BK BIRLA CENTRE FOR EDUCATION

SARALA BIRLA GROUP OF SCHOOLS
SENIOR SECONDARY CO-ED DAY CUM BOYS' RESIDENTIAL SCHOOL

B K BIRLA CENTRE FOR EDUCATION

INDIAN PUBLIC SCHOOLS' CONFERENCE

PERIODIC TEST- 2 EXAM (2025-26)

ENTREPRENEURSHIP (066)

MARKING SCHEME

Class : **XI** Duration: **1Hr**
Date : 6**/11/2025** Max. Marks: **25**
Admission No: ______ Roll No.______

1.	.Unavailability of cash deters an entrepreneur from starting a new venture is an example of _____________ barrier. a) Personal b) Social. **c) Economic.** d) Perceptual	**(1)**
2.	Entrepreneurs may not find road to success at the early stages. But they should be trying to get the success. It may take years to reach success. Which competence of the entrepreneur has mentioned below. a) Quality performance. b) Problem solving. c) Systematic planning. d) **Persistence**.	**(1)**
3.	3) **Assertion** (A): Social entrepreneurship mostly follow cooperative and collaborative strategy. **Reason** (R): Social entrepreneurship focuses on social well-being, people who have poor working capital and less market orientation. **(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)**
4.	In the manufacturing of "Nirma", Linear Alkaline Benzene is used which was earlier purchased but is now being manufactured by it. Identify the type of integration do they follow? a) Horizontal integration **b) Vertical integration** c) Both Horizontal and Vertical integration d) None of the above	**(1)**

5.	Which of the following statement accurately differentiate between microenvironment and Macro environment a) Micro means large and micro means small b) Micro factors include Technological factors and Macro includes indirect forces c) **Micro forces directly affect the business and macro forces indirectly affect the business** d) Micro forces and macro forces are uncontrollable	**(1)**

6. Identify the external risks from the below example: **(1)**

Black and White TV to Flat screen, high definition TV.

Black & White TV

High Definition TV

a) **Economic factor**
b) Natural factor
c) Political factor
d) none of the above

7. "Market Survey" is a useless expensive tool. Do you agree with the statement? Should it be dispense away with? Support your answer with reasons. **(2)**

ANS)

Market survey is not an useless tool because of the following reasons:

(a) Customer oriented: Market survey informs accurately about the customer's needs, wants, nature of demand, likes and dislikes and all other related aspects of movement of products from the production stage till the consumption. This provides an edge over competitors to the enterprise.

(b) Minimises risk of the enterprise: The systematic and intelligent use of market survey reduces and minimizes the risk of decision-making under the conditions of uncertainty. This is because the results are analyzed in order to finalize a business plan.

(c) Goal oriented for a firm: Market survey helps in the attainment of goals of the enterprise smoothly and timely. This is because the market survey is designed with the goals and objectives of the enterprise.

(d) Provide correct picture of the markets: As market survey is a systematic collection, recording, analysis and interpretation of data relating to the existing or potential market, it thus provides a complete overview of the market.

(e) Helps in Forecasting: Accurate, effective and timely sales forecast is provided by the market survey. This in turn promotes the firmness and soundness to the marketing decisions. Future decisions become more reliable due to market survey.

8. "Most entrepreneurial ventures have survived when they solve problems of people, understanding their needs and accordingly changing the product to their needs." Give an example in the support of this statement. **(2)**

Ans) Dr. John Harvey Kellogg was superintendent of a famous hospital and health spa in Battle Creek, Michigan. His hospital stressed healthful living and kept its patients on a diet that eliminated caffeine, meat, alcohol and tobacco.

One day, after cooking some wheat, the men were called away. When men returned, the wheat had become stale. They decided to force the tempered grain through the rollers anyway.

But surprisingly, each wheat berry was flattened and came out as a thin flake. On baking the flakes and were realized that they have made a new invention i.e. a delicious cereal. Keith Kellogg, brother of Dr. Kellogg eventually opened his own cereal business which became the famous brand Kellogg's Corn Flakes.

9. The below picture is an example of one of the techniques of the promotion mix. Name the technique. Explain any 2 other techniques of the promotion mix **(2)**

Answer:

<table>
<tr><td></td><td>Buy one get one free is sales promotion technique of promotion mix: It is an effort to stimulate customers to buy more and more of particular commodities.
Other two techniques are:
(a) Exhibitions and Demonstration: Promoting the product, where the enterprise may display product in fairs and exhibitions.
(b) Public Relations: The enterprise may start public contact programmes to introduce the product in the market.</td><td></td></tr>
<tr><td>10.</td><td>Explain the various internal factors which lead to business risk
Answer:
Human factors: These are mainly due to human behaviour and various related aspects. Like strikes lock-outs by trade unions; negligence, dishonesty of an employee; accidents, deaths, failure of suppliers to supply raw materials, default in payment, etc.
Technological factors: These are unforeseen changes in the techniques of production or distribution and may result in technological obsolescence. For example: The packaging industry has increased the shelf-life of various products like chips, milk, etc. so small producers of these products are affected.
Physical factors: These factors result in loss or damage to the property of the firm. These may be due to failure of machinery and equipment used in business; fire, theft, damages in transportation, etc. They also include losses to the firm arising from.</td><td>(2)</td></tr>
<tr><td>11.</td><td>Describe the main characteristics of social entrepreneurs.
Answer:
Social entrepreneurs have following characteristics:

1. Social Catalysts: Social entrepreneurs are the visionaries who create fundamental, social changes by reforming social systems and creating sustainable improvements. Their efforts and actions have the potential to bring global improvements in various fields like education, healthcare, economic development, the environment, the arts etc.
2. Socially aware: Social improvement, is the ultimate goal of the social entrepreneurs. The success of their efforts is measured by their social changes and impact on various social groups of the society.
3. Opportunity-seeking: Social entrepreneurs view every obstacle as an opportunity. They develop their business on the same grounds.
4. Innovative: Social entrepreneurs are creative, willing to think differently and ready to apply ideas to new situations. They see failures as learning opportunities.
5. Resourceful: Social entrepreneurs' visions are not limited by the resources which they acquire or have but they actively expand their resource pool through positive collaboration with others.
6. Accountable: Social entrepreneurs are accountable to their beneficiaries like customers, investors, etc. and they often take measures to keep themselves on the right track by asking themselves—Am I creating value for the people I am serving? Do I understand their needs?</td><td>(3)</td></tr>
<tr><td>12.</td><td>Explain the Various levels of Packing needed by manufacturing companies.
Answer:
Primary Package: The package, which has enclosed the actual commodity, is called the primary package. It refers to the product's immediate container. Such a package remains attached to the real product until the consumers have totally used it. In some cases, the primary package is kept till the consumer is ready to use the product (e.g., a plastic packet for socks); whereas in other cases, it is a product (e.g., a toothpaste tube, a matchbox, etc
Secondary package: The layer of cover added to the primary package for its protection is called a secondary package. It refers to additional layers of protection that are kept till the product is ready for use, e.g., a tube of shaving cream usually comes in a card board box. After bringing the product home or being ready to use the product, the secondary package is taken-off or thrown. Such packing is retained until the consumer wants to start using the product. When consumers start using the shaving cream, they will dispose off the box but retain the primary tube</td><td>(3)</td></tr>
</table>

	Transportation Packaging: A transportation package is used to facilitate, the identification, transportation, handling, and storing of the products. It refers to further packaging components necessary for storage, identification, or transportation. Shipping package is very imperative and essential for products whose character is to keep stored for a long time, to carry far away, and need to be loaded and unloaded several times. For example, a toothpaste manufacturer may send the goods to retailers in corrugated boxes containing 10, 20, or 100 units	
13.	Discuss the forms available to an entrepreneur to go in for integrative expansion along with examples. **Answer**: Two forms are available to an entrepreneur to go in for integrative expansion, they are Vertical Expansion and Horizontal Integration. (a) Vertical expansion refers to any of the activities or functions, previously performed by the firm right from sourcing of raw material to supply of finished goods, through external agencies will now be performed by the firm itself. It is done through: 1. Backward Integration: It is a step back on the value-added chain towards the raw materials, by which the producer also becomes a raw materials wholesaler. For example: For manufacturing of 'Nirma' detergent an important raw material used 'Linear Alkaline Benzyne (LAB)' which was earlier purchased is now manufactured by Nirma itself. 2. Forward Integration: It refers to taking a step forward on the value added chain towards the customers by which the firm also becomes a finished goods wholesaler. (b) Horizontal integration occurs at the same level of the value added chain but involves a complementary, value added chain. It may involve acquisition of one or more competitors at the same level of business. For example, Hindustan Lever Ltd. has ensured for itself a presence in all segments using new brand launches and by strategic moves such as the acquisition of TOMCO. The acquisition of TOMCO enhanced HLL's market share like it bought Hamam, 501, Moti, Jai and OK into HLL's brands, with already having Lifebuoy, Liril, Lux, Rexona, Dove, LeSancy as its powerful line extensions.	**(5)**

ALL THE BEST

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