



# B.K. BIRLA CENTRE FOR EDUCATION

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



PERIODIC TEST I 2025-26

ENTREPRENEURSHIP

Marking Scheme

Class: XII

Date: 1.07.25

Admission no:

Time: 1hr

Max Marks: 25

Roll no:

1.	(D) Idea fields	(1)
2.	(A) Option (i),(ii) and (iv)	(1)
3.	(D) Only (R) is correct but (A) is not correct OR (B) Both (A) and (R) are correct but (R) is not the correct explanation of (A)	(1)
4.	(A) (ii) and (vi) OR (A) Break Even Analysis	(1)
5.	(C) 50 OR (A) 20	(1)
6.	(D) Workload Analysis	(1)
7.	(I) <b>False</b> : It is a 10-digit alpha numeric number (II) <b>False</b> : HUF the head of the family is called Karta and the other male members are called Coparceners	(2)
8.	<b>Ans</b> : Any activity which is concerned with communication with the customers and channels of distribution to increase the sales is a promotional activity. Elements of promotion are (i) Advertising (ii) Sales Promotion (iii) Personal Selling (iv) Public relation .	(2)
9.	<b>NO</b> ; invention and innovation are not the same. Invention new products or services that leads to a new business opportunity. Innovation is creating new things of value in an already existing product/service. So changing the product or service to make it more economically viable.	(2)
10.	Four ways in which problem identification helps are (i) Bring out new product in market. (ii) Understand the needs and problems of the market. (iii) Motivate entrepreneur to be creative and innovative. (iv) Increase employment generation (v) Increase National Income OR Four idea fields are (i) Natural resources (ii) Existing products and service (iii) Market-driven or demand-driven ideas (iv) Trading related ideas (v) Service sector ideas (vi) Creative efforts	(2)

11.	<p>SWOT Analysis = Strength, Weakness, Opportunity and Threat</p> <p>Strength = One of the best all-rounders of his city. He has taken 15 wickets in 6 matches scored 265 runs and took 3 brilliant catches.</p> <p>= In the first season he was the man of the series</p> <p>Weakness = City in a North Eastern State of India where exposure to cricket is very less.</p> <p>Opportunity = He has been offered to play for the state team</p> <p>= He has been contacted by the Rajasthan Royals (IPL) team scout, and offered a place in their team.</p> <p>Threat = The contract very clearly states that he cannot play IPL or in any other state team for next three years.</p>				(3)
12.	<p>Market related factors impacting the choice of channel of distribution are:</p> <p>(i) Nature of market: Industrial market – direct selling Consumer market – longer channel of distribution for a better market reach.</p> <p>(ii) Size of the market : Small number of consumers – direct channel Large number of consumers – long channel of distribution</p> <p>(iii) Geographical concentration : Buyers are concentrated in one place then direct sale is preferred Buyers are scattered then longer channel of distribution</p> <p>(iv) Quantity purchased : Large scale order then direct sale Unit sale or small scale sale longer channel is preferred</p> <p style="text-align: center;"><b>OR</b></p> <p>Product related factors impacting the choice of channel of distribution are:</p> <p>(i) Value of the product line: Costly products (direct channel) Less Costly products longer channel of distribution</p> <p>(ii) Product complexity: Technically complex products requires expert advice, demonstration and so it needs direct sale. Simple product longer channel of distribution</p> <p>(iii) Nature of product: Customised products or products made as per requirement of the customer needs to be sold directly to the consumer. Standardised products can be sold through long channel of distribution.</p> <p>(iv) Perishable products must be sold directly while products that can last long (non-perishable) can be sold through a long channel of distribution.</p>				(3)
13.		Prashant	Parul	Punit	(5)
	Occupations	Profession (CA)	Employment (Doctor in nursing home)	Business (family business)	
	Code of conduct	Defined by the professional association (ICAI)	Defined by the terms of service contract	No prescribed code of conduct	
	Transfer of interest	Not possible	Not possible	Possible with some formalities	
	Risk	Little risk involved	No risk involved	Lot of risk and uncertainty.	
	Reward	Fees	Salary	Profit	

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