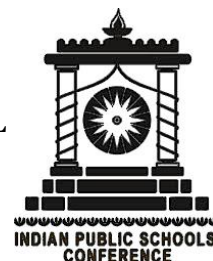




BK BIRLA CENTRE FOR EDUCATION
SARALA BIRLA GROUP OF SCHOOLS
SENIOR SECONDARY CO-ED DAY CUM BOYS' RESIDENTIAL SCHOOL



POST MID TERM EXAM (2024-25)

BUSINESS STUDIES (054)

MARKING SCHEME

Class : **XI Commerce**

Date : **7/Jan/2025**

Duration: **1Hr**

Max. Marks: **25**

1.	(C) Statement 1 is true and Statement 2 is false	(1)
2.	(C) Assertion (A) is correct, but Reason (R) is incorrect.	(1)
3.	(A) Only i), ii) and iv)	(1)
4.	(D) Second-hand Goods Shop	(1)
5.	(A) Departmental Stores	(1)
6.	i) MSMED (Micro, Small and Medium Enterprise) ii) KVIC (Khadi and Village Industries Commission) iii) NSIC (National Small Industries Corporation) iv) NABARD (National Bank for Agricultural and Rural Development) v) IRDP (Integrated Rural Development Programme) vi) RWED (Rural and Women Entrepreneurship Development)	(3)
7.	i) Copyright is an exclusive right of the creator to prohibit the unauthorised use of the content, which includes reproducing and distributing copies of the subject matter. This is the right not to copy. Copyright is applicable on literary, artistic and dramatic work (dance, drama, music and films) ii) Trademark is any word, name or (symbol or their combination) that helps to identify the goods made by an individual, company or organisation. Trademark differentiate the goods of one company from another. It can be categorised as Conventional and Non-conventional trademarks.	(3)
8.	i) Jacob has taken vocational training. He has done some innovation and is able to produce goods in a cheaper and faster way. As an entrepreneur he has been taking huge risk ii) The ways the start-up can be funded are a) Crowd funding: Funding a project or business by raising money from large number of people with common goal. Now the emergence of various platforms online has helped crowd funding in a large way. These platforms are indeed a boon for small business and entrepreneurs. b) Angel investment: Individuals with lot of experience and surplus money become angel investors to guide new business ventures. They not only provide capital but also provide mentorship and guidance for new ventures. c) Venture Capital: Companies that has huge potential are generally funded by venture capitalist. They are professionally managed funds who invests after lot of research and understanding the business model of the upcoming business. Like angel investors they too provide mentorship and evaluate the business on the basis of its growth potential and sustainability.	(4)
9.	The wholesalers provides many services to a manufacturer the most important among them are i) Facilitating large-scale production: Wholesalers buys goods in bulk this help and enable the manufacturer to produce goods in large sale and thus enjoy the benefit of large scale production. ii) Financial assistance: The wholesalers generally give advance to the manufacturer to produce the goods. They also buy the entire produce after the production in bulk. The manufacturers does not	(4)

	<p>need to block their capital and buy extra stock.</p> <p>iii) Expert advice: Wholesalers advise the manufactures what to produce and in what quantities. They can do this as the wholesalers are in direct contact with the retailers who give market information about the need and preference of the consumers. On the basis of this advice the manufacturer produces goods in required quantities.</p> <p>iv) Storage: The manufacturer does not have to think about the storage of their goods after production. The wholesalers takes the goods from the manufacturer as soon as the goods are produced and store them in their own warehouse.</p>	
10.	<p>Chain store also known as multiple shops are network of retail shops which are owned by the single business enterprise. The have the similar appearance over different localities or cities. All chain stores have the same merchandising strategies, with identical products and displays. They deal in standardised branded consumer products whose sales are relatively constant throughout the year.</p> <p>Features</p> <p>i) They are located in populated localities</p> <p>ii) The head office makes all the purchases (centralised purchase)</p> <p>iii) All the stores are controlled by head office (centralised control)</p> <p>iv) Cash sales</p> <p>Advantages</p> <p>i) Economies of Scale: As goods are purchased in large scale the effective cost per unit becomes less and the profit increases.</p> <p>ii) No Bad Debts: All the transactions are in cash so there is no chance of bad debts.</p> <p>iii) Diffusion of risk: As there are many shops the loss incurred by one shop can be easily absorbed by other shops. So the total risk of the organisation is reduced.</p>	(6)

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