



B.K. BIRLA CENTRE FOR EDUCATION

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












PREMID TERM EXAM, 2025-26 ENTREPRENEURSHIP 066 MARKING SCHEME

Class: XII
Date: 6.08.25
Admission No:

Time: 1hr
Max Marks: 25
Roll No:

1	(D) Statement 1 is false but Statement 2 is true	(1)									
2	(C) Option (ii) and (iii)	(1)									
3	(A) Both (A) and (R) are correct and (R) is the correct explanation of (A)	(1)									
4	(C) Only (A) is correct but (R) is not correct	(1)									
5	(C) brand mark	(1)									
6	(B) HDFC Bank OR (A) signatures	(1)									
7	Fixed Capital is that portion of the capital which remains with the company till it is finally closed down. Fixed Capital depends upon – the nature of the business; scale of business and technique of production.	(2)									
8	<table border="1"> <tr> <td>Basis</td><td>Cooperative Society</td><td>Partnership</td></tr> <tr> <td>(i) Members</td><td>Minimum 10 adult member, no maximum limit.</td><td>Minimum 2 and Maximum 50</td></tr> <tr> <td>(ii) Legal Status</td><td>Separate legal entity</td><td>No separate legal existence</td></tr> </table> <p>OR</p> <p>(i) Only two members are required to form a private company. (ii) Only two directors are required (iii) Not compulsory to maintain the index of its members. (iv) It can commence its business immediately after incorporation. (v) Not compulsory to hold a statutory meeting or file a statutory report with the registrar. (vi) Not compulsory to issue a prospectus/ statement in lieu is enough.</p>	Basis	Cooperative Society	Partnership	(i) Members	Minimum 10 adult member, no maximum limit.	Minimum 2 and Maximum 50	(ii) Legal Status	Separate legal entity	No separate legal existence	(2)
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9	<p>Advantage: The firm can create a distinct image of every product. P&G uses different band names for different products. Ariel – detergent ;Camay – Soap; Head and Shoulder – Shampoo and Old Spice – After shave and deo Hindustan Unilever Ltd. Lifebuoy - brand standing for 'Good health; Liril - the "freshness" concept.; Lux - "beauty soap for film stars" Disadvantage it's a very costly strategy as separate promotional techniques are needed for different product.</p>	(2)									
10	<p>Ans: Penetration pricing is a pricing strategy where the price of a product is initially set at a price lower than the eventual market price to attract new customers. It is possible only</p> <p>(i) Price elasticity of demand of the product is high and substitutes are easily available (ii) The firm can easily increase its production with the increase in demand. (iii) If customers are highly price sensitive and they can easily shift to another brand with lower price (iv) If the company has to face high competition while launching a product.</p>	(2)									

11	The three steps involved in procuring personnel are (i) Recruitment (ii) Selection (iii) Training (i) Recruitment is a positive process creating a pool of candidates. It is a process of inducing prospective candidates to apply for the job. (ii) Selection is a negative process as it is choosing from the pool of candidates created through recruitment the most suitable candidate. Selection involves conducting tests and interviews. (iii) Training is a very important step as it involves equipping the candidate with the required skill and knowledge for the job. By proper training the employee becomes confident and grows with the organisation.		(3)																									
12	<table><tr><td>Company/Product/Brand</td><td>Taglines</td></tr><tr><td>IMAX</td><td>"Think Big"</td></tr><tr><td>Apple</td><td>"Think Different"</td></tr><tr><td>Airbnb</td><td>"Belong Anywhere"</td></tr><tr><td>Asian Paints</td><td>Har Ghar Kuchch Kahta hein</td></tr><tr><td>MRF</td><td>Tyres With Muscle</td></tr><tr><td>Bharti Airtel</td><td>Express Yourself</td></tr></table> <p style="text-align: center;">OR</p> <table><tr><td>Logo</td><td>Brand</td><td>Tagline</td></tr><tr><td></td><td>Nike</td><td>Just do it</td></tr><tr><td></td><td>McDonald's</td><td>I'm Lovin' It</td></tr><tr><td></td><td>Raymond's</td><td>The Complete Man</td></tr></table>	Company/Product/Brand	Taglines	IMAX	"Think Big"	Apple	"Think Different"	Airbnb	"Belong Anywhere"	Asian Paints	Har Ghar Kuchch Kahta hein	MRF	Tyres With Muscle	Bharti Airtel	Express Yourself	Logo	Brand	Tagline		Nike	Just do it		McDonald's	I'm Lovin' It		Raymond's	The Complete Man	(3)
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13	<p>Ans: Effective promotion tool: Helps in increasing the sale of the product as the salesmen explain the working the key features and merits of the product to the consumer.</p> <p>(ii) Flexible tool: It is very adaptive based on the customers needs and buying capacity.</p> <p>(iii) Minimum wastage of efforts: As it is a direct communication with the customer its wastage compared to other methods of promotion is less.</p> <p>(iv) Consumer attention: Face to face communication ensures more consumer/ customer attention.</p> <p>(v) Relationship: Due to a face-to-face communication its very easy to build a relation among the salesman and customer which helps is increasing the sales.</p> <p>(vi) Personal rapport: Helps to build a trust and competitive strength of the company.</p> <p>(vii) Very effective to introduce a new product: By live demonstration and explaining the merits of the new product it is easy to gain consumer confidence.</p> <p style="text-align: center;">OR</p> <p>Newspaper Advantages: (i) Mass coverage (ii) Low cost (iii) More believable and reliable (iv) Allows flexibility in message and design.</p> <p>Disadvantages: (i) Very short life only one day. (ii) It can only reach literate customers (iii) Production and print quality of newspaper is poor.</p> <p>Television</p> <p>Advantages: (i) Audio – visual so easy to catch attention and remain for longer time (ii) Dramatisation possible (iii) High reach (iv) Better impact on customers</p> <p>Disadvantages: (i) It involves high cost (ii) Advertisement are shown for short duration</p>		(5)																									

