

**CHOITHRAM SCHOOL MANIKBAGH INDORE****CLASS XII Session: 2018-19**

SUBJECT- ENTREPRENEURSHIP

ASSIGNMENT No. 2

Scheduled Date: 20/07/2018

Submission Date. 25/07/2018

Q.no	Questions	Mark
<b>Very Short Answer</b>		
1.	Vishal was working with Abhinav, a new entrepreneur, as a production manager. For smooth and coordinated flow of work, he had to pay attention towards various elements. To ensure predetermined quality of products, he had to compare the performance with established standards. Identify and state the elements being discussed above which is related to one of the components of a 'Business Plan'.	1
2.	Rex saloon chain started in 2010 managed to keep the business going till 2013, the saloons could build a good customer base and could cover the costs. The owner Mrs. Lily now thought of growing the business and tried to set new goals. She decided that she will be increasing marketing efforts and try to further sales growth to 40% in a span of one year. The aim for profit would be to rs. 5 lakh per saloon. What do you think, is Lily able to set realistic goals of her business?	1
3.	What do you understand by tagline?	1
<b>Very Short Answer</b>		
4.	Enlist any two inherent limitations because of which partnership form of business venture was formed.	2
5.	Differentiate between state and central excise duty.	2
6.	Explain the different types of brand names with example.	2
7.	The business assets of an organization amount to rs. 2,50,000 and its unpaid liabilities rs. 3,00,000. What are the alternatives available to the creditors if:  a. The organization is a sole proprietorship firm. b. The organization is a partnership firm with Raghav and Rahul as a partner. c. The organization is an HUF.	2
<b>Short Answer</b>		
8.	What categories of persons are required to obtain registration with the Central Excise Department?	3
9.	Meenu was involved in partial manufacturing of wardrobes. Explain the elements which should be included in her production plan.	3
10.	Shilpi Ltd. started the manufacturing of herbal toothpaste. They researched that large number of established enterprises were also manufacturing the similar type of products. The company fixed the price of their toothpaste on 'cost plus method' of pricing. After some time the company realized that they were not getting good response regarding their toothpaste from the customers and the market share of their toothpaste was less than 0.5%. Since their product was new, they decided to change the pricing method so that initially they could get more customers. (a) Identify the new pricing method that was adopted by Shilpi Ltd. (b) State any two advantages of the new pricing method identified in (a) above.	3
<b>Long answer</b>		
11.	Explain the various formats of business plans.	5
12.	Shiva and Gauri is a young couple having a four year old son Rohan. Shiva is employed in a multinational company and is posted in Germany. Gauri has her own computer training institute and is staying with her son and in-laws in a locality of Bangalore. Gauri wants to admit her son in a reputed school of Bangalore but is unable to visit schools and identify the one, where she could admit Rohan. She discussed the matter with Shiva. Shiva identified the problem and advised Gauri to collect on-line data related to admission, infrastructure facilities and related information about schools of Bangalore, so that a suitable school for Rohan could be identified. He also advised Gauri to develop a website	5

[www.nurseryadmission.com](http://www.nurseryadmission.com) and upload the information of various schools on the website. This website could be visited by the parents who wish to admit their children in the nursery class in schools of their choice. Shiva also told Gauri to employ a computer operator for this purpose who could update the website regularly. Large number of parents visited the website started by Gauri on payment of an online fee of 100.

- (a) Identify the entrepreneurship concept discussed in the above para.
- (b) State the objectives of the concept identified in (a) above.
- (c) Identify any two values that Shiva and Gauri tried to emulate.

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