

DELHI PUBLIC SCHOOL, FARIDABAD

Semester - I EXAMINATION, 2016-17

MARKING SCHEME

CLASS - XI

SUBJECT - B.St.

DATE - 21.9.16

MAX MARKS - 100

Q. NO.		MARKS
1 Ans:-	Produce goods & services that society wants and sell them at a profit. Regular availability of goods & services (any other appropriate example)	(1)
2 Ans:-	Businessmen are likely to simply shift his burden of social responsibility by charging higher prices from the customers instead of bearing it themselves.	(1)
3 Ans:-	The amount due from the card holder to the online seller is assumed by the card issuing bank, who later transfers the amount involved in the transaction to the credit of the seller.	(1)
4 Ans:-	PayPal is a payment intermediary. Instead of purchasing items directly from an unknown, untrusted seller; the buyer can instead send the money to PayPal.	(1)
5 Ans:-	This means that even if you don't have much of the investment (networks) but have contacts (networks), you can do fabulous business.	(1)

NAME AND SIGNATURE OF SUBJECT COORDINATOR _____

Arif

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Q. NO.		MARKS
6Ans:-	<u>Risk sharing.</u>	(1)
7Ans:-	<u>Profitability refers to profit in relation to capital investment.</u>	(1)
8Ans:-	<u>4500 X ₹ 3 (the unpaid portion)</u> <u>= ₹ 13500</u>	(1)
9Ans:-	<u>It refers to the lack of knowledge relating to the amount of money that the business is going to earn in a given period.</u>	(1)
10Ans:-	<u>Partnership</u> <u>This is due to the feature of:</u> <u>Mutual Agency</u>	$\frac{1}{2} + \frac{1}{2}$ (1)
11Ans:-	<u>Honesty, Respect of law, Truth, Fairness</u> <u>Common people might not get quality services as licences were awarded to the firms with no prior experience.</u>	(2+1)

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Atul

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Q. NO.		MARKS
12 Ans:-	Yes, due to Incurable Interest principle. (with explanation of principle)	(3)
13 Ans:-	NO, as (i) Their main emphasis is to achieve social objectives. (ii) Provide goods & services at reasonable rates. (iii) Excessive interference of govt. (iv) lack of autonomy & flexibility.	(any three points) (3)
14 Ans:-	(a) Co-operative Society (b) Initiative, Help, Social-welfare, Cooperation	1+2
15 Ans:-	Business risk: It refers to the possibility of inadequate profits or even losses due to uncertainties or unexpected events. Types: Pure Risk: involve only the possibility of loss or no loss. Speculative Risk: involve both the possibility of gain as well as the possibility of loss.	1+1+1

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-Hiall

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Q. NO.		MARKS
16Ans:-	<p>Any suitable answers</p> <p><u>Students</u>: (i) following school rules (ii) Helping fellow students</p> <p><u>Teachers</u>: (i) Treating every student equally (ii) Following school rules</p> <p><u>Business</u>: - (i) Charging fair prices from customers (ii) Providing fair wages to employees.</p> <p><u>Government</u>: (i) Regional Balance (ii) Fairness in practices</p>	<p>5 × 8 = 4</p>
17Ans:-	<p>(i) B2C (ii) B2C (iii) C2C (iv) B2C</p>	<p>1 × 4</p>
18Ans:-	<p>A bank takes deposit in various accounts:</p> <p>(i) Saving Account</p> <p>(ii) Current Account (with explanation)</p> <p>(iii) Fixed Deposit Account</p> <p>(iv) Recurring Deposit Account</p>	<p>1 × 4</p>
19Ans:-	<p>(i) Credit Co-operative Society (½ mark for identification and two marks for explanation)</p> <p>(ii) Marketing Co-operative Society</p>	<p>(2.5 × 2)</p>

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April

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Q. NO.		MARKS												
20 Ans.	<p>Any five points of benefits of sole proprietor or limitations of partnership.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;"><u>Benefits of sole proprietor</u></th> <th style="width: 50%;"><u>Limitations of Partnership</u></th> </tr> </thead> <tbody> <tr> <td>• Quick decision making</td> <td>• Possibility of conflicts</td> </tr> <tr> <td>• Confidentiality of information</td> <td>• Sharing of profits</td> </tr> <tr> <td>• Direct incentive</td> <td></td> </tr> <tr> <td>• Sense of accomplishment</td> <td></td> </tr> <tr> <td>• Ease of formation & closure</td> <td></td> </tr> </tbody> </table>	<u>Benefits of sole proprietor</u>	<u>Limitations of Partnership</u>	• Quick decision making	• Possibility of conflicts	• Confidentiality of information	• Sharing of profits	• Direct incentive		• Sense of accomplishment		• Ease of formation & closure		<p>(with explanations)</p> <p style="text-align: center;">1x5</p>
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21 Ans:-	<p><u>Outsourcing</u>: It refers to long-term contracting out generally the non-core and of late even some of the core activities to captive or third party specialists with a view to benefitting from their experience, expertise efficiency and even investment.</p> <p><u>Concerns</u>: (1) Confidentiality (with explanations) (2) Sweat-shopping (3) Ethical concerns (4) Resentment in the home country (1+4)</p>	<p style="text-align: center;">(1+4)</p>												

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Arsh

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Q. NO.		MARKS
22 Ans:	<p><u>Telecom Services:</u></p> <p>(i) Cellular mobile services</p> <p>(ii) Radio Paging Services</p> <p>(iii) Fixed line Services</p> <p>(iv) Cable Services</p> <p>(v) VSAT Services</p> <p>(vi) DTH Services</p>	<p>(any five points with explanations)</p> <p>(x5)</p>
23 Ans:	<p>(i) <u>Global Enterprise (MNC)</u></p> <p><u>Features:</u></p> <p>(i) <u>Centralised Control</u></p> <p> " Broad policies related to ----- ----- working of branches".</p> <p>(ii) <u>Product Innovation</u></p> <p> " They do extensive research ----- ----- on a regular basis."</p> <p>(iii) <u>Marketing Strategies</u></p> <p> " They spent a lot ----- ----- occur with wordupure."</p> <p>(iv) <u>Expansion of Market Territory</u></p> <p> " Though they have ----- ----- countries including India."</p>	<p>(1/2 mark for identification and 1/2 mark for quoting line)</p> <p>1+4</p>

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A. Jais

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Q. NO.	Ans:-	MARKS																		
	<p>Objectives are needed in every area that influences the the survival and prosperity of business. Since a business has to balance a number of needs and goals, it requires multiple objectives.</p> <p>* Multiple Objectives:</p> <ol style="list-style-type: none"> (1) Market Standing (2) Innovation (3) Productivity (4) Physical & financial resources (5) Earning Profits (6) Manage Performance & development (7) Worker Performance & attitude (8) Social Responsibility 	1+4																		
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Ans:- Business</th> <th style="width: 33%;">Profession</th> <th style="width: 33%;">Employment</th> </tr> </thead> <tbody> <tr> <td>(a) Entrepreneur's decision & legal formalities</td> <td>Registration with professional body & certificate of Training</td> <td>Employment letter</td> </tr> <tr> <td>b) Provision of goods & services</td> <td>Expert Advice</td> <td>As per job profile</td> </tr> <tr> <td>(c) High risk</td> <td>Limited Risk</td> <td>No risk</td> </tr> <tr> <td>(d) Possible</td> <td>Not possible</td> <td>Not possible</td> </tr> <tr> <td>(e) No min. qualification</td> <td>As per professional body</td> <td>As required by employer</td> </tr> </tbody> </table>	Ans:- Business	Profession	Employment	(a) Entrepreneur's decision & legal formalities	Registration with professional body & certificate of Training	Employment letter	b) Provision of goods & services	Expert Advice	As per job profile	(c) High risk	Limited Risk	No risk	(d) Possible	Not possible	Not possible	(e) No min. qualification	As per professional body	As required by employer	1x5
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26 Ans:	<ul style="list-style-type: none"> ◦ Threat of public regulation ◦ Threat of labour movement ◦ Development of social standards ◦ Development of professional managerial class ◦ Customer consciousness ◦ Development of business education ◦ Relationship between social interest & business interest 	<p>[any six points with explanation]</p> <p>1x6</p>
27 Ans: -	<p>Business ethics concerns itself with the relationship between business objectives, practices and techniques and the good of society.</p> <p><u>Elements of Business Ethics:</u></p> <ul style="list-style-type: none"> ◦ Top management commitment ◦ Publication of a code ◦ Establishment of compliance mechanisms ◦ Involving employees at all levels ◦ Measuring results 	<p>(with explanation)</p> <p>1+5</p>
28 Ans:	<ul style="list-style-type: none"> ◦ Low personal touch ◦ Incongruence between order taking & fulfilment ◦ Need for technology capability and competence of parties to e-business. 	

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Q. NO.		MARKS
	<ul style="list-style-type: none">• Increased risk due to anonymity of parties• Ethical fallouts	1x6
Ans29	(i) Reduction in the number of reserved industries for public sector (ii) Disinvestment from a select set of public sector enterprises. (iii) Policy regarding sick public sector units (iv) Memorandum of understanding	1.5x4
Ans30.	<ul style="list-style-type: none">• Artificial person• Separate legal entity• Formation• Perpetual succession• Control• Liability• Common seal• Risk bearing	(any six points with explanations) (1x6)

Agarwal

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