



**THE VILLAGE**  
INTERNATIONAL SCHOOL  
"We Nurture Dreams"

**MARKING SCHEME**

**TERM 2 EXAMINATION 2023**

**BUSINESS ADMINISTRATION (833)**

**CLASS: XI**

**Max. Marks: 60**

QN.NO	VALUE POINTS	MARKS SPLIT UP
1	a)Listening	1
2	a)Putting arm around a coworker's shoulder	1
3	d)All of the above	1
4	d)2-way process	1
5	d)Feedback	1
6	b)nodding while listening	$\frac{1}{2}+\frac{1}{2}=1$
7	d)Employment	1
8	b)Genetic industries	1
9	a)Busy	1
10	c)Business and Trade	1
11	b)Tertiary industries	1
12	a)strengths	1

13	a)finance	1
14	c)Business	1
15	a)Weakness	1

16	True	1
17	d)Political Environment	1
18	a)uncertainty	1
19	b)company	1
20	d)share	1
21	b)shareholders.	1
22	c)unstable	1
23	c)lack of continuity	1
24	d)1912	1
25	d)200	1
26	a)company	1
27	c)sole proprietorship	1
28	a)Private	1
29	b)limited partnership	1
30	a)partner by holding out	1
31	a)sleeping partner	1
32	b)specialty goods	1
33	b)retirement of a partner	1
34	c)mutual agency	1

35	<p>Be confident</p> <p>When someone walks into a room smartly and with confidence, he or she gets the attention of others easily.</p> <p>Speak slowly and clearly</p> <p>Talking too fast will not give people the time to listen and understand you. If someone is accusing you wrongly or shouting and behaving aggressively, stay calm and reply slowly and firmly.</p>	2
36	Open ended and close ended with explanation	2
37	<ul style="list-style-type: none"> <li>• Language</li> <li>• Visual Perception</li> <li>• Past Experience</li> <li>• Prejudice</li> <li>• Feelings</li> <li>• Environment</li> <li>• Personal factors</li> </ul> <p>Culture (any 2 with explanation)</p>	2
38	Inform, influence and express feelings <b>(Any two with explanation)</b>	1+1=2
39	There are two basic types of greeting: Formal and Informal(explain each)	1+1=2
40	<p><b>Non-durable goods</b></p> <ul style="list-style-type: none"> <li>• Non-durable goods are tangible goods that are normally consumed in one or few uses.</li> <li>• These goods are consumed fast and purchased frequently by the consumers.</li> </ul> <p><b>Durable goods</b></p> <ul style="list-style-type: none"> <li>• These are tangible goods that normally survive many uses. Goods that fall under this category include Furniture, Refrigerator, Clothing, Rug etc.</li> <li>• They are not frequently purchased as non-durable goods because they are used up Slowly</li> </ul>	1+1=2
41	<ul style="list-style-type: none"> <li>• It serves as an invitation to the public to invest in the shares and debentures of the company.</li> <li>• It acts as an advertisement for inducing the investors to invest in the company.</li> </ul> <p><b>(Any one)</b></p>	1+1=2
42	<ul style="list-style-type: none"> <li>• Survival – The entrepreneurs engage in business activities to earn profits as a means of livelihood. Everyone has to satisfy his needs &amp; hence no one is expected to undertake business activity without any earnings. Business can survive only when there are adequate profits.</li> <li>• Growth &amp; Expansion – Profit not only provides funds for growth &amp; expansion but also motivates businessman to think of diversification &amp; re-invest for expansion.</li> <li>• Reward for Risk bearing – Profit motivates businessman to take risks, higher the risk, higher is the possibility of earning more profits. In the eventuality of loss due to any risk, he does not stop the business. He runs the business assuming profits in future.</li> <li>• Measures efficiency – Profit is considered as an index for judging the performance of the business enterprise if profits are higher it indicates the efficiency of management.</li> </ul>	1+1=2

	<ul style="list-style-type: none"> <li>• Goodwill &amp; Reputation – Higher profitability builds reputation of the business. Goodwill creates market standing which helps to raise loans and obtain credit for further expansion. (Any two)</li> </ul>	
43	<p>Explain the meaning of business environment</p> <p style="text-align: center;">OR</p> <p>It includes new approaches, new products and new equipment's to transform inputs into outputs. It also facilitates an organization efficiency and effectiveness so that it can try to remain at par with best in the world. Technology changes provide opportunities and become threat for others. <b>Example of impact of Technical Environment on business</b></p> <ol style="list-style-type: none"> <li>1. Mobile phones have taken over from landline phone.</li> <li>2. E- ticketing for railways and airways.</li> <li>3. Information technology and telecommunication have given rise to a global market which requires better system of production and distribution (Internet marketing).</li> </ol> <p>(Any One)</p>	$\frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} =$ 2

44	<p><b>PARTNERSHIP DEED</b></p> <p><b>A written agreement between the partners is called 'Partnership Deed'. This terms &amp; conditions that the partners have usually agreed amongst themselves business.</b></p> <p><b>Contents of Partnership Deed.</b></p> <ol style="list-style-type: none"> <li>1. Name of the firm</li> <li>2. Nature of business &amp; location</li> <li>3. Duration of business</li> <li>4. Capital contributed by each partner</li> <li>5. Profit sharing ratio</li> <li>6. Duties &amp; obligations of the partners</li> <li>7. Interest on capital &amp; interest on drawings</li> <li>8. Salaries &amp; withdrawals of partners)</li> <li>9. Terms governing admission, retirement &amp; dissolution</li> </ol>	1+1=2
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	<b>10. Method of solving disputes (any 2 )</b>	
45	<p>A sole proprietary organisation has the following advantages:</p> <ol style="list-style-type: none"> <li>1. Easy formation: A sole proprietorship business is easy to form where no legal formality involved in setting up this type of organization. It is not governed by any specific law. It is simply required that the business activity should be lawful and should comply with the rules and regulations laid down by local authorities.</li> <li>2. Better Control: In sole proprietary organisation, all the decisions relating to business operations are taken by one person, which makes functioning of business simple and easy. The sole proprietor can also bring about changes in the size and nature of activity. This gives better control to business.</li> <li>3. Sole beneficiary of profits: The sole proprietor is the only person to whom the profits belong. There is a direct relation between effort and reward. This motivates him to work hard and bear the risks of business.</li> <li>4. Benefits of small-scale operations: The sole proprietorship is generally organized for small scale business. This helps the proprietor's family members to be employed in business. At the same time such a business is also entitled to certain concessions from the government. For example, small industrial organisations can get electricity and water supply at concessional rates on a priority basis.</li> <li>5. Inexpensive Management: The sole proprietor does not appoint any specialists for various functions. He personally supervises various activities and can avoid wastage in the business.</li> </ol> <p style="text-align: center;"><b>(Any three)</b></p>	1+1+1=2
46	<p>(a) The selection of a company name is typically done by the promoters or founders of the company. In this case, ABC Pvt. Ltd., the group of promoters, chose the name "Samsung Ltd." for their mobile manufacturing company.</p> <p>(b) The acceptance of the proposed name by the Registrar of Companies depends on various factors, including legal requirements and guidelines. The registrar may or may not approve the name based on whether it complies with the relevant regulations and does not infringe on existing trademarks or violate any naming conventions.</p> <p>Concepts discussed:</p> <ol style="list-style-type: none"> <li>1. *Company Name Selection:* This refers to the process by which individuals or entities choose a name for their company.</li> <li>2. *Registrar of Companies Approval:* Before a company can officially use a particular name, it needs approval from the Registrar of Companies. This ensures that the chosen name adheres to legal requirements and doesn't cause confusion or conflict with existing entities.</li> </ol> <p>Characteristics of companies:</p> <ol style="list-style-type: none"> <li>1. *Brand Association:* One characteristic is the consideration of a well-known brand like "Samsung" for the company name. Associating with an established brand can potentially influence consumer perception and trust, which may positively impact sales.</li> </ol>	3

	<p>2. <b>*Legal Compliance:*</b> Companies must adhere to legal requirements, including the approval of their chosen name by the Registrar of Companies. This characteristic ensures that company names are unique, do not infringe on existing trademarks, and comply with regulations, maintaining a fair and transparent business environment.</p>	
47	<p>The concepts discussed above is business. Two characteristics of business include:</p> <p>1. <b>*Risk-taking:*</b> Entrepreneurship often involves taking calculated risks. Veena is investing in purchasing manufactured clothes with the aim of earning profits. The uncertainty of market demand, competition, and other factors poses a risk that entrepreneurs like Veena must be willing to face.</p> <p>2. <b>*Innovation:*</b> Entrepreneurs typically demonstrate innovation by identifying opportunities in the market. In this case, Veena is engaging in the business of buying and selling manufactured clothes, showcasing an innovative approach to meeting consumer needs and preferences in the fashion industry. Innovation is crucial for staying competitive and adapting to changing market trends.</p>	3
48	<ul style="list-style-type: none"> <li>• <b>Economic Activity:</b> Business is an economic activity undertaken to earn money for livelihood. It satisfies human needs through production, Sale or distribution of goods &amp; services. Example: Sale of toys in the shop.</li> <li>• <b>Sale or Exchange of Goods &amp; Services:</b> For any business it is essential that there is sale or exchange of goods &amp; services for money worth. Goods purchased or produced for personal use cannot be termed as Business Activity. For Example: The owner of the toy shop sells his toys to the customer, it is a business activity, but if he gives a toy from his shop to his child then it's not business activity as he is not getting any money in return.</li> <li>• <b>Regular Dealings:</b> Business involves exchange of goods &amp; services on regular basis. One single transaction of sale or purchase cannot be termed as business. For example: A person sells his old air conditioner and buys a new one is not a business activity. But if he continuously deals in sale and purchase of air conditioner, it will be considered as business activity.</li> <li>• <b>Production or Purchase of Goods and Services:</b> Business includes all the activities concerned with manufacturing goods, purchasing goods or providing services like transportation, banking for satisfaction of human needs. For Example: Purchasing</li> </ul>	4

	<p>cloth from the manufacturer and manufacturing shirts to sell in the market.</p> <ul style="list-style-type: none"> <li>• Profit motive: Profit earning is one of the main motive of a business activity. Earning profit is essential for survival of the business. Businessman is always thinking to maximize his revenue (profit) by increasing his sales or minimizing his costs. For example: A property dealer purchases a home at Rs. `85 lakh and sells for ` 95 lakh. ` 10 lakh is his profit in this transaction which he will use in expansion of his business.</li> <li>• Consumer satisfaction: Today’s Market is ‘Consumer Oriented’ i.e. Consumer is the king in the market. So businessman has to satisfy his consumers in all respects to run his business successfully. For example: Reliance industries provide consumer oriented service i.e. to provide good service to the consumers is their priority.</li> </ul>	
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	<p>adequate funds for the purpose. Limited membership and their limited personal resources do not permit large amounts of capital to be raised by the partners. Therefore, large-scale business cannot generally be organised by partnerships. <b>(Any 4 points)</b></p>	
49	<p><b>Explain SWOT analyses</b>  <b>Explain strength, weakness, opportunities and threats.</b></p>	4
50	<p>(a) Intangibility: Intangibility of services can be explained by a clear comparison between restaurants and soaps. Soap has a clear metric like 500 grams of soap and it is something which you can touch and feel and you know what the exact cost of the product is and what it has to be priced at. A service like a restaurant is always varying because you pay as per the service that you receive. You cannot taste the food in a restaurant and then order the food. You have to first order it and then hope that it is good in taste. Thus, unlike products, services cannot be touched or felt beforehand. They have to be first ordered and then they become tangible.</p> <p>(b) Inseparability: Services are produced and consumed on the spot. This is unlike physical products that can be produced now and stored in inventory till later fine for consumption If a service is rendered by a person, the person and the service cannot be separated since the provider is present at the point of sale. This explains why there is a provider-client interaction in services marketing. It is the provider of the services that is very important in entertainment and professional services. Because of strong preferences for provider, a substitute will not in any way satisfy the buyer.</p> <p>(c) Variability: Services are highly variable and they depend on who provides them and when and where they are provided. One Surgeon may be preferred to another because of hospital facilities and handling he has over and above the other. Service buyers are usually aware of this high variability and frequently talk to others before selecting a service provider. This explains why many banks, airlines and hotels spend substantial amount to train their 7 employees in providing good service the degree of variability can be reduces by training the service providers in response to customers demean.</p> <p>(d) Perishability: Services as mentioned earlier cannot be stored. The reason why many doctors charge patient for missed appointments - is that service value existed only at the point when the patient should have shown up.</p>	4

51	<p><b>The form of organization opened by the farmers in this case is likely a cooperative society</b></p> <p><b>Three advantages of such a cooperative are:</b></p> <p><b>1. *Low-Interest Loans:*</b> The cooperative structure allows farmers to access loans at low interest rates compared to what they might have to pay to middlemen or money lenders. This helps alleviate financial burden on the farmers, enabling them to invest in their farms and improve agricultural practices.</p> <p><b>2. *Mutual Support:*</b> The primary aim of the cooperative is mutual help rather than making profits. By pooling their resources, farmers can support each other in times of need. This mutual support fosters a sense of community and shared responsibility among the members.</p> <p><b>3. *Direct Market Access:*</b> By forming a cooperative, farmers can potentially bypass middlemen and sell their produce directly in the market. This can lead to better prices for their products, as they are not subjected to the exploitative practices of intermediaries. Direct market access empowers farmers and helps them realize fair value for their hard work.</p>	1+1+1=3
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52	S.No.	Basis	Memorandum of association	Articles of association	(1+1+1+1)
	a	Nature	It is a charter of company	It is bye laws of the company	
	b	Status	It is the principal document	It is a supplementary document	
	C	Scope	It defines objectives and power of company	It contains rules & regulations of the company	
	d	Relationship	It defines relationship of the company with outside world	It defines internal relationship between company and Member	



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