



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 SET-2

Class: XII
Date: 24/07/2026
Admission no:

Time: 1hr
Max Marks: 25
Roll no:

General Instructions:

- This question paper contains 10 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. Vinit innovated a new pen which can read any text when placed on top of page or newspaper which definitely helps blind and old people who are unable to read, he wishes to legally protect his product. He can get a : (1)

- (a) Patent (b) Trademark (c) copyright (d) geographical indication

2. Assertion : Labelling acts as a silent salesman. (1)

Reason : It helps in the promotion of products by attracting the attention of customer and providing required information.

- (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 and 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

3. Match the following: (1)

	Column I (Levels of Packaging)		Column II (Meaning)
A	Primary packaging	i	Refers to further packaging components necessary for storage and transportation
B	Secondary packaging	ii	It endorses the actual commodity
Ci	Transportation packaging	iii	It is the layer of cover added to the primary package for its protection.

Options:

- (a) iii, ii, i (b) ii, iii, i (c) i, iii, ii (d) iii, ii, i

4. Which two companies that may not compete with each other but exist in the same supply chain merge, it is known as: (1)

- (a) 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 AIDA? Explain it . (3)

12. Explain the reason if mergers and acquisitions? (3)

13. Explain the reasons for business failures. Or Satnam, an IIT-IIM graduate, started three chemists shops at Amritsar, Patiala and Chandigarh in the name of ‘Quality Medicines’. Encouraged with the success of these shops Satnam opened 50 more shops in different parts of Punjab. His strategy was to cut price, focus on lower and upper middle class and open shops near hospitals. He operated on very thin margins. But he was not able to maintain sufficient funds to meet the day-to-day expenses of the business. The staff at the shops did not give much attention to the customers and there was very poor system of control. Because of this mismanagement he started incurring huge losses and his business failed. Based on the above paragraph, identify and explain any four causes of business failure of Satnam. (5)

ALL THE BEST