

# Entrepreneurship XII

## Model Test Paper 2024-25

Class-12<sup>th</sup> (Sr. Secondary)

Code-A

Roll No.

(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.
- Skills and Knowledge
  - Trend and demand
  - Skills, knowledge and competencies
  - Trend, demand and change
- Q4. Who plays a very vital role as a financial intermediary?
- Primary market
  - Capital market
  - Stock market
  - Securities and Exchange Board of India
- Q5. Which of the following is not a component of product mix?
- Branding
  - Labeling
  - Packing
  - Promotion
- Q6. The Entrepreneurs have an option to brand their product alpha numerically as it signifies\_\_\_\_\_.
- Chemical characteristics
  - Physical characteristics
  - Neutral characteristics
  - 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?
- Both assertion (A) and Reason (R) are true and Reason(R) is the correct explanation for assertion A.
  - Both A and R are true but R is not the correct explanation for A.
  - A is true but R is false.
  - 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.
- Both assertion (A) and Reason (R) are true and R is the correct explanation for assertion A.
  - Both A and R are true but R is not the correct explanation for A.
  - A is true but R is false.
  - 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.
- Both assertion (A) and Reason (R) are true and R is the correct explanation for assertion A.
  - Both A and R are true but R is not the correct explanation for A.
  - A is true but R is false.
  - 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?