



B.K. BIRLA CENTRE FOR EDUCATION

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



PRE MID TERM EXAM, 2025-26 ENTREPRENEURSHIP 066

Class: XII
Date: 6.08.25
Admission No:

Time: 1hr
Max Marks: 25
Roll No:

General Instructions:

- I. Read the following instructions very carefully and strictly follow them:
- II. This question paper contains 13 questions. All questions are compulsory however internal choices are given. (only answer one)
- III. Marks are indicated against each question.

Q1) Statement 1: There is a proper prescribed code of conduct for business. (1)
Statement 2: Reward for business is called profit.

- (A) Both Statement 1 and Statement 2 are true
(B) Both Statement 1 and Statement 2 are false
(C) Statement 1 is true but Statement 2 is false.
(D) Statement 1 is false but Statement 2 is true

Q2) Which of the following is/are NOT the characteristics of Co-operative organisation? (1)

- (i) It is voluntary association of persons.
(ii) Minimum 15 persons are required to form a co-operative.
(iii) Co-operative organisations are governed by Indian Cooperative Societies Act 1992.
(iv) Co-operative societies work on the principle of one man one vote.

- (A) Option (i), (ii) and (iv) (B) Option (iii) and (iv)
(C) Option (ii) and (iii) (D) Option (ii) and (iv)

Q3) **Assertion (A):** Political and legal environment are external factors in environment scanning.

Reason (R): Changes in government policies directly affect business operations.

Choose the correct option from the following: (1)

- (A) Both (A) and (R) are correct and (R) is the correct explanation of (A)
(B) Both (A) and (R) are correct but (R) is not the correct explanation of (A)
(C) Only (A) is correct but (R) is not correct
(D) Only (R) is correct but (A) is not correct

Q4) **Assertion (A):** A marketing plan ensures that resources are used efficiently.

Reason (R): It provides a roadmap for product development and organizational hierarchy.

Choose the correct option from the following: (1)

- (A) Both (A) and (R) are correct and (R) is the correct explanation of (A)
(B) Both (A) and (R) are correct but (R) is not the correct explanation of (A)
(C) Only (A) is correct but (R) is not correct
(D) Only (R) is correct but (A) is not correct

Q5) A _____ is that part of a brand which can be recognized but cannot be vocalized i.e. is non-utterable. It appears in the form of a symbol, design or distinct colour scheme. (1)

- (A) Brand (B) Brand name (C) Brand mark (D) Trade mark

Q6) Identify the logo.

(1)



(A) HSBC

(B) HDFC Bank

(C) ICICI Bank

(D) IDBI Bank

OR

In France taglines are called _____

(A) signatures

(B) baselines

(C) claims

(D) endlines

Q7) What is fixed capital? State any two factors on which it depends.

(2)

Q8) Differentiate between Cooperative Society and Partnership on the basis of

(2)

(i) Members

(ii) Legal Status

OR

A substantial number of entrepreneurs prefer to form a private company because of privileges. State any four such privileges.

Q9) What is the advantage and disadvantage of individual branding?

(2)

Q10) What is penetration pricing? State any two conditions required for it.

(2)

Q11) Procuring personnel involves three steps explain.




(3)

Q12) Complete the table.

(3)

| Company/Product/Brand | Taglines |
|-----------------------|-------------------|
| IMAX | |
| Apple | |
| | "Belong Anywhere" |
| Asian Paints | |
| | Tyres With Muscle |
| | Express Yourself |

OR

| Logo | Brand | Tagline |
|---|-------|---------|
|  | | |
|  | | |
|  | | |

Q13) Personal selling plays a very important role in marketing of goods and service. Explain any five ways it is important for Businessmen.

(5)

OR

Compare between newspapers and television as medium for advertising stating the merits and demerits of each.

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