B.K. BIRLA CENTRE FOR EDUCATION

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

NABET

INDIAN PUBLIC SCHOOLS' CONFERENCE

PRE BOARD-I EXAMINATION, 2025-26
ENTREPRENEURSHIP (054)

Class: XII | **Time: 3Hrs.**
Date: 10.11.25 | **Max Marks: 70**
Admission no: | **Roll no:**

General instructions:

I. Read the following instructions very carefully and strictly follow them:
II. This question paper contains 34 questions. All questions are compulsory.
III. Q1 to 18 are 1 mark questions.
IV. Q19 to 24 are 2 mark questions.
V. Q25 to 29 are 3 mark questions.
VI. Q30 to 34 are 5 mark questions.
VII. There are internal choices

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Q1) **Assertion (A):**Scanning the environment is essential for identifying business opportunities.
Reason (R): Environmental scanning helps in understanding market trends and consumer preferences.
Choose the correct option: (1)
(A) Both Assertion and Reason are true, and Reason is the correct explanation of Assertion.
(B) Both Assertion and Reason are true, but Reason is not the correct explanation of Assertion.
(C) Assertion is true, but Reason is false.
(D) Assertion s false, but Reason is true.

Q2) A local taxi service provider is aware that they have a stiff competion with Ola amd Uber so they are working on extra services like providing free wi-fi and refreshment to their customers. By providing these what is the local taxi service providing to build. (1)
(A) Customer (B) Image (C) Profit (D) Service

OR

Statement 1: An idea is always a business opportunity.
Statement 2: Every idea must be tested for feasibility before being considered a business opportunity.
Choose the correct option:
(A) Both statement 1 and 2 are correct.
(B) Both statement 1 and 2 are incorrect
(C) Statement 1 is correct but Statement 2 is incorrect
(D) Statement 1 is incorrect but Statement 2 is correct

Q3) What is defined as an intangible commodity a type of economic activity that is intangible and not stored and does not result in ownership.It is always consumed at the point of sale. (1)
(A) Business (B) Manufacturing (C) Trading (D) Service

Q4) In sole proprietorship, what does proprietor mean? (1)
(A) Owner (B) Producer (C) Supplier (D) Trader

OR

Statement 1: Satya BrataDey was the founder of Shree Leather Shoes.
Statement 2: Satya BrataDey statred his business venture with buying six pairs of ladies' chappals.
Choose the correct option:

(A) Both statement 1 and 2 are correct.
(B) Both statement 1 and 2 are incorrect
(C) Statement 1 is correct but Statement 2 is incorrect
(D) Statement 1 is incorrect but Statement 2 is correct

Q5) **Assertion (A):** In a partnership, the liability of all partners is unlimited
Reason (R): In a Hindu Undivided Family business the liability of Karta is unlimited.
Choose the correct option: (1)
(A) Both Assertion and Reason are true, and Reason is the correct explanation of Assertion.
(B) Both Assertion and Reason are true, but Reason is not the correct explanation of Assertion.
(C) Assertion is true, but Reason is false.
(D) Assertion s false, but Reason is true.

Q6) Meena makes handcrafted eco-friendly items like bamboo pens, jute bags, and clay utensils. Her products are environment-friendly, and she markets them through exhibitions, social media, and eco-themed events. Her USP is eco-friendly, handcrafted products that promote sustainable living. What is USP? (1)
(A) Unlimited Selling Possibility (B)Unique Selling Proposition
(C) Unequal Selling Proposition (D) Unique Selling Possibility

Q7)The above picture is a representation of (1)
(A) Penetration Pricing (B) Customer Loyalty (C) Strategic Pricing (D) Competitive Pricing

Q8) BRANDR a Norwegian word mean to ____________ lead to the origin of the word brand. (1)
(A) mark (B) buy (C) print (D) burn

Q9) After doing some research, a young entrepreneur who wants to start a fast-food business realised that building a brand from scratch will take time, effort and huge marketing expenses. So, he decides to open a Haldiram's outlet in his city. He contacts the company, meets the requirements, and signs an agreement. What type of business is the entrepreneur entering into? (1)
(A) Sole proprietorship (B) Partnership (C) Joint Venture (D) Franchising

OR

"In 2012, social media app Chowpal acquired Socialite (similar sector) to boost market share and eliminate competition." Identify the type of merger.
(A) Conglomerate (B) Product extension (C) Vertical (D) Horizontal

Q10) **Assertion (A):**A franchise agreement includes branding, support, and operational rights.
Reason (R): Franchisees operate under their own brand identity.
Choose the correct option: (1)
(A) Both Assertion and Reason are true, and Reason is the correct explanation of Assertion.
(B) Both Assertion and Reason are true, but Reason is not the correct explanation of Assertion.
(C) Assertion (A) is true, but Reason (R) is false.
(D) Assertion (A) is false, but Reason (R) is true.

NATURALS
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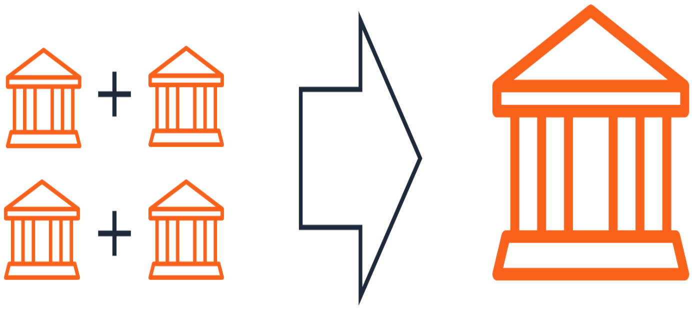
Q11)What is TRUE about the above picture. (1)
(i) It was started at Juhu in 1984
(ii) This ice cream contains no artificial flavours, preservatives or stabilisers.
(iii) It all began Gorak Ice Cream failed
(iv) These outlets are mostly in Western India.
(A) Option i), ii) and iii) (B) Option i), ii) and iv) (C) Option i) and iii) (D) Option ii) and iii)



Q12) The above picture represent a (1)
(A) Private company (B) Merger (C) Government company (D) Multinational

Q13) The total number of shares available for buying is called. (1)
(A) Offer quantity (B) Bid quantity (C) Bid Volume (D) Buying quantity

Q14) In which year was Industrial Investment Bank of India was established. (1)
(A) 1956 (B) 1964 (C) 1971 (D) 1982

Q15) SEBI has three functions rolled into on body quasi-legislative, quasi-judicial and ________(1)
(A) quasi-parliament (B) quasi-government (C) quasi- executive (D) quasi - company

Q16) Pareto's Principle is often referred to as the (1)
(A) 80/20 rule (B) 70/30 rule (C) 60/40 rule (D) 50/50 rule

$$\sqrt{\frac{2 * Demand * Ordering\ Costs}{Holding\ Costs}}$$

Q17) The above formula is used to calculate (1)
(A) Break Even Point (B) Average Cost (C) Lead Time (D) Economic Order Quantity

Q18) There were 250 customer on Monday 22nd September 2025 in the supermarket and the purchased which they made during the day was Rs.5,28,500. Calculate Unit price per customer (1)
(A) 2,114 (B) 2,110 (C) 5,28,750 (D) 5,28,250

Q19) “Business activities result in creation of utilities” Explain any two such utilities it create giving suitable examples. (2)

Q20) What do you mean by taglines? By what other names are they called in different countries? (2)

Q21) State the six requirements for value chain management. (2)

OR

What is the differences between horizontal and vertical mergers?

Q22) What is CCC? (2)

OR

Name the different types of budgets.

Q23) XYZ Ltd is a company operating for the last 10 years. It wants to raise Rs.25,00,000 from the market but doesnot want to dilute its ownership. It already has over 5,000 active share holders. It has already has Unit Trust of India and LICI as there stakeholders.
What type shares should this company issue and why? (2)

Q24) SEBI is managed by its members, who are these members? (2)

Q25) Explain the activities that are inspired mainly by economic considerations. (3)

Q26) There are five common types of intellectual property rights, name them. Explain the two most common intellectual property rights. (3)

OR

Write a short note on skimming.

Q27) Give three examples of big brands that have considered franchise model for expansion. Has they achived their target? (3)

OR

Explain any three advantages of franchising to the franchisee.

Q28) Explain the three key elements to the process of financial management? (3)

Q29) a) Identify the above logo. When was this institution established? (1)
b) State any two developmental functions of this institution. (2)

Q30) A rich and successful garment manufacturer of Maharashtra wants to expand his business. He wants to set up his business in Bihar where most of his workers are staying. He personally goes with a team of 4 people to Bihar and seeks an appointment with the minister of commerce. He gets the appointment and gives his proposal; the minister is pleased with his proposal and is ready to help him to set up his business.

The minister is ready to give him the required land on the condition that he will have to develop the infrastructure (build roads) leading to his factory from the main road linking the highway. The company is also directed to plant and take care of 10 trees for every tree cut by them. The minister also wants that the

local talent should be given job after a fair selection process. However he does not want any reservation for jobs. There is a huge population of skilled and unskilled workers who can help in the setting up and running of the company. The businessman wants to introduce some mordern machines which will help in large scale production; however he is not in favour of full automation of his company and is ready to appoint around 250 workers both skilled and unskilled. He has also brought 10 managers from his old company who will supervise and be with the company for the next 5 years.
This government is pro people and pro industry so its popular and is expected to last for many years, it is offering a tax holiday of 7 years (maximum) by any government. The State Bank of India and other commercial banks in the area are very keen to offer loans at reasonable rate of interest and the market is large so it will not have any problem to sell the finished products. Moreover the city is very well connected with other cities of the state and Odisha, Jharkhand and West Bengal. The per capita income of the people in the nearby cities is quite good. The company has always abided with the labour laws and other laws such as the Company's Act.
It wants to produce two qualities of garments to cater to both the poor and middle class customers it wants the poor to have a feel of quality product at an affordable price.
Read the case above and identify the various Macro Environment of the business. (5)

Q31) a) Match the following (1)

a)	Tom Monaghan	i)	Web TV
b)	Steve Perlman	ii)	General Motors
c)	William C. Durant	iii)	Domino's Pizza
d)	Ray Kroc	iv)	McDonland's

b) Write short notes on break even analysis and economic and social variable. (4)

Q32) a) State the four types of barnd generally used in India. Give two examples of each. (2)
b) Name the various channels of distribution and explain any two. (3)

OR

a) Differentiate between ATL and BTL (2 points)
b) How can a firm develop an effective advertising?

Q33) Why does merger and acquisitions take place state the reasons and explain any three?. (2+3=5)

Q34) a) Fill in the missing data (2)

Name of Stock Exchange	Year of establishment	Year of recognition
Ahmedabad		
Bangalore		
Culcutta		
Delhi		

b) Explain any three importance of stock exchange from the view point of investors. (3)

OR

"Entrepreneurs can seek venture capital to assist in both early stage financing and last stage financing" . Validate this statement with proper explanation.

---------------------ALL THE BEST -----------------------