



ANNUAL EXAMINATION 2024-25

Business Administration (833)

Marking Scheme

Class : **XI Commerce**
Date 22 /FEB/2024

Duration: **3 Hrs.**
Max. Marks: **60**

SECTION - A: OBJECTIVE TYPE QUESTIONS		
Q.1	Answer any 4 out of the given 6 questions on Employability Skills	(1×4 = 4 marks)
i.	(d) Traffic symbol which communicates us not to blow horn	1
ii.	(a) Together	1
iii.	True	1
iv.	(d) File	1
v.	(a) True	1
vi.	(d) Development for future generation	1
Q.2.	Answer any 5 out of the given 7 questions	(1×5 = 5 marks)
i.	(b) Priya is practicing law or doing legal practice.	1
ii.	(c) Encourages managers to view the organization both as a whole and as part of a larger environment	1
iii.	(b) Philip Kotler	1
iv.	(b) Perpetual Succession	1
v.	(c) Object Clause	1
vi.	Courtesy in Communication measure being Polite & Sanative to listener & being friendly.	1
vii.	(a) Branding	1
Q3.	Answer any 6 out of the given 7 questions	(1×6 = 6 marks)
i.	Collegial Model	1
ii.	(i) Mother works at home. (ii) Teacher teaches his son	1
iii.	(a) It helps in tapping useful resources.	1
iv.	Goods have physical existence and can be touch but services do not have physical existence.	1
v.	Sole Proprietorship	1
vi.	Company	1
vii.	Informal Communication	1
Q4.	Answer any 5 out of the given 6 questions	(1×5 = 5 marks)
i.	(d) All the above	1
ii.	(c) Organizational Level	1
iii.	Sole Proprietorship	1
iv.	(c) Technological	1

v.	(i) Private owned organization for profit. (ii) Not for Profit. (iii) Public Owned Company	1
vi.	(d) Cooperative Society	1
Q5.	Answer any 5 out of the given 6 questions	(1×5 = 5 marks)
i.	(d) Limited Liability	1
ii.	(b) Upward Communication	1
iii.	(b) Selection	1
iv.	(a) Group Dynamics	1
v.	Warehouse	1
vi.	(b) Strength	1
Q6.	Answer any 5 of the given 6 questions	(1×5 = 5)
i.	Branding inspires customer loyalty and retention. Branding encourages word-of-mouth marketing. Branding helps you share your values. Branding builds internal employee morale and pride.	1
ii.	(b) Privatisation	1
iii.	(b) Memorandum of Association	1
iv.	Letter written in formal language from one Business Organisation to other.	1
v.	(d) Disaster Management	1
vi.	(i) Small Groups (ii) Large Groups	1
SECTION-B : SUBJECTIVE TYPE QUESTIONS		
Answer any 3 out of the given 5 questions on Employability Skills.		(2×3 = 6 marks)
Answer each question in 20–30 words.		
Q.7	Student will express own views about 'yourself'.	2
Q.8	Benefits of Team: <ul style="list-style-type: none"> • Everyone has a role to play in a team, so the pressure to succeed is not on one individual • It helps you to have a support system, as all team members help to fix any mistake made by one team member • You feel good when the team achieves success and it builds your confidence • The work gets done faster 	2
Q.9	(i) Something extra can be added or removed from the report. (ii) One can save the report and get back to it whenever required	2
Q.10	An entrepreneur is a person who tries to meet needs of a customer through new ideas or ways of doing business and makes profit in return. Example; new services like home delivery or credit services, new marketing ideas, new cost reduction ideas and many more.	2
Q.11	(i) Make policies & provide funds for implementing plans & policies (ii) Make Laws to protect the Environment	2
Answer any 3 out of the given 5 questions in 20-30 words each		(2×3 = 6 marks)
Q.12	Business environment: The term Business Environment means the sum total of all	2

	individuals or organizations and other forces that are controllable or outside the control of business enterprise but may affect its performances.	
Q.13	Loyal customers: They will remain loyal towards the Brand and sharing their experiences.	2
Q.14	Partnership is an association of persons who agree to combine their financial resources and managerial abilities to run a business and share profits in an agreed ratio.	2
Q.15	Business Correspondence should be simple in language. Verbosity should be avoided. There should not be any ambiguity in business correspondence.	2
Q.16	Routine Letter: Included correspondence regarding enquiry order payment etc. Special Purpose Letter: It included Circular, Personnel Letters.	2
Q.17	1. Uncertainty - Business Environment is legally uncertain because it is very difficult to forecast future uncertainties. Changes are taking place very frequently. For e.g. Advancement in mobile technology. 2. Complex - Business Environment is very complex. It's difficult to know the impact of social, economic, political and technological factors on change in demand of a product.	3
Q.18	1. It Help in the Growth of Enterprise: Good organization is helpful to the growth, expansion and diversifications of the enterprise. 2. It Ensures Optimum Use of Human Resources: Good organization establishes persons with different interests, skills, knowledge and viewpoints. 3. It Stimulates Creativity: A sound and well-conceived organization structure is the source of creative thinking and initiation of new ideas.	3
Q.19	Memorandum of Association: Name Clause ;Situation Clause; Object Clause; Liability Clause; Capital Clauses; Association Clause	3
	Answer any 3 out of the given 5 questions in 50-80 words each (4×3 = 12 marks)	
Q.20	1. The business activities can be classified as: <ul style="list-style-type: none"> • Industry: It refers to economic activities, which are connected with conversion of resources into useful goods. These included activities relating to producing or processing of goods as well as breeding and raising of animals. Among the major activities that are performed by an industry are production, processing and manufacturing. Industries are classified into the three categories as primary, secondary and tertiary. • Commerce: It does not involve manufacturing or production. It basically involves trading and its related activities. It includes both, buying and selling of goods as well as auxiliaries such as transportation, banking, etc. It provides the necessary link between producers and consumers. It includes all those activities, which are necessary for maintaining a free flow of goods and services. 	4

Q.21	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2" style="text-align: center;">1. Who comes to whom</td> </tr> <tr> <td style="width: 15%;">Product</td> <td>Products come to customers whereas customers come to services. Product benefits are embedded inside the product / package and can be transported to their customers through distribution channels.</td> </tr> <tr> <td>Services</td> <td>Services are location-based and the customers need to travel to these service locations or the service personnel has to come to the customer location.</td> </tr> <tr> <td colspan="2" style="text-align: center;">2. Quality</td> </tr> <tr> <td>Product</td> <td>The quality expected from a product is mostly embedded in the product itself at the time of its manufacture and depends in turn on the quality of the materials used and the setting of the machines.</td> </tr> <tr> <td>Services</td> <td>On the other hand the qualities that people expect from service are different : customization and variation is appreciated in service and this depends a lot on the experience, skill and motivation of the service-giver on the spot.</td> </tr> <tr> <td colspan="2" style="text-align: center;">3. Tangibility</td> </tr> <tr> <td>Product</td> <td>The products are tangible and can be inspected / sampled before buying.</td> </tr> <tr> <td>Services</td> <td>Service on the other hand is experiential and sometimes based on a belief.</td> </tr> <tr> <td colspan="2" style="text-align: center;">4. Scalability</td> </tr> <tr> <td>Product</td> <td>The product business is scaled up by expanding the manufacturing capacity , distribution and sales reach, and access to more customers.</td> </tr> <tr> <td>Services</td> <td>The service business is not easy to scale up - it needs a supply of trained service providers and this involving either poaching people from the competitors or increased activity of recruitment, induction, training and motivation. Attrition of trained manpower is a danger to service business.</td> </tr> </table>	1. Who comes to whom		Product	Products come to customers whereas customers come to services. Product benefits are embedded inside the product / package and can be transported to their customers through distribution channels.	Services	Services are location-based and the customers need to travel to these service locations or the service personnel has to come to the customer location.	2. Quality		Product	The quality expected from a product is mostly embedded in the product itself at the time of its manufacture and depends in turn on the quality of the materials used and the setting of the machines.	Services	On the other hand the qualities that people expect from service are different : customization and variation is appreciated in service and this depends a lot on the experience, skill and motivation of the service-giver on the spot.	3. Tangibility		Product	The products are tangible and can be inspected / sampled before buying.	Services	Service on the other hand is experiential and sometimes based on a belief.	4. Scalability		Product	The product business is scaled up by expanding the manufacturing capacity , distribution and sales reach, and access to more customers.	Services	The service business is not easy to scale up - it needs a supply of trained service providers and this involving either poaching people from the competitors or increased activity of recruitment, induction, training and motivation. Attrition of trained manpower is a danger to service business.	4
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Q.22	Unlimited Liability; Lack of Continuity; Limited Resources ;Possibility of Conflict	4																								
Q.23	<p>Finding out no. of employees needed in different departments'</p> <p>Human Resource Planning: This task entails estimating the current and future. Man power requirements of the business.</p> <p>'Providing them the best remuneration to retain them'.</p> <p>Compensation Management: Fair and equitable compensation is paid to the employees. This is one of the crucial functions as it is responsible for productivity and motivation of employees.</p> <p>Recruitment: means searching for people to work for the business enterprise.</p> <p>Selection implies choosing the suitable candidates with right.</p>	4																								
Q.24	<p>(i) Organizational Behavior</p> <p>(a) Understanding human behavior: OB helps in rational thinking amongst the employees of organization if the understanding of the human behavior is done without any biases.</p> <p>Training the Managers: OB has been recognised as a field of study which is taught formally in the educational curriculum. The managers can be trained by giving knowledge on OB concepts, approaches and techniques.</p> <p>Better communication: OB helps in improving the communication in the organization. This can be done by analysis of the factors which affect the communication and hence working on the same. (Any other relevant point)</p>	4																								