



UNIT

8

Digital Entrepreneurship

Student Learning Outcomes

By the end of this chapter, you will be able to:

- Explain the significance of legal compliance and ethical practices in digital entrepreneurship.
- Identify and describe key data privacy laws.
- Apply ethical decision-making to resolve conflicts of interest and ensure fairness in business operations.
- Recognize responsible marketing practices and explain the necessity of truthful advertising and obtaining user consent for targeted marketing.
- Use structured problem-solving methods, such as root cause analysis and SWOT analysis, to address business challenges.
- Explain the concept of data-driven marketing, including setting measurable goals, defining Key Performance Indicators (KPIs), using analytics tools, and measuring Return on Investment (ROI).
- Describe the role of Customer Relationship Management (CRM) systems in building long-term customer loyalty through personalized communication and loyalty programs.
- Explain how marketing automation tools can improve efficiency, reduce operational costs, and expand customer reach.

Introduction

This unit provides an understanding of the legal, ethical, and strategic skills that are important to operate a successful digital business. It explains how entrepreneurs can comply with relevant data privacy laws, such as Pakistan's Data Protection Bill, the General Data Protection Regulation (GDPR), and the Children's Online Privacy Protection Act (COPPA). It further outlines the principles of ethical decision-making, conflict of interest management, and balancing profitability with customer welfare.

The unit also examines the role of digital ethics in promoting safe and respectful online environments for both businesses and customers. Strategic marketing concepts, including data-driven decision-making, customer management (CRM),

competitive analysis, and marketing automation, are discussed with practical examples. By the end of this chapter, you will have the knowledge and skills to make informed, responsible, and strategic business decisions in the digital age.relationship

8.1 From Basics to Advanced Entrepreneurship

In **Grade 9**, you learned that entrepreneurship is the process of designing, launching, and managing a business to create value. We discussed how it drives economic growth, generates employment opportunities, and introduces innovations that improve everyday life. You were also introduced to fundamental digital tools, such as social media platforms, e-commerce websites, and market research applications, that enable entrepreneurs to connect with customers and manage their operations effectively.

In **Grade 10**, we build upon that foundation to explore advanced skills required in the competitive digital business environment. These include legal compliance, to ensure a business operates within the law; regulatory awareness, to keep pace with changing rules and industry requirements; ethical frameworks, structured problem-solving, to address challenges effectively; and strategic marketing, to strengthen a business's presence and relationship with its customers. These skills matter because today's entrepreneurs are expected to protect their intellectual property, respect customer rights, safeguard data privacy, and maintain the trust of their community.

8.2 Problem-Solving & Adaptability

In the business world, challenges can appear at any time. These may include losing customers, facing new competitors, or changes in technology. Successful entrepreneurs do not give up when faced with difficulties. Instead, they use a clear method to understand the problem, find its main cause, and take effective steps to solve it. They also stay flexible and ready to change when conditions demand it. These skills are known as **problem-solving** and **adaptability**.

Structured Problem-Solving

Structured problem-solving means using a step-by-step approach to identify a problem, understand why it is happening, and decide the best solution. This



avoids guesswork and helps prevent the same issue from happening again. This concept has already been explained in detail in the Grade 9 textbook.

Root Cause Analysis

Every problem has a main reason behind it, called the **root cause**. If we only fix the surface problem, it may return. Root cause analysis helps in finding and addressing the main reason, so the solution is long-lasting.

Example: If an online shop receives many complaints, the owner should investigate whether the cause is late delivery, unclear product descriptions, or poor packaging. Once the root cause is found, it can be corrected.

SWOT Analysis

SWOT is a simple tool that stands for:

- **Strengths**, things the business does well (e.g., high-quality products).
- **Weaknesses**, areas that need improvement (e.g., slow customer service).
- **Opportunities**, chances to grow or improve (e.g., high demand for a new product).
- **Threats**, outside factors that can harm the business (e.g., new competitors).

SWOT analysis helps businesses understand their current situation and plan wisely for the future.



TIDBIT

Every challenge is a hidden lesson. Businesses that stay curious, ask “**why**” often, and act quickly turn problems into opportunities for growth.

Adaptability & Resilience

Adaptability means being willing and able to change when needed. **Resilience** means a business can recover quickly after a setback. These two skills help a business in surviving and growing even in difficult times.

Respond to Change in Market or Technology

The business environment changes quickly. New customer needs, competitors, or technologies can appear at any time. A business that adapts to these changes has a better chance of success.

Example: A shop that starts home delivery when customers prefer online shopping.

Setbacks Recovery

Mistakes, failures, or losses can happen in any business. A resilient business accepts the setback, learns from it, and works harder to improve.

Example: If a bakery receives complaints about taste, it can improve its recipe, test the new version, and invite customers to try it again.



DO YOU KNOW?

Some of the world's biggest companies, like **Netflix** and **YouTube**, did not start the way we know them today. Netflix first rented DVDs by mail, and YouTube was made for video dating. They changed their ideas and became famous all over the world.

8.3 Ethical Business Practices & Digital Ethics

Ethics in business means following moral principles and doing what is right, fair, and honest. In the digital age, businesses must ensure that their decisions, marketing, and online activities respect both the law and customer rights. Ethical practices build trust and help a business grow in a responsible way.

Ethical Decision-Making

Ethical decision-making means making choices in business that are fair, honest, and responsible. It is about doing the right thing, even when it may be easier or more profitable to choose another way. A business that follows ethical decision-making earns respect and trust from customers, employees, and the community. Ethical decision-making is not always the easiest path, but it is the one that helps a business grow with integrity, keep loyal customers, and maintain a positive image in society.

Conflicts of Interest

A conflict of interest happens when a person's benefit or relationship can affect their business decisions. This can lead to unfair treatment or bias.

Example: If a shop owner hires his cousin for a job without giving a chance to apply to other skilled people, it's unfair. The fair and ethical way is to let everyone apply, check their skills, and then hire the person who is best for the job.



Balancing Profit with Customer Welfare

A business needs profit to continue operating, but profit must not come from harming customers or risking their safety.

Example: If a business sells food at a high price while using low-quality ingredients, it may earn more money at first. However, customers lose trust, and the business suffers in the future. An ethical business charges a fair price, uses safe and good-quality products, and provides honest information.

Digital Ethics

Digital ethics means using the internet and digital tools responsibly and respectfully. Businesses keep customer information safe, provide accurate details, and interact politely online. Customers also follow rules, treat others with respect, and avoid harmful actions. Businesses maintain safe online spaces by setting clear rules and taking quick action against harassment or bullying.

Responsible Marketing

Responsible marketing means promoting products and services honestly and fairly, providing customers with correct and complete information, and avoiding false promises. This approach helps customers make informed decisions and builds trust in the business.

- Every business advertisement must present truthful and clear information, without exaggerations or hidden conditions that may mislead customers.
- When a business collects personal data of users to show targeted advertisements, businesses must obtain clear permission from customers and explain how the information will be used.



ACTIVITY

Objective:

Students apply ethics by making fair business decisions, protecting customers online, and creating an honest marketing idea.

Steps:

1. Scenario:

"You and your team are running a small online shop for students. Today, you will face three quick challenges. Will your shop stay honest, safe, and trusted?"

2. Challenges:

1. You have two job applicants: a close friend and a more skilled stranger. Decide who to hire and explain why in one sentence.

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2. A customer posts rude comments on your shop's social media. Decide how to respond politely and keep your platform safe.
 3. Create one short ad line for your business that is truthful, clear, and not misleading.
 3. Each group shares its answers. The class votes on the most ethical and trust-building solutions.

Data Privacy Laws

Data privacy laws are rules that protect personal information collected by businesses, such as names, addresses, phone numbers, or payment details.

In Pakistan, the **Personal Data Protection Bill** says that businesses must:

- Collect only the information they need.
- Use the information only for the purpose they explained to the customer.
- Keep the information safe and do not share it without permission.

Some other countries also have strong privacy laws, such as:

- General Data Protection Regulation (**GDPR**) to protect the personal data of people in European countries.
- Children's Online Privacy Protection Act (**COPPA**) to protect the personal data of children under **13**.

These laws matter for Pakistani businesses if they have customers from other countries because they must follow the rules of those countries as well.

Regulatory Awareness

Regulatory awareness means knowing which laws and rules apply to your business and making sure you follow them.

This involves:

- **Stay Updated:** Checking regularly if any laws have changed that may affect your business.
- **Compliance Audits:** A process where the business is checked to see if it is following all the required laws and rules.

Example: If a school is willing to launch an online portal where students can check their homework, grades, and attendance. To use the portal, students must enter their name, roll number, and contact details.

The school follows data privacy rules by:

- Collecting only the information needed for the portal.



- Using the information only for school purposes, such as sending homework updates or exam schedules.
- Protecting the information with passwords so no one else can access it.



In 2019, **Google** and **YouTube** were fined **\$170 million** in the USA for breaking COPPA (Children's Online Privacy Protection Act) rules by collecting personal data from children without their parents' permission. This shows how seriously data privacy laws are enforced worldwide.

8.4 Legal Framework & Compliance

Legal Framework & Compliance means the laws and rules a business must follow to operate legally. It includes registering the business, paying taxes, protecting customer data, and meeting industry requirements. Below are the rules that prevent legal problems and build market trust for any business.

Business Registration in Pakistan

Starting a business in Pakistan is not just about having a good idea. It also needs to be made legal by registering it with the government. Registration makes the business official, allows it to work without legal problems, and helps gain the trust of customers, banks, and other businesses.

Registration with SECP

The Securities and Exchange Commission of Pakistan (SECP) is the main authority to register any new startup business in Pakistan. The registration process consists of the following steps:

- Choose a unique business name and get it approved through the SECP website using the following URL (<https://secp.gov.pk/>).
- Prepare the required documents, such as the Memorandum and Articles of Association for companies or a partnership deed for partnerships.
- Apply online.
- Get the Certificate of Incorporation, which proves that the business is officially registered.

Obtain National Tax Number

The NTN is an identification number for taxpayers in Pakistan. It is issued by the Federal Board of Revenue (FBR). To obtain an NTN:

- Apply through the FBR's "Iris" online portal.
- Provide SECP registration documents, proof of address, and business activity details.
- Once approved, the NTN allows the business to open bank accounts, issue invoices, and meet tax obligations.

Tax Filing and Record-Keeping

Registered businesses must:

- File annual income tax returns and, if applicable, monthly sales tax returns.
- Keep accurate records of sales, purchases, salaries, and expenses.
- Avoid late or incorrect filings, as these can lead to fines or legal actions.

Industry-Specific Regulations

Some businesses in Pakistan must follow special rules in addition to general registration and tax requirements.

Example: Consider two students from your class, Mr. X and Mr. Y want to start an "online bookstore" for students.

- I. SECP Registration: They chose a meaningful and professional name like "E-bookHub" for their business and got it approved on the SECP website. They submit all the required documents online and receive a Certificate of Incorporation.
- II. Obtaining NTN: They apply for a National Tax Number (NTN) through the FBR's Iris portal, using their SECP documents, address, and business details.
- III. Tax Filing: They keep proper records of sales and expenses and file their annual tax returns on time.
- IV. Industry Rules: As an e-commerce business, they add terms of service, a privacy policy, and return/refund rules to their website to follow Pakistan's E-Commerce Policy rules.



By completing these steps, Mr. X and Mr. Y start their new online bookstore legally, approved by the government, which is more trustworthy for customers and suppliers.

DO YOU KNOW?

When we register a new business, we need to understand the purpose of above mentioned documents:

- I. **Memorandum of Association:** Basic details of a company, like its name, purpose, and location.
- II. **Articles of Association:** Rules for running the company.
- III. **Partnership Deed:** An agreement between two or more people who start a business together, explaining each person's share, role, and responsibilities.

Contracts in Digital Business

A contract is a written or spoken agreement between two or more people or organizations that is legally binding. In digital business, contracts are important because they set out the terms and conditions for working together, whether it is with business partners, suppliers, or customers. They help prevent misunderstandings and provide legal protection if a disagreement occurs.

Basic Elements of a Valid Contract

For a contract to be valid, it must have:

- **Offer:** One side promises to do something, such as sell a product or provide a service.
- **Acceptance:** The other side agrees to the offer without changes.
- **Consideration:** Something of value is exchanged, such as money, goods, or services.
- **Legal Purpose:** The contract must be about something lawful.
- **Consent:** Everyone agrees willingly, without being forced or tricked.

Importance in Digital Business

In digital businesses, contracts can be signed on paper or electronically. They are used for:

- Partnerships, to set clear roles, responsibilities, and how profits will be shared.
- Suppliers, to fix delivery times, payment terms, and quality standards.
- Online Transactions, to state terms of service, refund rules, and customer rights.



Clear contracts build trust and make business dealings smooth and safe.

Example: The students of Class 10th are planning to arrange a farewell party. Mr. X have to manage the party arrangements. He is asked to make a simple contract with school management.

- Offer: Mr. X offers to arrange the food and drinks for the party.
- Acceptance: The management will accept his offer.
- Consideration: School will contribute Rs. 5000 towards the total cost.
- Legal Purpose: Organizing a class party with the school's permission is lawful.
- Consent: Both agree willingly without any pressure.

Contract Terms:

- Mr. X will confirm the food order three days before the event.
- Food items will be delivered on time.



ACTIVITY

Objective:

Students will work in groups to plan a small business idea for the "school canteen" and ensure it follows the legal framework and compliance rules. They will also prepare a simple contract to define each member's responsibilities.

Steps:

- I. **Form Groups:** Divide the class into groups of 4–5 students.
- II. **Business Idea:** Each group will imagine they are starting a small business in the school canteen (e.g., snack counter, juice bar, stationery corner).
- III. **Create a Simple Contract:**

Write a basic contract between two group members showing:

- **Offer** → what each member will do.
- **Acceptance** → agreement to the plan.
- **Consideration** → what each member will contribute (e.g., money, time, materials).
- **Legal Purpose** → lawful activity in school.
- **Consent** → agreement without pressure

8.5 Intellectual Property Rights (IPRs)

IPRs are legal rights that protect the creations of a person or business. These creations can include inventions, books, songs, artwork, brand names, or logos.



IPR ensures that no one can use or copy these creations without permission. This protection encourages people to be creative and helps businesses keep their unique identity.

Registration of Intellectual Property in Pakistan

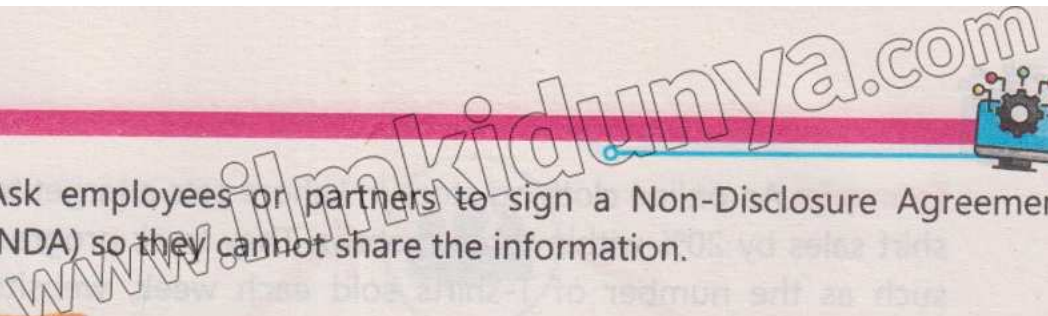
The following fundamentals are required to register an intellectual property in Pakistan:

- I. **Trademarks:** Protect brand names, logos, or symbols used to identify goods or services.
 - Apply at the Intellectual Property Organization of Pakistan (IPO Pakistan).
 - Apply with the name or logo, description of goods or services, and the required fee.
 - Once approved, the trademark stops others from using a similar name or logo.
- II. **Copyrights:** Protect original creative works such as books, songs, computer programs, or drawings.
 - Apply to the Copyright Office under IPO Pakistan.
 - Send details of the work, proof that you created it, and a copy of the work.
 - Copyright is given automatically when the work is created, but registration gives stronger legal protection.
- III. **Patents:** Give legal protection to a new product, design, or method that someone has created. This means only the inventor can make, use, or sell it for a certain time.
 - Apply at the Patent Office under IPO Pakistan.
 - Submit details, drawings, and descriptions of the invention.
 - Once approved, only the inventor can make, use, or sell the invention for a set period.

Protecting Trade Secrets in the Digital Age

A trade secret is private business information that gives an advantage, such as a recipe, a formula, or a list of customers.

- Keep this information secure, both on paper and in digital form.
- Use passwords, encryption, and limit access to authorized people only.

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- Ask employees or partners to sign a Non-Disclosure Agreement (NDA) so they cannot share the information.



ACTIVITY

Objective:

To practice the creation of a business logo and prepare a mock trademark application to understand how legal protection stops others from copying a business name or logo.

Steps:

- Design a **unique logo** for their canteen business.
- Prepare a **mock trademark application** that includes:
 - The business name.
 - A short description of the food or services the canteen will provide.
 - A drawing or printed copy of the logo.
- Present the application to the class and explain how having a trademark will protect the business name and logo from being copied by others.



TIDBIT

Think of your business **name** and **logo** as your identity in the market; make them original, easy to recognize, and meaningful. A strong **trademark** not only protects your identity from being copied but also builds customer trust, supports marketing, and gives your business a lasting competitive edge.

8.6 Strategic Marketing & Branding

Strategic marketing is the process of planning and carrying out activities to promote a business in a way that attracts customers and keeps them loyal. In today's digital age, businesses use data, technology, and customer insights to design better marketing strategies, strengthen their brand, and build long-term relationships.

Data-Driven Marketing

Data-driven marketing means making marketing decisions based on facts, numbers, and analysis rather than guesswork. Businesses collect information from customers, websites, and sales records to plan effective campaigns to grow.

- Setting Measurable Goals and KPIs (Key Performance Indicators):



Example: An online clothing store in Lahore sets a target to increase T-shirt sales by 20% within three months. They track progress using KPIs such as the number of T-shirts sold each week, website visits, and customer reviews.

- **Using Analytics Tools:**

Example: A Karachi-based bakery uses Google Analytics to see which Facebook ads bring the most customers to their website. They notice that ads showing cakes for birthdays get more clicks than general ads, so they focus more on birthday-themed promotions.

- **Measuring RoI (Return on Investment)**

Example: A small bookstore spends Rs. 10,000 on Instagram ads and earns Rs. 25,000 in sales from those ads. By comparing the cost with the profit, they confirm the campaign was successful and decide to repeat the strategy.

Customer Relationship Management (CRM)

CRM is a way of handling all interactions with customers to build trust and create long-term relationships. A good CRM approach helps a business understand its customers better and serve them in a more personal way, as shown in **Figure 8.1**.

- **How CRM Tools Work?**

Example: A sports shop in Islamabad uses **Zoho CRM** to store customer names, contact details, shoe sizes, and purchase history in one system. When a new sports shoe arrives in the size a customer usually buys, the shop can send them a quick message or email about it.

- **Retaining Customers:**

Example: A coffee shop in Karachi uses a **loyalty program** where customers get a free drink after every 10 purchases. They also send **personalized emails** with the customer's name and favorite drink offers, making customers feel valued and more likely to return.



Figure 8.1: CRM organizes customer data to build lasting relationships



Zoho CRM is a cloud-based software used by over **250,000** businesses in **180+** countries to manage customer relationships, from small startups to large companies, helping them increase sales and improve customer satisfaction.

Marketing Automation

Marketing automation means using special software to handle marketing tasks automatically, without needing to do each step manually. This helps businesses save time, work more efficiently, and stay connected with customers.

Examples:

- **Mailchimp** can automatically send welcome emails to new customers, share special offers, and post updates on social media.
- **HubSpot** can track customer activity, send follow-up messages, and create reports on marketing performance.

Benefits for Small Businesses:

- Saves time by handling routine tasks automatically.
- Reduces costs by lowering the need for extra staff.
- Sends timely updates to customers, improving engagement.



- Helps reach a wider audience with less effort.
- Tracks campaign results to see what works best.



TIDBIT

A **brand** is not just a logo; it is the feeling customers have about your business. Every message, product, and service shapes that feeling.



ACTIVITY

Objective:

Your group has created a new snack to sell in the school tuck shop. You have 20 minutes to plan how to brand and market it.

Steps:

1. **Name and Logo:** Select a catchy product name and draw a simple logo.
2. **Brand Message:** Write one sentence that explains why students should buy it.
3. **Marketing Method:** Choose one way to promote it (poster, slogan, or social media post).
4. **Customer Engagement:** Plan one method to keep customers returning (discounts, free samples, or a quiz).
5. **Outcomes:** Each group will present its plan in 2 minutes. The class will vote for the most appealing product idea..

Summary

- In the business world, challenges can appear at any time. These may include losing customers, facing new competitors, or changes in technology.
- Adaptability means being willing and able to change when needed. Resilience means a business can recover quickly after a setback.
- Ethical decision-making means making choices in business that are fair, honest, and responsible.
- A conflict of interest happens when a person's benefit or relationship can affect their business decisions.
- Digital ethics means using the internet and digital tools responsibly and respectfully.
- Responsible marketing means promoting products and services honestly and fairly, providing customers with correct and complete information, and avoiding false promises.
- Data privacy laws are rules that protect personal information collected by businesses, such as names, addresses, phone numbers, or payment details.
- The Securities and Exchange Commission of Pakistan (SECP) is the main authority to register any new startup business in Pakistan.
- The NTN is an identification number for taxpayers in Pakistan. It is issued by the Federal Board of Revenue (FBR).
- Some businesses in Pakistan must follow special rules in addition to general registration and tax requirements.
- A contract is a written or spoken agreement between two or more people or organizations that is legally binding.
- IPRs are legal rights that protect the creations of a person or business. These creations can include inventions, books, songs, artwork, brand names, or logos.
- Data-driven marketing means making marketing decisions based on facts, numbers, and analysis rather than guesswork.
- CRM is a way of handling all interactions with customers to build trust and create long-term relationships.
- Marketing automation means using special software to handle marketing tasks automatically, without needing to do each step manually.



EXERCISE

Multiple Choice Questions

1. An example of intellectual property is:

- a) Shop furniture
- b) Brand logo
- c) Raw materials
- d) Office rent

2. Which of the following laws protects personal data in the European Union?

- a) COPPA
- b) GDPR
- c) DMCA
- d) Cybercrime Act

3. The document is required to register a trademark is:

- a) A bank statement
- b) Proof of product purchase
- c) A copy of the logo and business name
- d) Social media profile link

4. Which of the following is a risk of poor data privacy?

- a) Increased customer trust
- b) Cyberbullying
- c) Identity theft
- d) Lower ad costs

5. Which of the following is an example of personal data?

- a) Office address
- b) Employee ID card number
- c) Store opening hours
- d) Website theme color

6. A conflict of interest occurs when:

- a) Employees share company goals
- b) Personal benefit affects a business decision
- c) A business increases profits
- d) Customers give feedback

7. Which is part of digital ethics?

- a) Using false information in ads
- b) Protecting customer data respectfully
- c) Cyberbullying
- d) Avoid online presence

8. Which of the following is a CRM tool?

- a) Photoshop
- b) to Zoho
- c) Google Maps
- d) Canva

9. Which tool is used for marketing automation?

- a) Mailchimp
- b) PowerPoint
- c) MS Word
- d) Paint

10. In marketing, ROI means:

- a) Return on Investment
- b) Rate of Information
- c) Revenue on Ideas
- d) Reach of Internet

Short Questions

1. How does copyright protect creators in the digital world?
2. Differentiate between a patent and a trademark.
3. Define data privacy.
4. Give one example of ethical decision-making in business.
5. Why is honesty important in business decisions?
6. Explain the purpose of data-driven marketing.
7. What does SWOT analysis help identify?
8. Explain the purpose of setting KPIs in marketing.

Long Questions

1. Explain the process of problem solving and adaptability?
2. Write a note on ethical business practices and digital ethics.
3.
 - a) (a) Discuss how CRM looks and loyalty programme help in retaining customers.
 - b) (b) Explain Marketing automation and describe their benefit for small businesses.

Answer Key for Multiple Choice Questions

1. **b)** - Brand logo
2. **b)** - GDPR
3. **c)** - A copy of the logo and business name
4. **c)** - Identity theft
5. **b)** - Employee ID card number
6. **b)** - Personal benefit affects a business decision
7. **b)** - Protecting customer data respectfully
8. **b)** - Zoho
9. **a)** - Mailchimp
10. **a)** - Return on Investment



Instructions for Preparation of Exam Paper of Computer Science & Entrepreneurship for Grade-10

ESSENTIAL INSTRUCTIONS FOR PAPER SETTERS

The paper of Computer Science & Entrepreneurship for class 10 will consist of 50 marks. The duration for the Multiple-Choice Questions (MCQs) section will be 15 minutes, while the time allocated for the short and long questions section will be 1 hour and 45 minutes. The paper will be made as per following details:

Part-I: Objective:	Q-1: 10 Multiple-Choice Questions. MCQs will be developed from the entire content of the textbook: • One MCQ will be asked from each Chapters No. 1, 3-6 and 8. • Two MCQs will be asked from each Chapter No. 2 and 7.	$1 \times 10 = 10$
Part-II: Subjective:	This section will contain three short answer questions. Each short answer question will be asked from the content of the textbook. The detail is as follows:	$2 \times 4 = 8$
	Q-2: Four short answer questions have to be answered out of 6. The detail is as follows: • One short answer question should be asked from Chapter No. 1 • Two short answer questions should be asked from Chapter No. 2 • Three short answer questions should be asked from Chapter No. 3	
	Q-3: Four short answer questions have to be answered out of 6. The detail is as follows: • Two short answer questions should be asked from Chapter No. 4 • Four short answer questions should be asked from Chapter No. 5	$2 \times 4 = 8$



	Q-4: Four short answer questions have to be answered out of 6. The detail is as follows: • Two short answer questions should be asked from each Chapter No. 6-8	$2 \times 4 = 8$
Part-III: Subjective:	This section will contain three detailed questions and students have to attempt two questions carrying 8 marks each. Each detailed question should be asked from the content of the textbook. The detail is as follows: Q-5: • One detailed question should be asked from Chapter No. 1 Q-6: • One detailed question should be asked from Chapter No. 4 Q-7: • One detailed question should be asked from Chapter No. 6 or Chapter No. 8.	$2 \times 8 = 16$