



INDIAN SCHOOL SOHAR  
UNIT TEST II (2023-2024)  
ENTREPRENEURSHIP SET:2

Class: XI  
Date:17/01/2024

Max Marks: 20  
Time: 40 Minutes

**General Instructions:**

- (i) Objective questions carrying 1 mark each. Choose the correct answer from the given options.
- (ii) Answers to questions carrying 2marks each and should not exceed 50 words.
- (iii) Answers to questions carrying 3marks each and should not exceed 75 words.
- (iv) Answer to questions carrying 4 marks each and should not exceed 150 words.
- (v) Answers to questions carrying 6marks each and should not exceed 250 words..

1. Moca, beverages manufacturing company runs all its operations globally and, this process it done through various local channels. The Company manufactures and sells concentrates, beverage bases and syrups to bottling operators. It still however, owns the brand and is responsible for consumer brand marketing initiative. The bottling partners manufacture, package and distribute the final branded beverages to vending partners, who then sell products to consumers. Identify the channel of distribution used by A Moca : [1]
 

a) One level channel	b) Two level channels
c) Three level channels	d) Four level channels
2. Market survey is a process involving various steps. Arrange the steps in correct order. [1]
  - (i) Planning the Survey
  - (ii) Report Making
  - (iii) Analysis and Interpretation of Data
  - (iv) Field Work

a) (i), (iv), (ii), (iii)	b) (ii), (i), (iv), (iii)
c) (i), (ii), (iii), (iv)	d) (iv), (i), (iii), (ii)
3. State whether the following statements are True or False: specify the reason for your answer. [1]  
Macro environment includes marketing intermediaries.
4. Evaluate the statements given below and choose the most appropriate option from the following: [1]  
**Assertion (A):** Price and sales volume together decide the revenue of any business.  
**Reason (R) :** Price is the only element in the marketing mix that produces revenue ,the other elements produce cost.
  - 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, but 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.
5. Unit price is ₹ 5 per ounce of soup. Unit Cost per ounce of soup is ₹ 3. Gross Profit per unit (one cup) would be: [1]
 

a) ₹ 1	b) ₹ 2
c) ₹ 3	d) ₹ 4
6. This is the cost incurred in the initial stages of a business. This cost is also known as one time cost. [1]  
Identify and give examples of the identified cost.

**OR**

Differentiate between e-business and e-commerce.

7. This is the future marketing strategy to boost sales. It is a planned activity aimed at progressive growth of the enterprise. Identify the concept mentioned in the above lines and enlist any three benefits of the same. [2]

8. Explain [3]
- a) Start-up Cost
  - b) Fixed cost
  - c) Variable cost
9. Anuj opens a grocery store. To advertise his shop in the local market he announces free coupons worth ₹ 100/- and ₹ 200 on a purchase of goods ₹ 1000/- and above. Which element of promotion mix is being used by Anuj? Explain with two more relevant examples. [3]

**OR**

You are the marketing manager of a company manufacturing toy car. Explain briefly, the factors to be considered by you before finalizing the price of the toy car.

10. The following information relates to a company, which produces a single product. [5]
- Direct labour per unit - ₹22  
Direct materials per unit - ₹ 12  
Variable overheads per unit - ₹ 20  
Fixed costs - ₹ 4, 00,000  
Selling price per unit - ₹ 60
- Use the figures above calculate
- a) Calculate variable cost
  - b) The minimum number of units that must be sold for the company to break even.
  - c) Show BEP in rupees
  - d) Calculate BEP in units and in rupees if fixed cost is increased by 10%
  - e) Calculate BEP in units and in rupees if variable overheads are increased by ₹ 20 and sales price decreased by ₹ 10.