



Date: GRADE: XI	TERM 1 - (2023-24) BUSINESS ADMINISTRATION(833)	Max marks: 60 Time: 3 HRS
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MARKING SCHEME

Qn. No		Marks
1	A-READING	1
2	D-ALL OF THE ABOVE	1
3	B-CONCISE	1
4	D-ALL OF THE ABOVE	1
5	D-TWO -WAY PROCESS	1
6	D-FEEDBACK	1
7	C-STAFFING	1
8	A-TRUE	1
9	A-SMALL -SCALE INDUSTRY	1
10	C-JOINT HINDU FAMILY	1
11	D-NON -ECONOMIC ACTIVITY	1
12	D-LARGE -SCALE INDUSTRY	1
13	A-LIBERALISATION	1
14	C-FINANCE	1
15	C-CONSUMER	1
16	B-NEAR EXTENSIVE CONTROL SERVICES	1
17	A-HOMOGENOUS PRODUCTS	1
18	C-EMERGENCY PRODUCTS	1
19	A-TRUE	1
20	A-INSTALLATIONS	1
21	C-FACILITATING GOODS	1
22	B-PROFIT	1
23	D-JOINT STOCK COMPANY	1
24	D- TRANSPORTATION	1
25	A- NON DURABLE GOODS	1

26	C-PRODUCT	1
27	B- LEGAL ENVIRONMENT	1
28	C- BRAND IMAGE	1
29	C-BUSINESS ENVIRONMENT	1
30	B-PROFESSION	1
31	INFORM INFLUENCEO OR MEANING OF COMMUNICATION (ANY 2 POINTS)	(1+1)
32	1.SENDER,ENCODING,CHANNEL,RECEVIER,DECODING (ANY 2 POINTS)	(1+1)
33	SYSTEM APPROACH SOCIAL RESPONSIBILITY (ANY 2 POINTS EXPLAIN)	(1+1)
34	MEANING OF BUSINESS ENVIROMENT (MEANING OF BUSINESS ENVIROMENT IN DETAIL)	(1+1)
35	STRATEGIC PLANNING FINANCING DECISION MARKET RESEARCH AND DEVELOPMENT (EXPLAIN ANY 2 POINTS)	(1+1)
36	SURVIVAL GROWTH AND EXPANSION REWARD AND RISK BEARING (EXPLAIN ANY 2 POINTS)	(1+1)
37	1.TRANSPORTATION 2.WAREHOUSING 3.INSURANCE (EXPLAIN ANY 3 POINTS)	(1+1+ 1)
38	MEANING OF ECONOMIC ENVIROMENT LIBERALISATION PRIVATISATION GLOBALISATION (EXPLAIN 3 POINTS IN DETAIL)	(1+1+ 1)
39	AGGREGATIVE INTER RELATED RELATIVITY UNCERTAINTY (EXPAIN ANY 4 POINTS IN DETAIL)	(1+1+ 1+1)
40	1. SMALL SCALE BUSINESS 2. LARGE SCALE BUSINESS 3. MEDIUM SCALE BUSINESS	(1+1 +1+1)

	OR	
	<ol style="list-style-type: none">1.LANGUAGE2.VISUAL PERCEPTION3.PAST EXPERIENCES4.FEELINGS	
41	<ol style="list-style-type: none">1.ECONOMIC ACTIVITY2.SALE OR EXCHANGE OF GOODS AND SERVICES3.REGULAR DEALINGS4.PROFIT MOTIVE <p>(EXPAIN ANY 4 POINTS IN DETAIL)</p>	(1+1+ 1+1)