



INDIAN SCHOOL SOHAR
UNIT TEST II (2023-2024)
ENTREPRENEURSHIP: SET:1

Class: XI
Date:17/01/2024

Max Marks: 20
Time: 40 Minutes

General Instructions:

- (i) Objective questions carrying 1 mark each. Choose the correct answer from the given options.
- (ii) Answers to questions carrying 2marks each and should not exceed 50 words.
- (iii) Answers to questions carrying 3marks 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 6marks each and should not exceed 250 words..

1.	ABC Ltd. a manufacturing company runs all its operations globally. The Company manufactures and sells different types of sanitary wares. For packaging and distribution, the company has appointed an agent and the agent is using the lengthiest channel for distribution. Identify the channel of distribution used by ABC Ltd: a) One level channel b) Two level channels c) Three level channels d) Four level channels	[1]
2.	Market research is a process involving various steps. First five steps are given below. Arrange the steps in correct order. (i) Defining the marketing problem (ii) Specifying the information requirement (iii) Developing the research design (iv) Collecting information (v) Analyzing the information and interpreting it. a) (i), (ii), (iii), (iv), (v) b) (i), (ii), (iv), (iii), (v) c) (i), (iii), (ii), (iv), (v) d) (iii), (ii), (iv), (i), (v)	[1]
3.	State whether the following statements are True or False: specify the reason for your answer. Forces that comprise macro environment are secondary forces.	[1]
4.	Evaluate the statements given below and choose the most appropriate option from the following: Assertion (A) : Today corporate go in for profit optimization rather than profit maximization. Reason (R) : A business firm may have number of objectives, pricing is the platform for achieving these objectives. a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A). b) Both Assertion (A) and Reason (R) are true, but Reason (R) is not the correct explanation of Assertion (A). c) Assertion (A) is true, but Reason (R) is false. d) Assertion (A) is false, but Reason (R) is true.	[1]
5.	Unit price is ₹ 10 per one cup of tea. Unit Cost per one cup of tea is ₹ 7. Gross Profit per unit (one cup) would be: a) ₹ 1 b) ₹ 2 c) ₹ 3 d) ₹ 4	[1]
6.	This is a powerful tool for managers and it provides insight into whether or not revenue from a product or service has the ability to cover the relevant costs of production of that product or service. Identify the concept and explain any three benefits of the same. <p style="text-align: center;">OR</p> Differentiate between e-business and e-commerce.	[2]
7.	This is the future marketing strategy to boost sales. It is a planned activity aimed at progressive growth of the enterprise. Identify the concept mentioned in the above lines and enlist any three benefits of the same.	[2]

8.	<p>Explain</p> <ol style="list-style-type: none"> Cost Expenses Expenditure. 	[3]
9.	<p>You are the marketing manager of a company manufacturing toy car. Explain briefly, the tools or elements to boost the sale of your company.</p> <p style="text-align: center;">OR</p> <p>“This is the only element in the marketing mix that produces revenue, the other elements produce cost”. Identify and explain the importance of marketing mix component mentioned in the above lines.</p>	[3]
10.	<p>The following information relates to a company, which produces a single product.</p> <p>Direct labour per unit - ₹ 25/ Direct materials per unit ₹ 10/ Variable overheads per unit ₹ 5/ Fixed costs - ₹ 2, 00,000/ Selling price per unit ₹ 50/</p> <ol style="list-style-type: none"> Calculate variable cost The minimum number of units that must be sold for the company to break even. Show BEP in rupees Calculate BEP in units and in rupees if fixed cost is increased by 10% Calculate BEP in units and in rupees if variable overheads are increased by ₹ 20 and sales price decreased by ₹ 10. 	[5]