



INDIAN SCHOOL SOHAR
PRE-BOARD II EXAMINATION (2021-22)
SUBJECT: ENTREPRENEURSHIP (066)

CLASS: XII**DATE: 24/03/2022****MAX. MARKS: 35****TIME ALLOWED: 2 HRS**

General Instructions: -

- a. The paper is divided into 3 sections.
- b. Section-wise overall choice is given to the students.
- c. Section A (2 marks) has 6 questions. Attempt any 4 out of 6.
- d. Section B (3 marks) has 5 questions. Attempt any 4 out of 5.
- e. Section C (5 marks) has 4 questions. Attempt any 3 out of 4.

SECTION - A																		
1.	This method is used to spread the word about the product or service to customers, stakeholders and broader public. Identify the concept and also explain other various approaches that a company can use for its product.	2																
2.	What is operating cycle or cash conversion cycle?	2																
3.	What are the two ways in which an organization can expand?	2																
4.	Explain any two features of venture capital.	2																
5.	Explain ABC analysis model	2																
6.	What is operating synergy? How is it different from financial synergy?	2																
SECTION- B																		
7.	Explain three components of brand.	3																
8.	This is part of the agreement that outlines the type of relationship a franchisee is entering into with the franchisor. <ol style="list-style-type: none"> I. Identify the franchise agreement discussed here. II. Explain any two agreements which is not identified in (I). 	3																
9.	Saras Soya Company manufactures three products – Soya Paneer, Soya Chunks and Soya Milk. The variable expenses and sales prices of all the products are given below: <table border="1" style="margin: 10px auto; width: 80%;"> <thead> <tr> <th>Products</th> <th>Soya Paneer</th> <th>Soya Chunks</th> <th>Soya Milk</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td>Sales Price per unit</td> <td style="text-align: center;">200</td> <td style="text-align: center;">100</td> <td style="text-align: center;">50</td> </tr> <tr> <td>Variable Price per unit</td> <td style="text-align: center;">100</td> <td style="text-align: center;">75</td> <td style="text-align: center;">25</td> </tr> </tbody> </table>	Products	Soya Paneer	Soya Chunks	Soya Milk					Sales Price per unit	200	100	50	Variable Price per unit	100	75	25	3
Products	Soya Paneer	Soya Chunks	Soya Milk															
Sales Price per unit	200	100	50															
Variable Price per unit	100	75	25															

	<p>The total fixed expenses of the company are 50000 per month. For the coming month company expects the sale of three products in the following ratio: Soya Paneer: 20% Soya Chunks: 30% Soya Milk:50%</p> <p>From the following information calculate:</p> <ol style="list-style-type: none"> Contribution margin per unit Weighted average contribution margin per unit Overall BEP Product wise break-even point of each product in units. Product wise break-even point of each product in rupees. 	
10.	<p>Explain the following terms:</p> <ol style="list-style-type: none"> Share trading Buying and selling of shares Bid quantity Squaring off Transaction Limit order 	3
11.	Discuss any three advantages of Cost-plus pricing.	3
SECTION- C		
12.	Explain the meaning of acquisitions and its types.	5
13.	<p>Which kind of inventory method should be followed for the products of following nature:</p> <ol style="list-style-type: none"> Raw Materials, Packing Materials, Spare Parts, Semi-Finished Goods (or WIP – Work in Progress), Finished Goods, Consumables etc. Commodity items and specifically made to order. Items like vegetables, fruits, flowers etc. Hazardous in nature. Bar codes and RFID tags are used in tracking etc 	5
14.	What are the factors that must be considered while selecting the most appropriate channel of distribution related to market?	5
15.	Explain any five functions of stock exchange.	5