their market share. The pricing strategy they decided is: 1
- (a) Cost plus pricing
 - (b) Penetration pricing
 - (c) Variable pricing
 - (d) Skimming pricing
4. One of the major way of distribution for Apple phones is through its own stores. They hugely invest in this type of distribution, though the revenues from these channels merely account for around 30% of the total investment. Which channel of distribution is mentioned here? 1
- (a) One level
 - (b) Two level
 - (c) Three level
 - (d) Zero level
5. Wheat is mainly produced in Punjab, while cotton in Gujarat & Maharashtra but they are required for consumption in different parts of the country. How can this hindrance of place be removed? 1
- (a) Warehousing
 - (b) Advertising
 - (c) Transportation
 - (d) Banking
6. Starbucks Corporation holds a dominant position in the specialty coffee market but its rivals such as Dunkin' Donuts, McDonald's (McCafé), Costa Coffee, focus on providing quick service and competitive pricing. Identify and explain the micro environmental factor specified in this case. 2
7. Elaborate any two penetration strategies. 2

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|-----|--|---|
| 8. | For manufacturing of 'Nirma' detergent, an important raw material 'Linear Alkaline Benzene (LAB) which was earlier purchased is now manufactured by Nirma itself. Identify and explain the type of vertical expansion mentioned here. Also explain Horizontal expansion. | 3 |
| 9. | Describe any three macro environmental factors which affect a business. | 3 |
| 10. | Mention the objectives of conducting a market survey. | 5 |

END OF THE QUESTION PAPER

Quai
Roz

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1. Questionnaire development is a process which has to be done in _____ stage of market survey. 1

- (a) Planning the survey
- (b) Field work
- (c) Analysis and interpretation of data
- (d) Report making

2. Jaz opens a grocery store. He announces free coupons worth Rs 100/- and 200/- on a purchase of goods Rs. 1000/- and above. Which element of promotion mix is being used by Anuj? 1

- (a) Advertising
- (b) Personal selling
- (c) Public relation
- (d) Sales promotion

3. Minera Ltd was a company into manufacturing of water purifiers, water dispensers and packaged drinking water. They do a lot of research and development and would update their products on a regular basis. Acting on one such research report, they decided to manufacture a water bottle with a built in water purifier called 'Drink pure'. It was priced in such a way that the cost of investment of the original research gets recovered from the customer. Identify the pricing strategy to be used by Minera Ltd. 1
- (a) Cost plus pricing
 - (b) Penetration pricing
 - (c) Variable pricing
 - (d) Skimming pricing
4. In 2022, Adidas online sales contributed to 20% of its total revenue. Which channel of distribution is mentioned here? 1
- (a) One level
 - (b) Two level
 - (c) Three level
 - (d) Zero level
5. 'Daily enterprises' is engaged in the business of poultry farming. It supplies its production to a meat exporting company, Sadil Ltd. The type of industry Daily enterprises is engaged with is _____. 1
- (a) Extractive industry
 - (b) Genetic Industry
 - (c) Analytical Industry
 - (d) Synthetical Industry
6. Samsung has its headquarters in South Korea. It supplies multiple components, including flash memory used for storing data content, the mobile DRAM used for multi-tasking various applications in devices, and the application processors responsible for controlling and keeping devices running. Samsung supplies these to reduce its own component manufacturing costs via bulk production. Identify and explain the micro environmental factor specified in this case 2
7. Elaborate any two Market development strategies. 2

8. Surat Cotton Ltd. are manufacturers of textiles, in a city of Gujarat. Raymond Ltd. are the manufactures of readymade garments and sell their products throughout the country. They also export their products to America and European countries. Raymond Ltd. source their textiles from Surat Cotton Ltd. The management of Raymond Ltd decided to merge with Surat Cotton Ltd to ensure continuous supply of their raw materials. Identify and explain the type of vertical expansion done by Raymond Ltd. Also explain Horizontal expansion. 3
9. One of the most influential factors in the world economy is the e-commerce sector, and China is the undisputed leader in this field. With a total online sales volume of \$1,538 billion in 2022, China holds 26.07% of the global e-commerce market share, far ahead of any other country. Describe the role of e-commerce. 3
10. Describe five macro environmental factors which affect a business. 5

END OF THE QUESTION PAPER

Shiv

Raj



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1. Editing the data is a process which has to be done in _____ stage of market survey. 1
 - (a) Planning the survey
 - (b) Field work
 - (c) Analysis and interpretation of data
 - (d) Report making

2. A sales representative of LG in tech stores, helped Mr.Manoj in making a purchase decision. 1

They asked Manoj, about expected price range and desired specifications. He suggested a product that fulfills Manoj's requirements.

 - (a) Advertising
 - (b) Personal selling
 - (c) Public relation
 - (d) Sales promotion

3. Leo Ltd., manufacturers and distributors of energy drink in Asian countries, decided to sell their products comparatively at a less profit margin only in Indonesia. Rest of the countries they are planning to keep their profit margin very high. Identify the pricing strategy to be used by them. 1
- (a) Cost plus pricing
 - (b) Penetration pricing
 - (c) Variable pricing
 - (d) Skimming pricing
4. The distribution of Tesla cars go through its online e-commerce or its own physical stores. Tesla borrowed Apple's playbook to distribute its cars, by creating a set of physical stores, where potential customers count enjoy in full the potential of driving Tesla. 1
- (a) One level
 - (b) Two level
 - (c) Three level
 - (d) Zero level
5. 'Hi green Pvt. Ltd' is engaged in the business of plant nursery. It supplies its production to an exporting company, Blooms Ltd. The type of industry 'Hi green Pvt.' Ltd. is engaged with is _____. 1
- (a) Extractive industry
 - (b) Analytical Industry
 - (c) Genetic Industry
 - (d) Synthetical Industry
6. Sportswear giant Nike outsources the production of all its footwear to various overseas manufacturing plants. According to a report out of Ohio State University, China supplies 36% of all Nike's shoe parts, while Vietnam supplies 36%, Indonesia supplies 22%, and then Thailand supplies 6% of the shoe parts. Identify and explain the micro environmental factor specified in this case 2
7. Differentiate between stability strategy and expansion strategy. 2

8. For manufacturing of 'Amber' cement, the first step is to buy the raw materials mainly limestone and clay, from firms which quarry the principal raw materials. Though it was earlier purchased is now manufactured by Amber itself. Identify and explain the type of vertical expansion mentioned here. Also explain Horizontal expansion. 3
9. Describe any three macro environmental factors which affect a business. 3
10. One of the most influential factors in the world economy is the e-commerce sector, and China is the undisputed leader in this field. With a total online sales volume of \$1,538 billion in 2022, China holds 26.07% of the global e-commerce market share, far ahead of any other country. Describe the role of e-commerce. 5

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Shai
By

