



B.K. BIRLA CENTRE FOR EDUCATION

SARALA BIRLA GROUP OF SCHOOLS
A CBSE DAY-CUM-BOYS' RESIDENTIAL SCHOOL



PERIODIC TEST- 2 EXAM (2025-26)

ENTREPRENEURSHIP (066)

Class : XI

Date : 6/11/2025

Admission No: _____

Duration: 1Hr

Max. Marks: 25

Roll No. _____

General Instructions:

Read the following instructions very carefully and strictly follow them:

- This question paper contains 13 questions. All questions are compulsory.
- Marks are indicated against each question.

1) Unavailability of cash deters an entrepreneur from starting a new venture is an example of _____ barrier. 1

- | | |
|-------------|---------------|
| a) Personal | b) Social |
| c) Economic | d) Perceptual |

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. 1

- | | |
|------------------------|--------------------|
| a) Quality performance | b) Problem solving |
| c) Systematic planning | d) Persistence |

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. 1

- Both Assertion and Reason are true and Reason is the correct explanation of Assertion.
- Both Assertion and Reason are true but Reason is not the correct explanation of Assertion.
- Assertion is true but Reason is false.
- Assertion is false but Reason is true.

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? 1

- Horizontal integration
- Vertical integration
- Both Horizontal and Vertical integration
- None of the above

5) Which of the following statement accurately differentiate between microenvironment and Macro environment. 1

- Micro means large and micro means small
- Micro factors include Technological factors and Macro includes indirect forces
- Micro forces directly affect the business and macro forces indirectly affect the business
- Micro forces and macro forces are uncontrollable

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

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

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



10) Explain the various internal factors which lead to business risk.

2

11) Describe the main characteristics of social entrepreneurs.

3

12) Explain the Various levels of Packing.

3

13) Discuss the forms available to an entrepreneur to go in for integrative expansion along with examples.

5

*****ALL THE BEST*****