



Class: XII  
Date:23/05/2024

Max Marks: 20  
Time: 40 MINUTES

**General Instructions:**

1. This question paper contains 10 questions.
2. The question paper contains 4 sections - A, B, C and D
  - 2.1. Section A contains multiple choice questions
  - 2.2. Section B - 2 marks; Answers to these questions may be from 30-40 words.
  - 2.3. Section C - 3 marks; Answers to these questions may be from 50-75 words.
  - 2.4. Section D - 5 marks; Answers to these questions may be from 120-150
3. Internal choice is given in the paper, there is no overall choice

**SECTION :A**

1. 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, marketing & sales departments. Identify the component of the business plan which will help to decide the required number of persons in each department. [1]
- a. Marketing plan
  - b. Financial plan
  - c. Manpower plan
  - d. Production plan

**OR**

A type of intellectual property right which grants an inventor to exclude others from making, using, selling and importing an invention for a limited period of time, in exchange for the public disclosure of the invention.

- a. Trade mark
  - b. Copy right
  - c. Industrial design
  - d. Patents
2. Read the following statement: **Assertion (A) and Reason (R)** : Choose the correct Alternative. [1]
- Assertion (A)** : The relation of partnership arises from contract and not from status.  
**Reason (R)** : In practice written agreement is not advisable in partnership form of organization.  
Alternatives:
- (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.
3. Identify the promotion strategy shown in the image below: [1]



- a) Below-the-line
  - b) Through-the-line
  - c) Above-the-line
  - d) None of these
4. Soham manufactures disinfectants through his company 'XDX Disinfectants'. He decided to expand his business to a new market. He is unaware of the market trends in that market and seeks the help of his friend Shivam, who tells him to conduct a market survey for the same and select an appropriate distributor accordingly. He took the advice of his friend and conducted the survey. After which he selected Viru distributors to sell his product. Soham must have considered which of the following

factors while selecting this distribution channel?

- a. Buying habits
- b. Size of the market
- c. Number of buyers
- d. All of the above

5. From the following items given in Column A match the items given in Column B. [1]

	COLUMN: A		COLUMN: B
i.	Routing	a.	helpful in early detection of errors
ii.	Scheduling	b.	fixation of time for the operational plan
iii.	Dispatching	c.	it initiates the production process
iv.	Follow -up	d.	raw material to finished product

Alternatives:

- a. i(a) ii(d) iii (c) iv(c)
- b. i(c) ii(c) iii (d) iv(a)
- c. i(c) ii(d) iii (c) iv(a)
- d. i(d) ii(b) iii(c) iv(a)

**SECTION :B**

6. Hindustan Unilever Ltd. (HUL) has been concentrating on its core business areas i.e., soaps and detergents, and has emerged as the clear leader in the toilet soap industry. The company has launched many line extensions and variants to leverage the high brand equity of its powerful brand names, viz. Lifebuoy, Liril, Lux etc. Thus, HUL has ensured for itself in all segments using new brand launches. In the context of the above article answer the following questions: [2]

- i. Hindustan Lever Limited comes under which type of brand name?
- ii. What is the specialty of the identified type of brand name?

7. The depth and detail in the business plan depends on the size and scope of the proposed new venture. There is no fixed content for a business plan as it varies according to the entrepreneur's goals. Thus, it is common for especially start-ups to have three or four formats for the business plan. Explain any two formats of a business plan. [2]

**SECTION:C**

8. Mukesh and Saurabh had been friends for a long time. The friends shared a common interest in computer technology. Mukesh had done some software design and computer work his own for neighbors and family friends. It wasn't long before he realized that there was a demand for small business to have affordable computer consultants. He decided to start a business in the same field. Mukesh discussed his venture with Saurabh and asked him if he would like to combine capital and take an active role in the business with him. Both Mukesh and Saurabh are equally responsible for the businesses' risks and rewards. [3]

- i. Which form of business did Mukesh and Saurabh start with?
- ii. Explain any two characteristics of the identified form of business.

9. McDonald's golden arch (M) is a famous logo. When people see the golden (yellowish) arches, they expect fast service, inexpensive prices, and a specific type of food around the corner. This logo gives McDonald's restaurants a competitive advantage over less recognizable restaurants. Customers head for the golden arches because they know what to expect there. In the context of the above article answer the following questions: [3]

- i. Which concept of marketing mix is mentioned here?
- ii. Explain any two other components of the identified concept.

**SECTION:D**

10. Amul. a renowned and creative brand in India, successfully executed a marketing campaign on social media to launch their new product, Butter Cookies in a competitive market segment. They created a hashtag on twitter that went viral with many participants sharing the photos especially their competitors Good Day Photos having a clear percentage of butter was 2% but that is 25% in the case of Amul Cookies. [5]

Amul without naming its competitors was able to achieve its objective. etc. Amul's implementation of this particular promotional strategy not only resulted in effective brand awareness but also generated immediate sales.

- i. Based on the given information, identify the promotional strategy, that Amul applied for the launch of their Butter Cookies. Also explain the strategy.
- ii. Identify the sales strategy in the above passage and explain the type of sales strategy involved in the above passage

**OR**

This is the plan must explain to any potential investor how the entrepreneur plans to meet all financial obligations and maintain its liquidity in order to either pay off debt or provide good return on investment, several financial projection techniques and tools are made use of by the entrepreneur. In general, it needs three years of projected financial data to satisfy any outside investors.

- i. Identify and explain the business plan mentioned in the above paragraph.
- ii. Explain any four components of the identified plan.