

THE ICONIC SCHOOL
SUMMER HOLIDAY ASSIGNMENT (2021-22)
GRADE – XII
SUBJECT – ENTREPRENEURSHIP



NOTE: Solve the questions in a separate notebook.

1. What is the purpose to scan the environment? 1
2. What are the factors involved in sensing opportunities? 1
3. Draw the enterprise process diagram. 1
4. What is PESTEL model? Explain it. 1
5. What is elevator pitch? 1
6. Name the factors which affect the operational plan. 1
7. How many sources of funds are available for arranging funds for business. 1
8. What is employee management? 1
9. Is vendor management different from employee management? Enumerate. 1
10. Differentiate between ATL and BTL. 1
11. Define Branding? 1
12. What is TTL? 1
13. Aditi started her boutique business near an industrial area and she was not getting clients as she had expected. What are the factors which have been ignored before starting the boutique? Suggest the various factors that she has to look into before venturing into business. 3
14. Mr. Raghav had always wanted to manufacture an innovative, energy efficient fan. He was looking into various options and has finally narrowed it down to one option. He understands that the entire idea would have to follow a process. Identify and explain the process. 3
15. These are „convenient frames of reference for streamlining the process of generation of ideas.“ Identify them and explain any three briefly. 3
16. Varun decided to start his own venture and was looking into various ideas. Explain to him various sources from where he can get some good business ideas. 4
17. Environmental factors exert influence upon each other and do not operate in isolation? Discuss. 4
18. "If you don't adapt, you don't endure" Evaluate the validity of the statement. 4
A person has decided to start a small leather belt manufacturing unit. He/she is not aware of the various formalities involved in the process of setting up the unit. Explain to him/her the procedure. 4
19. What are the key areas, for a sound financial plan to work? 4
20. What are the major financial items that should be included in the financial plan? 4
21. An entrepreneur is doing an industry analysis. While he/she is analyzing his/her competitions in his/her line of business, he realises that the competitors are far better in their business plans and their execution. Should the entrepreneur add unique selling point in the existing plan to get a creative niche above others or should he/she go for a completely different line of business where the competition is less and he/she is easily able to place his/her feet in the market? Give reasons. 4
22. Varshini started her high end boutique in a posh locality, but she was not aware of how to make her boutique popular in the area. Suggest some measures for it. 5
23. Arvind has started his Italian food based restaurant. Does he have to register his trademark? And give the reasons for the same. 5
24. Imagine that you have started selling FMCG goods then what kind of promotional strategies will you be using? 5
25. What is penetration pricing method and enlist it's advantages and disadvantages. How is vendor management done? 5
26. Vinay was a young entrepreneur who wanted to start a new business with an initial investment of 25 lakhs. He was not sure of what business he has to undertake. His friend suggested seeking the help of professionals who would spot the latest trends in the market and give him an idea, but Vinay decided to do it by himself. Suggest the various ways by which he can do it. 6
27. Explain the investment decision under the financial plan? In which areas should the investment should be on the basis of priority? 6
28. What is manpower planning? Why is it necessary for every business unit? 6
29. Enlist some typical sales promotion activities. 6
30. Explain the important factors affecting the choice of channels of distribution by the manufacturer. 6
