



B.K. BIRLA CENTRE FOR EDUCATION

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



PRE MID TERM EXAMINATION, 2026-27 ENTREPRENEURSHIP 066

Class: XII

SET - 1

Time: 1hr

Date: 24/07/2026

Max Marks: 25

Admission no:

Roll no:

General Instructions:

- This question paper contains 13 questions. All questions are compulsory.
- Marks are indicated against each question.
- Answers should be brief and to the point.
- Question no. 1 to 6 are MCQs of 1 mark each.
- Question no. 7,8,9 and 10 are Short Answer Type Questions, carrying 2 marks each. Answer to each question should not exceed 50-75 words.
- Question no. 11 and 12 are Short Answer Type Questions, carrying 3 marks each. Answer to each question should not exceed 120-150 words.
- Question no.13 is Long Type Question, carrying 5 marks. Answer to this question should not exceed 180-200 words.

1. Which of the following statement is related to “Below-the-Line” promotion approach that a company can use to promote its products? (1)

- It targets identified small groups
- It targets mass audience
- It helps in establishing brand identity
- It includes conventional media like print, online, television and cinema advertising.

2. Assertion : Advertising cost are passed on to customers in the form of higher prices. (1)

Reason : Advertising helps in increasing sales and thereby reducing costs.

- Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A).
- Both Assertion (A) and Reason (R) are true and Reason (R) is not the correct explanation of Assertion (A).
- Assertion (A) is true but Reason (R) is False
- Assertion (A) is False but Reason (R) is true

3. Match the following: (1)

	Column I		Column II
A	Adverstising	i	To reach the mass audience with specified message
B	Personal selling	ii	Dealing with individual customers
C	Sales promotion	iii	To appeal to mass audience to create awareness
D	Publicity	iv	To stimulate short term sales or spur impulse purchase.

Options:

- iii, ii, iv, i
- ii, iii, i, iv
- i, ii, iii, iv
- iv, iii, ii, i

4. A merger between Fiat and Tata motors would be an example of : (1)

- horizontal merger

- (b) vertical merger
- (c) Market extension merger
- (d) product extension merger

5. What is common among McDonalds, Goli vada pav, Naturals Ice cream and Frens-N- Petals? (1)

- (a) All are multinational Corporations working in India.
- (b) All have adopted franchising as their growth strategy.
- (c) All have merged with big companies.
- (d) All of the above.

6. Identify the type of advertising depicted in the given image: (1)



- (a) Point of sale
- (b) Ambient
- (c) Outdoors
- (d) Direct mail

7. “All the business planned for sales volumes and revenues, resource quantities, costs and expenses, etc.” Identify the concept involved in the above planning and state any two benefits of this concepts. (2)

8. What are the good qualities of a good brand name? (2)

9. Kotak Mahindra Bank Ltd., India’s fourth largest private bank, and ING Vysya, the Indian branch of the Netherlands ING Bank. Kotal Mahindra signed a Memorandum of Understanding with ING Bank, establishing both firms’ stake in the Indian firm. Identify the type of merger and explain the same. (2)

10. Explain the advantages of franchising, both for the franchisor and franchisee. (2)

11. What is synergy? In what forms can it take place? (3)

12. What is AIDA? Explain it . (3)

13. A company dealing with pharmaceuticals plans to promote its product through advertising and does not deter from making false claims. (5)

- (a) What is advertising?
- (b) Give the rules of advertising of the company.

ALL THE BEST