

Std. 11
24-11-2016

Third Unit Test in **ENTREPRENEURSHIP**

Time : 1 hr.
M. Marks: 20

Attempt all questions:

1. Define Market. (1 mark)
2. What is Micro Environment? (1 mark)
3. Define Strategy. (1 mark)
4. What is Commerce? (1 mark)
5. Define the term Marketing Mix. How a marketing mix helps for an entrepreneur? (2 marks)
6. Differentiate between E-Commerce and E-Business. (2 marks)
7. Give two major differences between Market Research and Market Survey. (2 marks)
8. What is market Development Strategy?
How can the same be applied by the entrepreneur? (3 marks)
9. Rahul an owner of a huge department store, charges exorbitantly due of no competition around to the misses out on no opportunity to earn profit. He finds nothing wrong as the main goal of the business is to earn 'Profit'. Discuss any three values which you find are lacking in him as a rational businessman. (3 marks)
10. As time has changed so is the market, right from small shops to big malls, from teleshopping to E-Commerce. New ways of market not only attract the customers but make the world more closer. In this changing word scenario elaborate how a firm can enter to foreign market. (4 marks)

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