



General Instructions: -

- (i) Objective questions carrying (1) each.**
- (ii) Answers to questions carrying (2) each and should not exceed 50 words.**
- (iii) Answers to questions carrying (3) each and should not exceed 75 words.**
- (iv) Answer to questions carrying (4) marks each and should not exceed 150 words.**
- (v) Answers to questions carrying (6) each and should not exceed 250 words.**

1. Oppo is a leading mobile phones manufacturer in India. The company decided to launch a new model which will have inbuilt software for hand-free use and enhance the customer experience through 3D photos. They are also looking into ideas to use eco-friendly recyclable materials for the body of the phones that may cause negligible damage to the environment. Identify the factor of the PESTEL model discussed here.
- (a) Social and Political (b) Ecological and Technological
(c) Economic and Social (d) Legal and Economic (1)
2. Moderma Cameras Ltd.' are the manufacturers of security cameras. Their research team came up with new idea of manufacturing drones with security corners that will give a 360° view of the entire building. They needed huge finance for the same. The company came to know about a consortium of venture capital. Who were ready to invest new ideas. The managing director got an-appointment with them and started the preparation of a business plan to be presented to them. The plan was preparation of a business plan to be presented to them. The plan was to make an informative power point presentation showing the key graphics of financial trends. It was meant to trigger discussion and interest among the members of the consortium through reading the written presentation. Which of the following formats of the business plan is being used by the company?
- a) An internal operation plan b) A pitch deck with oral narration (1)
c) Elevator pitch d) A written presentation for external stakeholders
3. Rahul and Sohan are planning to hire a sales executive for their firm Sohal Textiles Pvt. Ltd. They have interviewed approximately 12 candidates. Only three of them were able to answer their question

11. Time success is a watch manufacturing company. It produces and sells different types of watches. It performs various activities such as product designing, packaging, warehousing, branding, pricing, promotion etc. The company also maintains good relationship with the customers. They get repeated orders because of this practice.strategy is related to the activities mentioned in the paragraph above.
- a)Selling b)Branding c)Labelling d)Marketing (1)
12. When the product is very costly, it is the best way to use adistribution channel. (1)
- a) Small b)Medium c) Large d)Very large
13. Sales promotion activities can be targeted towards:
- a) Final buyers b)Business customers c) Retail and wholesalers d)All of the above (1)
14. Vani, shiva,,bhanu and kumar are good friends. They are the students of class IX and are studying in the same school. They were admitted at the age of 5 years and did not fail in any class. They want to start a retail business. Can they form a partnership?
- a) They can form a partnership after taking permission from the parents
- b) They can form a partnership after taking permission from school
- c) They can because they are more than two persons
- d) No, they cannot form a partnership because all of them are minors (1)
15. Conducting SWOT analysis is a step in the preparation of which of the following components of a business plan.
- a) Organizational plan b) Financial plan
- c) Manpower plan d) Marketing plan
- (1)
16. The form of oranisation has a limited area of operation due to availability of limited fund and limited managerial abilities
- a) Joint stock company b) Partnership
- c) Sole proprietorship d) Both a & c (1)
17. Which plan describes the proposed venture's form of ownership.
- a)Financial b)Organizational c)Marketing d)Operational (1)
18. is a type of indirect tax levied on goods imported into India as well as on goods exported from India.
- a)Customs duty b)VAT c)Service Tax d)All of the above (1)
19. The liability of shareholder's of a company is.....

a)Limited b) Unlimited c)Not defined d)None of these (1)

20. Saraswathi is the managing director of Holes Ltd. The company is manufacturing shoes and wants to enter into the business of trendy ladies shoes market. But before entering into this business she has to assess the market demand and other related variables. Identify from the following factor which Saraswathi will not consider while doing market assessment.

a) Supply and nature of competition b) Idea generation
C)Cost &price of product d) Project innovation and change (1)

21. The process of entrepreneurship which involves the translation of a useful idea into an application is called.

a) Incubation b) Innovation c) Verification d)Illumination (1)

22. What is a sales strategy? (2)

23. Which channel of distribution is best suited for standardized and customized product/goods?

OR Amul – A gift for someone you love

Rasana-I love you rasana

a) Identify the concept involved in the above examples.
b) Describe the importance of the concept. (2)

24. What is PAN? Why is it required? (2)

25. Balwant singh of Bikaner thought of air conditioned houses which do not require electricity. He wanted to explore the ideas of construction of such eco-friendly houses which remain cool in summers and warm in winters. He conceived the idea in 2010 but the final product could take shape in 2014. This is which stage of creative process. Explain? (2)

26. After passing his 12th class with entrepreneurship as elective subject GURU started his own business. He invested ₹2,00,000 as capital which was given to him by his father. He obtained a loan of ₹ 1,00,000 from his elder brother Ravi, who was working as an assistant manager in Bank of Baroda. In the first year he incurred a loss of ₹50,000 and had to pay to his suppliers their outstanding bills. This created a financial problem for him and he had to take a loan of ₹1,00,000 from the Bank of Baroda on the personal guarantee of his brother. He started doing hardwork, lowered the prices and informed his customers about the qualities of goods sold by him. Because of this the sale increased four times and he earned a net profit of ₹75000 in the second year.

a) Which form of business organization started by GURU ?

~~b) Explain any three features of the above mentioned form of organization? (2)~~

27. Rohan after completing his MBA from IIM Kolkata has joined a multinational company in the capacity of marketing manager. The company deals in diversified range of products. It deals with electronic items, engineering goods, along with heavy machinery to be used in chemical industries. He has to decide the channels of distribution best suited for the company's product. Therefore Rohan decided to use wholesalers and retailers for electronic goods and engineering goods and direct selling for heavy machinery.

a) Identify the element of marketing mix discussed in the above paragraph.

b) Explain any three channels of distribution? (3)

28. What is environment scanning? write any three importance of environment?

OR

Ram is living in a rural area where there is no school and people are illiterate. He decides to open a retail outlet of computer accessories. As an entrepreneur, do you think his decision is correct? Give reason in support of your answer stating the relevant environmental factor. (3)

29. What is PESTEL model? Explain it. (3)

30. Ram and Shyam the partners of an Accounting firm wants to register their firm. Explain the procedures for registration of a partnership firm.

OR

What is partnership form of business? Explain its features? (4)

31. Namrata was looking for a brand name for her biscuits. She asked her friend Roshini, an English teacher, to help her out. Roshini suggested Namrata few names but they were not fulfilling the requirements of being a good brand name. Then Namrata explained the qualities of a good brand name. After listening to it Roshini suggested the name 'delish' and Namrata selected it. From this state any eight qualities of a good brand name that Namrata had to say to Roshini to get a good brand name.

OR

"Logo defines the identity of the brand and lets the customer know about the product". Explain (4)

32. Give the meaning of creativity and innovation. Also state the steps in the process of innovation. (4)

33. Abhimanyu industries Ltd. had a team of professionals and experts to draft a comprehensive yearly document with all the relevant details of internal and external elements in meaning the venture. This document act as a decision making tool for the management. The CEO of the company always pays special focus on one element of this document that ensures the orderly flow of materials from raw state to finished product with proper system of quality control, as according to him work your plan is more important than plan your work.

- a) Identify comprehensive yearly document prepared being prepared by Abhimanyu industries.
- b) How is this document act as a decision making tool for the management.
- c) Identify the importance of element that is identified in(a)? (6)

34. Smart look Ltd. launched a smart television in the market after lot of research and development. This television had many new features which distinguished it from the existing televisions in the market. To recover the investment a high price was determined for the television even then the demand is very high. The quality conscious customers were ready to pay the high price as they understood the product's value and its features. Identify and explain in detail the marketing mix strategy used by Smart look Ltd.

OR

Source: Entrepreneur Magazine

“Another major development in recent years has been the proliferation of smart speakers. In 2018 around 56 million smart speakers were sold to consumers, according to social report . yet despite the growing number of households asking Alexa, Siri and Google home questions, smart speaker marketing and advertising opportunities have been scarce. But this seems to be changing .in 2017, for example, Google Home users noticed that a universal ad for disney's beauty and the beast began playing shortly after scheduled morning announcements, called flash briefings. These types of ads were rare and infrequent at the time, but are now growing in popularity.

- a) Identify and explain the component of marketing mix enumerated in the above article
- b) Explain in detail the elements of the component of marketing mix identified in (a) above. (6)

35. An idea interacts with creativity leading to innovation of a product or services and for this ideas are collected and generated in many ways. Explain any five such ways. (6)
