

CUET UG - 2022
(CANDIDATE RESPONSE SHEET)

Paper/Subject ENTREPRENEURSHIP
Exam Date 25 Aug 2022
Exam Slot 2

Question ID:1185101

Section Name:ENTREPRENEURSHIP

Question:

Suppliers, Customers, Intermediaries and Competitors are part of :

- (1) Micro Environment
- (2) Macro Environment
- (3) External Environment
- (4) Economic Environment

A 1

B 2

C 3

D 4

Answer Given By Candidate:A

Question ID:1185102

Section Name:ENTREPRENEURSHIP

Question:

Match List - I with List - II.

List - I

- (A) Tech tools like RSS feeds, e-mails, website
- (B) Trend-spotter Mind
- (C) Social media, online surveys
- (D) Visit to target customer hangouts

List - II

- (I) Think Trends
- (II) Talk Trends
- (III) Read Trends
- (IV) Watch Trends

Choose the **correct** answer from the options given below :

- (1) (A) - (I), (B) - (III), (C) - (II), (D) - (IV)
- (2) (A) - (II), (B) - (I), (C) - (III), (D) - (IV)
- (3) (A) - (III), (B) - (I), (C) - (II), (D) - (IV)
- (4) (A) - (III), (B) - (II), (C) - (IV), (D) - (I)

A 1

B 2

C 3

D 4

Answer Given By Candidate:C

Question ID:1185103

Section Name:ENTREPRENEURSHIP

Question:

“A problem is a roadblock in a situation, sets up a conflict and forces you to find a solution. If an Entrepreneur identifies a road block, he/she is said to have identified the problem.”

On the basis of the above statement, identify the objectives of the concepts discussed above.

- (1) Product Identification
- (2) Spotting the trend
- (3) Identify target group facing the problem
- (4) Idea germination

A 1

B 2

C 3

D 4

Answer Given By Candidate: C

Question ID:1185104

Section Name:ENTREPRENEURSHIP

Question:

“While it may seem like only good can come from improving, adding to or changing different products around, this is not always true.”

On the basis of the above passage identify the pros to changing or improving the product line that is already existing.

- (1) Increase in Price
- (2) Increase in Sales
- (3) Decrease in Demand
- (4) Decrease in Sales

A 1

B 2

C 3

D 4

Answer Given By Candidate: Not Attempted

Question ID:1185105

Section Name:ENTREPRENEURSHIP

Question:

Arrange the following in the correct order.

- (A) Incubation
- (B) Preparation
- (C) Illumination
- (D) Validation
- (E) Idea germination

Choose the **correct** answer from the options given below :

- (1) (A), (B), (C), (D), (E)
- (2) (E), (B), (A), (D), (C)
- (3) (C), (E), (D), (B), (A)
- (4) (E), (B), (A), (C), (D)

- A 1
- B 2
- C 3
- D 4

Answer Given By Candidate: **D**

Question ID:1185106

Section Name:ENTREPRENEURSHIP

Question:

Ravi is a budding entrepreneur who is trying to get information that results in evolution of basic ideas. Identify the various sources from where Ravi can get help.

- (1) SWOT Analysis
- (2) Magazines and Trade Shows
- (3) Market Research
- (4) Market Scanning

- A 1
- B 2
- C 3
- D 4

Answer Given By Candidate: **Not Attempted**

Question ID:1185107

Section Name:ENTREPRENEURSHIP

Question:

Identify the correct step of Environment analysis.

- (A) Starting project
- (B) Identification of product/service
- (C) Scanning of Environment
- (D) Spotting an opportunity

Choose the **correct** answer from the options given below :

- (1) (A), (C), (B), (D)
- (2) (B), (C), (D), (A)
- (3) (D), (C), (B), (A)
- (4) (D), (B), (A), (C)

- A 1
- B 2
- C 3
- D 4

Answer Given By Candidate: **C**

Question ID:1185108

Section Name:ENTREPRENEURSHIP

Question:

Preeti is trying to start her own enterprise by the name of "Atithe Dev" which would be dealing with supply of Fresh Home cooked food in tiffins. She wants to gather information on changing conditions and incorporate those observations into a process where necessary changes are made. Identify the concept highlighted in the above paragraph.

- (1) Perceiving and sensing opportunities
- (2) Problem identification
- (3) Idea fields
- (4) Environment scanning

A 1

B 2

C 3

D 4

Answer Given By Candidate: **D****Question ID:1185109****Section Name:ENTREPRENEURSHIP****Question:**

Match List - I with List - II.

List - I

- (A) A comprehensively written down document prepared by the entrepreneur
- (B) This plan organizes for the movement of material performance of machines and labour
- (C) Right person at right job, at right time
- (D) A guideline regarding the marketing objectives, strategies and activities

List - II

- (I) Marketing
- (II) Business plan
- (III) Operational plan
- (IV) Manpower planning

Choose the **correct** answer from the options given below :

- (1) (A) - (II), (B) - (IV), (C) - (I), (D) - (III)
- (2) (A) - (III), (B) - (I), (C) - (II), (D) - (IV)
- (3) (A) - (IV), (B) - (II), (C) - (III), (D) - (I)
- (4) (A) - (II), (B) - (III), (C) - (IV), (D) - (I)

A 1

B 2

C 3

D 4

Answer Given By Candidate: **D****Question ID:1185110****Section Name:ENTREPRENEURSHIP**

Question:

Which component of the business plan is called the 'Soul of business plan' ?

- (1) Operations plan
- (2) Production plan
- (3) Marketing plan
- (4) Financial plan

A 1

B 2

C 3

D 4

Answer Given By Candidate: **D**

Question ID:1185111

Section Name:ENTREPRENEURSHIP

Question:

An entrepreneur's Financial Plan has nothing to deal with which of the following ?

- (1) How much funds are required
- (2) Where will funds come from
- (3) The amount of cash available with friends
- (4) How are funds going to be disbursed

A 1

B 2

C 3

D 4

Answer Given By Candidate: **C**

Question ID:1185112

Section Name:ENTREPRENEURSHIP

Question:

Which form of business organization has limited capital, limited managerial ability and limited continuity ?

- (1) Joint stock company
- (2) Partnership
- (3) Sole proprietorship
- (4) Private limited company

A 1

B 2

C 3

D 4

Answer Given By Candidate: **C**

Question ID:1185113

Section Name:ENTREPRENEURSHIP

Question:

Arihant has started a small scale industry in his home town in Chhattisgarh where lack of jobs was a major concern. He sells nuts and bolts to large factories locally. Select the option that reflect the social economic objective that can be met by his action.

- (A) Employment generation
- (B) Local resource utilization
- (C) Export promotion
- (D) Development of the area

Choose the **correct** answer from the options given below :

- (1) (A), (B) only
- (2) (A), (C), (D) only
- (3) (A), (B), (C) only
- (4) (A), (B), (D) only

A 1

B 2

C 3

D 4

Answer Given By Candidate: **A**

Question ID:1185114

Section Name:ENTREPRENEURSHIP

Question:

Razia and Salman are partners in a business. Often, there is a conflict between the two owners due to which business suffers and client are unhappy. The main reason is that both partners are unclear about their individual roles and responsibilities.

They should refer to _____ of business plan to solve the problem in hand.

- (1) Operational plan
- (2) Organizational plan
- (3) Production plan
- (4) Financial plan

A 1

B 2

C 3

D 4

Answer Given By Candidate: **Not Attempted**

Question ID:1185115

Section Name:ENTREPRENEURSHIP

Question:

Rajan a budding entrepreneur, was preparing a business plan to convince his potential investors to invest in his business. Mohan a friend of Rajan suggested him to be very careful while making one of the element of operational plan which includes issuing necessary orders instructions guidelines and information pertaining to giving practical shape to the production plan. Identify the element.

- (1) Routing
- (2) Shipping
- (3) Follow up
- (4) Dispatching

A 1

B 2

C 3

D 4

Answer Given By Candidate: **Not Attempted****Question ID:1185116****Section Name:ENTREPRENEURSHIP****Question:**

Deciding what the general market or industry entrepreneur wishes to pursue is based on market research or industry analysis done and complied with by competent people or the entrepreneurs. This helps to _____.

- (1) Identify the target market
- (2) Analyse business situation
- (3) Conduct SWOT analysis
- (4) Establish goals

A 1

B 2

C 3

D 4

Answer Given By Candidate: **Not Attempted****Question ID:1185117****Section Name:ENTREPRENEURSHIP****Question:**

Subhash, owner of a burger joint in New Delhi has put poster on his outlet showing his burger next to his competitor's products. The name of the competitor with a smaller size burger is clearly mentioned for a comparison.

Which sale strategy is used by Subhash ?

- (1) Direct sales
- (2) Indirect sales
- (3) Quick sales
- (4) Personal sales

A 1

B 2

C 3

D 4Answer Given By Candidate: **A****Question ID:1185118****Section Name:ENTREPRENEURSHIP****Question:**

Hit-Fit is a chain of gymnasium in Delhi-NCR region. Every Sunday the trainers organize fitness camps in neighborhood and teach simple exercises to joggers as well as old people. Such events creates favourable publicity and good corporate image.

Identify the promotion Strategy used by Hit-Fit.

- (1) Advertising
- (2) Personal selling
- (3) Sales promotion
- (4) Public relations

A 1**B 2****C 3****D 4**Answer Given By Candidate: **D****Question ID:1185119****Section Name:ENTREPRENEURSHIP****Question:**

Travel Khana printed their service details on the back of ticket purchased by train passengers. The medium of advertising used by them was :

- (1) Point of sale advertising
- (2) Ambient advertising
- (3) Directory listing
- (4) Stationary

A 1**B 2****C 3****D 4**Answer Given By Candidate: **A****Question ID:1185120****Section Name:ENTREPRENEURSHIP**

Question:

Match **List - I** with **List - II**.

List - I

- (A) Bank of Mathura and ICICI bank
- (B) Company manufacturing cars and company manufacturing tyres
- (C) Company manufacturing shoes and company manufacturing cold drinks
- (D) Companies dealing in similar products in separate markets

List - II

- (I) Vertical merger
- (II) Conglomerate
- (III) Market extension
- (IV) Horizontal merger

Choose the **correct** answer from the options given below :

- (1) (A) - (I), (B) - (III), (C) - (II), (D) - (IV)
- (2) (A) - (IV), (B) - (II), (C) - (I), (D) - (III)
- (3) (A) - (II), (B) - (I), (C) - (IV), (D) - (III)
- (4) (A) - (IV), (B) - (I), (C) - (II), (D) - (III)

A 1

B 2

C 3

D 4

Answer Given By Candidate: **D**

Question ID:1185121

Section Name:ENTREPRENEURSHIP

Question:

Identify the enterprise growth strategy where a company provides a business owner with a proven method for operating a business using the name and trademark of the company.

- (1) Business franchise opportunity ventures
- (2) Product franchise business opportunity
- (3) Business format franchise opportunity
- (4) Manufacturing franchise opportunity

A 1

B 2

C 3

D 4

Answer Given By Candidate: **C**

Question ID:1185122

Section Name:ENTREPRENEURSHIP

Question:

Which of the following is not valid reason for merger and acquisitions ?

- (A) Unrealistic price paid for target
- (B) Operating synergy
- (C) Overstated synergies
- (D) Financial synergy
- (E) Access to new markets

Choose the **correct** answer from the options given below :

- (1) (B), (E) only
- (2) (D), (E) only
- (3) (A), (C) only
- (4) (C), (D) only

A 1

B 2

C 3

D 4

Answer Given By Candidate: **C**

Question ID:1185123

Section Name:ENTREPRENEURSHIP

Question:

'Rama sweet shop' was doing well in South-Delhi, they decide to exapand their market and merged with 'Krishna sweet shop' in East Delhi, and got access to bigger market.

Identify the type of merger.

- (1) Horizontal merger
- (2) Product extension merger
- (3) Vertical merger
- (4) Market extension merger

A 1

B 2

C 3

D 4

Answer Given By Candidate: **D**

Question ID:1185124

Section Name:ENTREPRENEURSHIP

Question:

Which of the following is not a reason for merger and acquisition ?

- (1) Entry into new markets
- (2) Acquiring new technology
- (3) Boardroom split
- (4) Improved profitability

A 1

B 2

C 3

D 4

Answer Given By Candidate: C

Question ID: 1185125

Section Name: ENTREPRENEURSHIP

Question:

Calculate EBITDA (earning before interest, tax, depreciation and amortization) from the following information.

Profit before tax and interest is = Rs. 1,40,000

Tax @ 20 %

Interest Rs. 60,000

Depreciation and amortization = Rs. 10,000

(1) Rs. 80,000

(2) Rs. 64,000

(3) Rs. 1,44,000

(4) Rs. 1,50,000

A 1

B 2

C 3

D 4

Answer Given By Candidate: Not Attempted

Question ID: 1185126

Section Name: ENTREPRENEURSHIP

Question:

Money needed to fund day to day operations of business is called :

(1) Total capital

(2) Working capital

(3) Fixed capital

(4) Borrowed fund

A 1

B 2

C 3

D 4

Answer Given By Candidate: B

Question ID: 1185127

Section Name: ENTREPRENEURSHIP

Question:

Select the option that includes all the fixed expenses from the list given.

- (A) Rent
- (B) Interest on loan
- (C) Raw material cost
- (D) Salary of manager

Choose the **correct** answer from the options given below :

- (1) (A), (B) only
- (2) (B), (C), (D) only
- (3) (A), (B), (D) only
- (4) (A), (B), (C), (D) only

A 1

B 2

C 3

D 4

Answer Given By Candidate: **D**

Question ID:1185128

Section Name:ENTREPRENEURSHIP

Question:

The net profit for Sneha enterprises for 2020 was Rs. 16,000. Out of total expenses of Rs. 2,00,000, indirect expenses were Rs. 50,000. Estimate gross profit for Sneha enterprise for the year 2020.

- (1) Rs. 50,000
- (2) Rs. 66,000
- (3) Rs. 2,16,000
- (4) Rs. 2,76,000

A 1

B 2

C 3

D 4

Answer Given By Candidate: **Not Attempted**

Question ID:1185129

Section Name:ENTREPRENEURSHIP

Question:

Which of the following will be included in estimation of Gross working capital ?

- (1) Computer used in the office
- (2) Debtors
- (3) Salary due but not paid to employees
- (4) Personal car of the owner

A 1

B 2

C 3

D 4

Answer Given By Candidate: C

Question ID: 1185130

Section Name: ENTREPRENEURSHIP

Question:

For a true measure of how "own money" of the entrepreneur is used, we calculate.

- (1) Return on Investment
- (2) Economic Order Quantity
- (3) Return on Equity
- (4) Interest on Borrowed Fund

A 1

B 2

C 3

D 4

Answer Given By Candidate: C

Question ID: 1185131

Section Name: ENTREPRENEURSHIP

Question:

Identify the correct sequence of operating cycle for manufacturing business.

- (A) Collection from debtors
- (B) Credit sales
- (C) Finished goods
- (D) Work in progress
- (E) Raw material

Choose the **correct** answer from the options given below :

- (1) (D), (E), (C), (A) (B)
- (2) (E), (C), (D), (B), (A)
- (3) (E), (D), (C), (B), (A)
- (4) (C), (D), (E), (A), (B)

A 1

B 2

C 3

D 4

Answer Given By Candidate: C

Question ID: 1185132

Section Name: ENTREPRENEURSHIP

Question:

Zainab said that cash conversion cycle for her business is 30 days. This is the time _____.

- (1) Taken to manufacture output
- (2) Taken to obtain raw material from supplier
- (3) Between a firm's purchase of inventory receipt of cash
- (4) Between dispatching goods from factory and reaching customer

A 1

B 2**C** 3**D** 4Answer Given By Candidate:**C****Question ID:**1185133**Section Name:**ENTREPRENEURSHIP**Question:**

Priya manufactures and sells ball pens. Lead time for her business is 3 days and daily requirement is 80 units. Priya prefers to have a safety stock of 50 units. The re-order point will be :

- (1) 80 units
- (2) 190 units
- (3) 240 units
- (4) 290 units

A 1**B** 2**C** 3**D** 4Answer Given By Candidate:**C****Question ID:**1185134**Section Name:**ENTREPRENEURSHIP**Question:**

This the capital required by an entrepreneur for conducting research at pre-commercialization stage identify it.

- (1) Start-up capital
- (2) Second-round financing
- (3) Seed capital
- (4) Loan

A 1**B** 2**C** 3**D** 4Answer Given By Candidate:**A****Question ID:**1185135**Section Name:**ENTREPRENEURSHIP

Question:

Identify the correct steps involved in public issue.

- (A) Refund to non allottees
- (B) Listing on the stock exchange
- (C) Allotment of shares
- (D) Preparation of prospectus
- (E) Compliance report to SEBI

Choose the **correct** answer from the options given below :

- (1) (D), (B), (C), (A), (E)
- (2) (C), (D), (B), (E), (A)
- (3) (D), (C), (B), (A), (E)
- (4) (B), (C), (D), (E), (A)

A 1

B 2

C 3

D 4

Answer Given By Candidate: **D**

Question ID:1185136

Section Name:ENTREPRENEURSHIP

Question:

This is a type of equity capital provided to early-stage, high-potential, high-risk companies who lack necessary experience and funds.

- (1) Private equity
- (2) Venture capital
- (3) Primary capital
- (4) Share capital

A 1

B 2

C 3

D 4

Answer Given By Candidate: **C**

Question ID:1185137

Section Name:ENTREPRENEURSHIP

Question:

When additional finance is raised from existing shareholder by offering securities to them, it is called :

- (1) Initial public offer
- (2) Offer to employees
- (3) Rights issue
- (4) Private placement

A 1

B 2

C 3

D 4Answer Given By Candidate:**C****Question ID:1185138****Section Name:ENTREPRENEURSHIP****Question:**

Venture capital is different from bank loan. Identify the feature of venture capital which is distinct from bank loan.

- (1) It is less risky
- (2) It is mostly in equity form
- (3) It is easy to get
- (4) It is quickly approved

A 1**B 2****C 3****D 4**Answer Given By Candidate:**B****Question ID:1185139****Section Name:ENTREPRENEURSHIP****Question:**

_____ allows smooth transfer of funds from savers of money to the entrepreneurs in need of funds.

- (1) Capital market
- (2) Government
- (3) Venture Capitalist
- (4) Angel investors

A 1**B 2****C 3****D 4**Answer Given By Candidate:**A****Question ID:1185140****Section Name:ENTREPRENEURSHIP**

Question:

'The business may continue to exist even if the investor leaves or diverts from business. Select the option that matches with above statement.

- (A) Private company
- (B) Angel investor
- (C) Venture capital
- (D) Public limited company
- (E) Sole proprietor

Choose the **correct** answer from the options given below :

- (1) (A), (B), (C) only
- (2) (A), (B), (E) only
- (3) (B), (C), (D) only
- (4) (A), (B), (C), (D) only

A 1

B 2

C 3

D 4

Answer Given By Candidate: **Not Attempted**

Question ID:1185141

Section Name:ENTREPRENEURSHIP

Question:**Case study**

US food company, Raft foods decided to expand its business. It launched a new chocolate named "Tempt" in the market, but its rival "7 moon" chocolate had already captured a good part of market. So, Raft food made an offer to acquire "7 moon" chocolate company, but "7 moon" was not interested in selling its business. Raft foods decided to buy major chunk of shares "7 moon" from the market, then 'Raft foods' decided to combine its business with "zonal foods" with the objective to get bigger market share. When "Raft foods" and "zonal foods" came together it helped them in increasing their profit by working together. To buy "7 moon" chocolate company Raft Ltd. had issued shares to private investors/ sophisticated investors.

Identify the type of expansion done by "Raft Ltd".

- (1) Internal expansion
- (2) External expansion
- (3) Vertical expansion
- (4) Horizontal expansion

A 1

B 2

C 3

D 4

Answer Given By Candidate: **Not Attempted**

Question ID:1185142

Section Name:ENTREPRENEURSHIP

Question:**Case study**

US food company, Raft foods decided to expand its business. It launched a new chocolate named "Tempt" in the market, but its rival "7 moon" chocolate had already captured a good part of market. So, Raft food made an offer to acquire "7 moon" chocolate company, but "7 moon" was not interested in selling its business. Raft foods decided to buy major chunk of shares "7 moon" from the market, then 'Raft foods' decided to combine its business with "zonal foods" with the objective to get bigger market share. When "Raft foods" and "zonal foods" came together it helped them in increasing their profit by working together. To buy "7 moon" chocolate company Raft Ltd. had issued shares to private investors/sophisticated investors.

Identify the type of growth strategy followed by Raft food and Zonal foods.

- (1) Conglomerate
- (2) Horizontal merger
- (3) Marker extension merger
- (4) Vertical merger

A 1

B 2

C 3

D 4

Answer Given By Candidate: **B**

Question ID:1185143

Section Name:ENTREPRENEURSHIP

Question:**Case study**

US food company, Raft foods decided to expand its business. It launched a new chocolate named "Tempt" in the market, but its rival "7 moon" chocolate had already captured a good part of market. So, Raft food made an offer to acquire "7 moon" chocolate company, but "7 moon" was not interested in selling its business. Raft foods decided to buy major chunk of shares "7 moon" from the market, then 'Raft foods' decided to combine its business with "zonal foods" with the objective to get bigger market share. When "Raft foods" and "zonal foods" came together it helped them in increasing their profit by working together. To buy "7 moon" chocolate company Raft Ltd. had issued shares to private investors/sophisticated investors.

Identify the type of growth strategy, followed by Raft foods for "7 moon".

- (1) Friendly acquisition
- (2) Reverse acquisition
- (3) Back flip acquisition
- (4) Hostile acquisition

A 1

B 2

C 3

D 4

Answer Given By Candidate: **D**

Question ID:1185144**Section Name:ENTREPRENEURSHIP****Question:**

Case study

US food company, Raft foods decided to expand its business. It launched a new chocolate named "Tempt" in the market, but its rival "7 moon" chocolate had already captured a good part of market. So, Raft food made an offer to acquire "7 moon" chocolate company, but "7 moon" was not interested in selling its business. Raft foods decided to buy major chunk of shares "7 moon" from the market, then 'Raft foods' decided to combine its business with "zonal foods" with the objective to get bigger market share. When "Raft foods" and "zonal foods" came together it helped them in increasing their profit by working together. To buy "7 moon" chocolate company Raft Ltd. had issued shares to private investors/sophisticated investors.

Identify the advantage that Raft food and "7 moon" company will get by coming together.

- (1) Synergy
- (2) Acquiring new technology
- (3) Access to funds
- (4) Tax benefits

A 1**B** 2**C** 3**D** 4Answer Given By Candidate:**A****Question ID:1185145****Section Name:ENTREPRENEURSHIP****Question:**

Case study

US food company, Raft foods decided to expand its business. It launched a new chocolate named "Tempt" in the market, but its rival "7 moon" chocolate had already captured a good part of market. So, Raft food made an offer to acquire "7 moon" chocolate company, but "7 moon" was not interested in selling its business. Raft foods decided to buy major chunk of shares "7 moon" from the market, then 'Raft foods' decided to combine its business with "zonal foods" with the objective to get bigger market share. When "Raft foods" and "zonal foods" came together it helped them in increasing their profit by working together. To buy "7 moon" chocolate company Raft Ltd. had issued shares to private investors/sophisticated investors.

Identify the method of floatation used by "Raft Ltd." to buy "7 moon" company.

- (1) Public issue
- (2) Private placement
- (3) Right issue
- (4) Stock options

A 1**B** 2**C** 3**D** 4Answer Given By Candidate:**Not Attempted**

Question ID:1185146**Section Name:ENTREPRENEURSHIP****Question:**

Case study

Akhil was the owner of a newly established fitness centre by the name of KeepFittz in New Delhi. In order to attract more customers he initially kept the charges lower than the prevailing market price. His objective was to increase the market share or possible sales volume, rather than making profit in the short term. Akhil increased charges once he established himself in the market. In order to increase the market share initially, he promoted his fitness centre through the help of sponsorship and maintaining public relations.

Identify the method of Pricing adopted by Akhil initially.

- (1) Cost Plus Pricing
- (2) Variable Pricing
- (3) Penetration Pricing
- (4) Skimming Price

A 1**B** 2**C** 3**D** 4Answer Given By Candidate: **C****Question ID:1185147****Section Name:ENTREPRENEURSHIP****Question:**

Case study

Akhil was the owner of a newly established fitness centre by the name of KeepFittz in New Delhi. In order to attract more customers he initially kept the charges lower than the prevailing market price. His objective was to increase the market share or possible sales volume, rather than making profit in the short term. Akhil increased charges once he established himself in the market. In order to increase the market share initially, he promoted his fitness centre through the help of sponsorship and maintaining public relations.

Identify the advantages of Penetration Pricing strategy.

- (A) Can result in fast diffusion and adoption
- (B) Company knows exactly the amount of expenditure incurred in making a product
- (C) Creates Goodwill for early adopters
- (D) Creates critically important enthusiasm and supporting the channel
- (E) Simplest method to decide the price

Choose the **correct** answer from the options given below :

- (1) (A), (B) only
- (2) (A), (C), (D) only
- (3) (C), (D) only
- (4) (A), (D), (E) only

A 1

B 2

C 3

D 4

Answer Given By Candidate: B

Question ID: 1185148

Section Name: ENTREPRENEURSHIP

Question:

Case study

Akhil was the owner of a newly established fitness centre by the name of KeepFittz in New Delhi. In order to attract more customers he initially kept the charges lower than the prevailing market price. His objective was to increase the market share or possible sales volume, rather than making profit in the short term. Akhil increased charges once he established himself in the market. In order to increase the market share initially, he promoted his fitness centre through the help of sponsorship and maintaining public relations.

Match List - I with List - II.

List - I

(Pricing methods)

- (A) Cost plus pricing
- (B) Penetration pricing
- (C) Variable pricing
- (D) Skimming pricing

List - II

(Advantages/disadvantages)

- (I) Fast diffusion and adoption
- (II) Quality conscious
- (III) Dickering effect
- (IV) Does not encourage efficient use of resources

Choose the **correct** answer from the options given below :

- (1) (A) - (I), (B) - (III), (C) - (IV), (D) - (II)
- (2) (A) - (II), (B) - (I), (C) - (III), (D) - (IV)
- (3) (A) - (IV), (B) - (II), (C) - (III), (D) - (I)
- (4) (A) - (IV), (B) - (I), (C) - (III), (D) - (II)

A 1

B 2

C 3

D 4

Answer Given By Candidate: D

Question ID: 1185149

Section Name: ENTREPRENEURSHIP

Question:**Case study**

Akhil was the owner of a newly established fitness centre by the name of KeepFittz in New Delhi. In order to attract more customers he initially kept the charges lower than the prevailing market price. His objective was to increase the market share or possible sales volume, rather than making profit in the short term. Akhil increased charges once he established himself in the market. In order to increase the market share initially, he promoted his fitness centre through the help of sponsorship and maintaining public relations.

Identify the promotion strategy adopted by Akhil initially.

- (1) Above the line
- (2) Below the line
- (3) Through the line
- (4) Across the line

A 1

B 2

C 3

D 4

Answer Given By Candidate: **B**

Question ID:1185150

Section Name:ENTREPRENEURSHIP

Question:**Case study**

Akhil was the owner of a newly established fitness centre by the name of KeepFittz in New Delhi. In order to attract more customers he initially kept the charges lower than the prevailing market price. His objective was to increase the market share or possible sales volume, rather than making profit in the short term. Akhil increased charges once he established himself in the market. In order to increase the market share initially, he promoted his fitness centre through the help of sponsorship and maintaining public relations.

Above the line promotion strategy includes :

- (A) Sponsorship
- (B) Television
- (C) Cinema advertising
- (D) Sales promotions
- (E) Print

Choose the **correct** answer from the options given below :

- (1) (B), (C), (E) only
- (2) (A), (B), (C) only
- (3) (B), (C), (D) only
- (4) (A), (B), (D) only

A 1

B 2

C 3

D 4

Answer Given By Candidate:A
