

CHOITHRAM SCHOOL MANIKBAGH INDORE

CLASS XI-Session: 2017-18

SUBJECT- ENTREPRENEURSHIP
Scheduled Date: 17/11/2017

ASSIGNMENT No. – 3
Submission Date –23/11/2017

Q.no	Questions	Marks
1.	What do you mean by e-commerce?	1
2.	Define Traditional Market.	1
3	Who is a competitor?	1
	Very Short Answer	
4	What is Marketing Mix?	2
5	What is Stability Strategy?	2
6	What are the different ways of entering into a foreign market?	2
7	Write short note on different types of trade.	2
	Short Answer	
8	Explain the market of seventies and eighties.	3
9	Explain the elements of Promotion mix.	3
10	What is Product mix? Describe briefly the salient features of product mix.	3
	Long answer	
11	Differentiate between e-commerce and e-business	5
12	Mr. Rajiv wants to buy LCD TV for his family. He has come to Galgotia Electronics, MG road, Indore. After coming to the shop he got confused. Write the name of the Promotion tool which might have brought him to the shop and the promotion tool needed now. Also write four points of the later Promotional tool.	5