

**CHOITHRAM SCHOOL MANIKBAGH INDORE**

**CLASS XII Session: 2018-19**

SUBJECT- ENTREPRENEURSHIP  
Scheduled Date: 7/12/2018

ASSIGNMENT No.4  
Submission Date.12/12/2018

<b>Q.no</b>	<b>Questions</b>	<b>Mark</b>
<b>Very Short Answer</b>		
1.	Give the meaning of private placement.	1
2.	Differentiate between Bulls and Bears in context with the Stock Markets.	1
3.	Distinguish between the Cost plus pricing method vs. Variable pricing method.	1
<b>Very Short Answer</b>		
4.	State any two specialised financial institutions at national level.	2
5.	Designing an advertisement is an important activity. State the issues that should be addressed while designing it. Also discuss how advertisement empowers the customers.	2
6.	Why was NABARD established?	2
7.	Differentiate between Angel investors and venture capital companies.	2
<b>Short Answer</b>		
8.	Explain the role of IIBI.	3
9.	Why is the capital market the most important source of finance?	3
10.	Stock Exchange Indices' serve as an economic barometer. Explain.	3
<b>Long answer</b>		
11.	Enlist the powers of SEBI.	5
12.	<p>Sultan Trucks Ltd' are the manufacturers of commercial trucks for the last 20 years. The company has being doing good business but recently due to irregularity of supply of parts from the supplier, the company could not make timely delivery of trucks to the parties who had booked their trucks. The customers cancelled their bookings and there were very few new bookings. The sales of the company started declining that resulted into losses. The management of the company analysed the problem and decided to take over those two firms because of whom the problem arose, one of them was supplying tyres for the trucks and other axles to the company. The company also extended credit facilities to the customers and started booking trucks without charging any booking amount. It also decided to employ 100 unemployed youth with 50% reservation for women to take up the cleaning process, using the imported machines, inside the factory as well as the surrounding areas.</p> <p>(a) Identify and state the concept of Enterprise marketing and growth strategies discussed in the above para.</p> <p>(b) Identify any one value which Sultan Trucks wanted to communicate to the society.</p>	5