

Entrepreneurship XII

Model Test Paper 2024-25

Class-12th (Sr. Secondary)

Code-A

Roll No.

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(English Medium)

Academic/Open

Time Allowed: 3 Hours

Maximum Marks- 60

- Please make sure that the printed pages in this question paper are --in numbers and it contains 30 questions.
- The Code no. on the right side of question-paper should be written by the candidate on the front page of the answer book.
- Before beginning to answer a question, its Serial Number must be written.
- Don't leave blank page/pages in your answer book.
- Except answer book, no extra sheet will be given, write to the point and do not strike the written answer.
- Candidate must write their Roll No on the question paper.
- Before answering the questions, ensure that you have been supplied the correct and complete question paper, not claim in this regard, will be entertained after examination.

General Instruction:-

- i. All questions are compulsory.
- ii. Write the correct option in objective type questions.
- iii. Marks of each question are indicated against it.
- iv. The question paper contains 4 section A,B,C and D.
- v. Section A Contains Multiple choice questions.

(Section – A)

1x15=15

Q.1 Which is the first stage of process of innovation?

- a. Idea generation
- b. Implementation
- c. Preparation
- d. Creativity

Q2. High introductory price is related to

- a. Pricing objectives
- b. Penetration pricing
- c. Price skimming
- d. Cost plus pricing strategy

- Q3. Given below are the factors necessary for developing a successful idea. Identify the correct combination from the following options.
- a. Skills and Knowledge
 - b. Trend and demand
 - c. Skills, knowledge and competencies
 - d. Trend, demand and change
- Q4. Who plays a very vital role as a financial intermediary?
- a. Primary market
 - b. Capital market
 - c. Stock market
 - d. Securities and Exchange Board of India
- Q5. Which of the following is not a component of product mix?
- a. Branding
 - b. Labeling
 - c. Packing
 - d. Promotion
- Q6. The Entrepreneurs have an option to brand their product alpha numerically as it signifies_____.
- a. Chemical characteristics
 - b. Physical characteristics
 - c. Neutral characteristics
 - d. Mathematical characteristics
- Q7. _____ feature of partnership states that any partner can act on behalf of the firm.
- Q8. Managing a third party who is supplying various resources is related to _____ .
- Q9. Labour Policies are _____ factor?
- Q10. Define innovation?
- Q11. Define OPC?
- Q12. What do you mean by venture capital?

- Q13. Assertion (A) – Minors cannot form a partnership firm.
Reason (R) - Minors are incompetent to enter into a valid contract.
Choose the best option from the followings?
- a. Both assertion (A) and Reason (R) are true and Reason(R) is the correct explanation for assertion A.
 - b. Both A and R are true but R is not the correct explanation for A.
 - c. A is true but R is false.
 - d. R is true but A is false.
- Q14. Assertion (A) – Advertising is a paid form of communication.
Reason (R) – successful advertising makes the productsandservices positively known by that reaction of the public most likely to purchase them.
- a) Both assertion (A) and Reason (R) are true and R is the correct explanation for assertion A.
 - b) Both A and R are true but R is not the correct explanation for A.
 - c) A is true but R is false.
 - d) R is true but A is false.
- Q15. Assertion (A) – A franchise agreement is the official documents.
Reason (R) – Franchising opportunities have often evolved from changes in the environment as well as important social trends.
- a) Both assertion (A) and Reason (R) are true and R is the correct explanation for assertion A.
 - b) Both A and R are true but R is not the correct explanation for A.
 - c) A is true but R is false.
 - d) R is true but A is false.

(Section – B)

2x6 = 12

- Q16. How does social environment effect the business?
OR
What do you mean by Business opportunity?
- Q17. What do you mean by Trend Spotting?
- Q18. Write any two differences between partnership and company?
- Q19. What do you mean by skimming or Creaming pricing?
OR
Write the types of Franchising?
- Q20. What do you mean by inventory control?
- Q21. Define Angel Investor?

(Section – C)

3x6 = 18

Q22. Why organization make a business plan?

Q23. Name any three idea fields?

Q24. Write short note on organizational plan?

Q25. Explain any three importance of sales promotion?

OR

Write short note on vendor management?

Q26. Write any three features of partnership?

Q27. What do you mean by Net working capital? Give examples of current assets?

OR

Write any three methods of floatation of securities in primary market?

(Section – D)

5x3 = 15

Q28. Explain the steps of creativity process?

OR

What is the need for a business plan. Elaborate on various formats in presenting a business plan to prospective investors?

Q29. What do you mean by Negotiation?

Explain methods of Negotiations.

OR

Franchising is advantageous for both franchisor and franchisee. Explain five advantages of franchising for franchisee?

Q30. Define stock exchange. Explain various functions of stock exchange?

OR

Explain the factor affecting working capital?