

CHOITHRAM SCHOOL MANIKBAGH INDORE
CLASS XII Session: 2018-19

SUBJECT- ENTREPRENEURSHIP
 Scheduled Date: 7/09/2018

ASSIGNMENT No. 3
 Submission Date.12/09/2018

Q.no	Questions	Mark
Very Short Answer		
1.	Farhan Akhtar driving Royal Enfield in ‘ Bhag Milkha Bagh’ is an example of which sales strategy ?	1
2.	What is labeling?	1
3.	What is the difference between sales tax and excise duty?	1
Very Short Answer		
4.	In order to distinguish their products from that of their competitors, the marketers give some names to their products. a. Identifying the concept b. State any 3 types of concept identified .	2
5.	What will be the effect on Production Plan in the following situations: a. When there is no manufacturing b. When there is partial manufacturing	2
6.	Vani, who was a teacher was not able to continue her job because of nuclear family problems. She had to look after her children. So, she decided that she would do something from home. She decided she will start a water purifier service centre. This will only require one room as office and employ few boys for service providing. What values are taken care of by vani?	2
7.	What are the assumptions of calculating EOQ?	2
Short Answer		
8.	Gopi, in order to promote local craftsmen of Gujarat, formed an organization where in the persons voluntarily associate themselves to promote common economic interest. The basic purpose of this organization was to help these craftsmen to find market for their products. It had a managing committee that was elected on the basis of ‘one member one vote’. a. Identify the form of business organization set up by Gopi. b. Quoting the lines form the above para, state any two features of this form of organization.	3

9.	<p>Kumar has completed his senior secondary examination from Central Board of Secondary Education. After the report had been declared his father asked him what he would like to do in the future. Kumar was undecided and did not answer. His father advised him to start his own business and to pursue his studies through distance learning mode. Kumar reluctantly agreed. He entered into a partnership agreement with one of his school friends, Gurmeet. They decide to start a business of cold drinks with traditional mughlai aroma in a fashionable crowded street of Bengaluru. Kumar and Gurmeet each invested Rs.10,00,000 as their respective capitals. They wanted to earn good profits. As they were new to the business they did not finalise deadlines for different activities as well</p> <p>as the quantity of different types of drinks aroma wise. Because of the novelty of their product their sales increased on daily basis. Ultimately a stage arose when they required to expand their business. For this they did not take any timely action. Gurmeet advised to open another branch in a remote area without looking at the relevance of the place regarding the approach to the branch. Kumar was undecided. They approached Kumar's father for advice. He advised them that their activities ought to be specific, measurable, attainable, relevant and time based.</p> <p>(a) Identify the concept about which Kumar's father advised them</p> <p>(b) State the importance of the concept identified in (a) above</p> <p>(c) Also mention the two rules that may be followed in the implementation of the concept.</p>	3												
10.	<p>'H.L. Chemist' sells medicines at a discount of 5% on list price. On 1.3.2017 medicines as per details given below were sold by 'H.L.Chemist'.</p> <table border="1" data-bbox="485 1497 1117 1766"> <thead> <tr> <th>No. of customers</th> <th>Per customer billed amount</th> </tr> </thead> <tbody> <tr> <td>50</td> <td>340</td> </tr> <tr> <td>45</td> <td>370</td> </tr> <tr> <td>35</td> <td>650</td> </tr> <tr> <td>30</td> <td>800</td> </tr> <tr> <td>25</td> <td>975</td> </tr> </tbody> </table> <p>Calculate the average amount of medicines sold per customer.</p>	No. of customers	Per customer billed amount	50	340	45	370	35	650	30	800	25	975	3
No. of customers	Per customer billed amount													
50	340													
45	370													
35	650													
30	800													
25	975													
Long answer														

11.	<p>Harsha started her herbal beauty products shop in Chandigarh with a capital of 9,00,000. She took loan of 5,00,000 from the State Bank of India at 9% p.a. interest. During the year ended 31st March, 2016 her sales were 20,90,000 and the cost of goods sold was 15,30,000. She paid monthly rent of the shop 11,000 and a monthly salary of 25,000 to the employees. The tax rate is 30%. Calculate the return on equity.</p>	5
12.	<p>A. Quick Rasoi is a fast food chain selling Indian items like Kathi Roll, Samosa, Idli, Dhoklas Etc., Now, they want to sell Kulfi in their outlets. Kulfi has been an item in their menu earlier also but was withdrawn because of higher price as compared to the rice of established brands. Therefore, this time they decided to initially price the Kulfi at cost. It was done with the objective of increasing market share. Management of Quick Rasoi is of view that once their Kulfi is established in the market they will increase the price to a level that will help them in earning reasonable profit on their product.</p> <p>Identify and explain the pricing strategies adopted by Quick Rasoi earlier and at present.</p> <p>B. 'X' ltd. has decided to merge with 'Y' limited. In this process of merger, the company's have agreed upon on overall strategy and plan to discuss smaller details in later negotiations. Which form of negotiation is the companies opting for? Explain it.</p>	5