**SINDHI HIGH SCHOOL, HEBBAL**

**II UNIT TEST [2024-25]**

**SUBJECT: ENTREPRENEURSHIP (066)**

**Class: XI Max. Marks: 25**

**Date: 22.11.2024 Reading Time: 8:10 to 8:20 am  
No. of sides: 01 Writing Time: 8:20 to 9:20 am**

***General Instructions*:-**

•The question paper contains 4 sections A, B, C and D.

• Sections A- Multiple choice questions.(1mark )

• Section B- 2 marks.

• Section C- 3 marks.

• Section D- 5 marks.

• All parts of a question should be answered in one place.

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|  | **SECTION A** |  |
| **1**. | According to modern thinkers like Peter Drucker, what is the essence of a market in the seventies and eighties?  a. It is defined by geographical location and physical properties.  b. It is restricted to the local community and immediate neighborhood.  c. It is an interaction of buyer and sellers regardless less of geographical boundaries.  d. It is solely determined by the agricultural output of a region. | **1** |
| **2**. | Assertion (A):-The number of personnel required decreases with the help of e-business.  Reason(R):- A single computer is good enough to do the job of many employees.  a) Both Assertion (A) and Reason (R) are true and Reason R is the correct explanation of A.  b) Both Assertion (A) and Reason (R) are true and 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** |
| **3**. | What change has E- business brought in the distribution channel?  a. It has lengthened the distribution channel.  b. It has had no impact on the distribution channel.  c. It has shorten the distribution channel by reducing middlemen.  d. It has increased the number of intermediaries. | **1** |
| **4.** | Company C a new beverage brand received a positive review on a popular health and Wellness blog without any payment or direct solicitation from the company. This is an example of which promotional element?  a. Publicity b. Public relations c. Advertising d. Exhibitions and Demonstration | **1** |
| **5.** | Company Delta specializes in hand-crafted furniture. To ensure their products reach customers nationwide they focus on reliable transportation secure warehousing and comprehensive insurance. These activities fall under which category of distribution decisions?  a. Distribution channels b. Modes of distribution  c. Market trend analysis d. Product development strategies | **1** |
| **6.** | The \_\_\_\_\_\_\_\_\_\_\_ is that combination which tries imparting and popularizing the product service for people.  a. Place Mix b. Product Mix. c. Price Mix. d. Promotion Mix | **1** |
|  | **SECTION B** |  |
| **7.** | Rahul has recently initiated and online platform for marketing the handicrafts made by the tribal communities of Bastar.(i) What type of enterprise has Rahul started?(ii) Define this form of business. | **2** |
| **8.** | Define marketing mix and List any two components of Marketing mix. | **2** |
| **9.** | Enlist first four steps of marketing research. | **2** |
| **10.** | Enlist any four methods of pricing. | **2** |
|  | **SECTION C** |  |
| **11.** | Explain any two indirect channels of distribution. | **3** |
| **12.** | Explain any three forces that constitute the Macro Environment. | **3** |
|  | **SECTION D** |  |
| **13** | Explain importance of pricing. | **5** |

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