

BK BIRLA CENTRE FOR EDUCATION SARALA BIRLA GROUP OF SCHOOLS

SENIOR SECONDARY CO-ED DAY CUM BOYS' RESIDENTIAL SCHOOL

POSTMID TERM EXAM (2024-25)

ENTREPRENEURSHIP (066)



Duration: **1Hr** Max. Marks: **25** Roll No.

Class : XI Commerce Date : 6/Jan/2025

Admission No:

General Instructions:

Read the following instructions very carefully and strictly follow them:

- i. This question paper contains 13 questions. All questions are compulsory.
- ii. Marks are indicated against each question.

1.	Statement 1: Channels of distribution makes shopping easy consumer and distribution simple	(1)			
	for manufactures. Statement 2: Zero level channel of distribution is also known as direct channel (A) Both Statements are true (B) Both Statements are false (C) Statement 1 is true but statement 2 is false (D) Statement 2 is true but statement 1 is false				
2.	USP in relation to business idea means				
	(A) Unique Business Period (B) Unique Business Produce				
	(C) Unique Business Promotion (D) Unique Business Performance				
3.	Assertion (A): The market is the place where buyers and sellers interact.				
	Reason(R): The market only involves transactions of goods and services.				
	Choose the correct option from the following:				
	(A) Both Assertion (A) and Reason (R) are correct and Reason (R) is the correct explanation				
	of Assertion (A).				
	(B) Both Assertion (A) and Reason (R) are correct and Reason (R) is not the correct				
	explanation of Assertion (A).				
	(C) Assertion (A) is correct, but Reason (R) is incorrect.				
	(D) Assertion (A) is incorrect, but Reason (R) is correct.				
4.	Assertion (A): The break-even point is when total revenue equals total cost.				
	Reason(R): At the break-even point, the business neither makes a profit nor incurs a loss.				
	Choose the correct option from the following:				
	(A) Both Assertion (A) and Reason (R) are correct and Reason (R) is the correct explanation				
	of Assertion (A).				
	(B) Both Assertion (A) and Reason (R) are correct and Reason (R) is not the correct				
	explanation of Assertion (A).				
	(C) Assertion (A) is correct, but Reason (R) is incorrect.				
	(D) Assertion (A) is incorrect, but Reason (R) is correct				
5.	The unit of sale house, plot and apartment is				
	(A) Per piece (B) Per hour (C) Per square feet (D) Per litre	(1)			
6.	Non-recurring cost, which entrepreneur recurs at the time of launching the enterprise is called				
	(A) Fixed Cost (B) Variable Cost (C) Start-up Cost (D) Operational Cost	(1)			

8.	What is price skimming? State two conditions for using this strategy.						
9.	Give two examples each of cash inflow and cash outflow.						
10.	State two differences between fixed cost and variable cost.						
11.	Explain any three features of personal selling.						
12.	. Mukesh is a shop keeper who deals with shoes. He expects a daily profit of Rs.1,000. He has						
	taken a loan on which he pays a daily interest of 100; daily rent is 250; employed a manager						
	daily salary is 500 and a helper daily wage 200. Other fixed daily expenses were 350. His gross						
	profit margin is Rs.150. Calculate i) Total fixed expenses ii) Break even volume (per day)						
13.					(5)		
	purchased are all sold in the same month.						
	Month	1	2	3			
	Total fans sold	80	100	130			
	Cash sales	60	84	105			
	Cash sales (rupees)	72,000	1,00,800	1,26,000			
	Credit sales	20	16	25			
	Credit sales (rupees)	24,000	19,200	30,000			
	i) Fans were purchased at Rs.800 each						
	ii) Cost of freight and insurance and packing cost each fan Rs.75						
	iii) Salary to staff Rs.8,0	00 pm					
	iv) Rent paid Rs.9,000 pm Credit sale money will be received next month.						

ALL THE BEST