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**INDIAN SCHOOL MUSCAT
SECOND TERM EXAMINATION
BUSINESS ADMINISTRATION (833)**

CLASS: XI

TERM 2

Max.Marks: 30

MARKING SCHEME			
SET	QN.NO	VALUE POINTS	MARKS SPLIT UP
	1	Perseverance	1
	2	The National Mission for a Green India or Green India Mission (GIM), is one of the eight missions under India's action plan for meeting the challenges of climate change. GIM is aimed at protecting, restoring and increasing forest cover.	1
	3	A manufacturing business is one that converts raw material(s) into finished product(s) to meet the demands of the customer. A trading business does not manufacture a good or product but only facilitates the act of bringing the finished goods from the manufacturing unit to the buyer or customer (who is ready to pay for the produced good)	$\frac{1}{2} + \frac{1}{2} = 1$
	4	<ul style="list-style-type: none"> • Use water wisely • Turn off the tap when you are not using it • Get leaking taps and pipes fixed immediately • Don't let polluted water flow back to the land or water source before it gets a waste water treatment 	Any two points. $\frac{1}{2}$ mark each
	5	<ul style="list-style-type: none"> • A business idea is a solution that an entrepreneur thinks of, to serve the customer. • Creativity, Innovation, Critical Thinking. 	$1+1=2$
	6	This mission aims to clean up Indian cities, towns, and villages. One of its main aims is to achieve an Open-Defecation Free India by October 2, 2019, the 150th anniversary of the birth of Mahatma Gandhi, by constructing toilets across the country.	2
	7	It is an invitation to the general Public to subscribe for shares or debentures. According to Company Act "A prospectus can be a document, a notice, a circular, or an advertisement, inviting deposit or offers from public for the subscription or purchase of any share or debentures of a body corporate,	1
	8	Consideration	1
	9	A Company is an artificial person created by law having a legal existence which is different from the members of the Company. It is an artificial person as it is intangible & has no attributes like a human being.	1
	10	The term 'memorandum' is derived from Latin term 'memorale' which means 'to tell'. Business memos are a means of inter-organisational correspondence sent between employees in a company or	1

		between company subsidiary to convey ideas, decisions, requests or announcements.	
	11	Marketing management	1
	12	Yes owner's capital is a long term capital as it is not liable to anyone.	1
	13	Small and large group	$\frac{1}{2} + \frac{1}{2} = 1$
	14	<p>a) Partnership firm is controlled by two or more persons called as partners. Joint Stock Company is an incorporated voluntary association created by law, having an independent legal status, owned by shareholders and managed by Directors.</p> <p>b) The liability of partners is unlimited and the liability of shareholders is limited.</p>	1+1=2
	15	<p>Partner by Estoppels – A partner by Estoppel is a person who has no partnership in the firm but represents himself as a partner by his own words or conduct. He does not contribute capital, does not participate in management activities, does not share profit & losses, but has an unlimited liability</p> <p>Partner by Holding out – A Partner by Holding out is a person who is actually not a partner but when introduced by someone as a partner of firm & he/ she does not object even after becoming aware. He has an unlimited liability and becomes liable to the creditors of the firm.</p>	1+1=2
	16	<ul style="list-style-type: none"> ✓ Enables maintenance proper relationship ✓ Inexpensive and convenient mode ✓ Create and maintain goodwill ✓ Serves as evidence 	1+1=2
	17	Persuasion is the one of the most important components of any business communication. Generally, persuasion is required in business correspondence especially for the purposes of sales and marketing. While selling a product or the message should be persuasive so that the prospective consumer buys it. Thereby, it also requires usage of high-quality images and convincing language.	2
	18	External correspondence is with outsiders that include customers, suppliers, government agencies, other business houses and any other stakeholder.	2
	19	<p>1. Memorandum of Association</p> <p>2. Articles of Association</p> <p>3. Prospectus (define each points)</p>	1+1+1=3
	20	<p>Perpetual Succession – A joint Stock Company has a continuous existence as it is created by law & can be brought to an end by Law. The Company is not affected by death, insolvency, disputes among shareholders,. The members may change but the Company's existence is perpetual.</p> <p>Limited Liability – Liability of the members of a Company is limited to the value of the shares subscribed by the members. They cannot be asked to pay more than the amount invested by the shareholders in the Company for Ex – X has purchased 2000 shares of Rs 100 each, the his liability is limited to Rs 2,00,000 only.</p> <p>Common Seal – A Company being an artificial person cannot sign itself. All the acts of the Company are done by using a common seal as substitute for its signature. All the documents bearing the common seal and witnessed</p>	3

		by least two directors is legally binding.	
	21	<p>Formal Communication is the communication which takes through hierarchical channels in an organisation. This type of communication takes place between managers or employees of same level or between superiors and subordinates and vice-versa.</p> <p>Informal Communication does not follow any formal lines of communication. Such type of communication usually takes place among the workers to exchange their views and to satisfy their social needs.</p>	1+1+1=3
	22	Simple, Clear, Public relations aspect, Consideration, Courtesy, Coherence, Care for culture, Positive language, Persuasive and tactful approach	1+1+1=3
	23.	<p>1. Right Quantity The most important objective of production management is ensuring production of right amount of goods so there is no shortage of goods in comparison to the demand. On the other hand, excess production leads to blockage of inventory and capital.</p> <p>2. Right Quality The quality of the product is set on the basis of customers' needs. These needs are decoded by the manufacturing department into measurable objectives. Besides this, the production management has to maintain a trade-off between cost and quality.</p> <p>3. Costs The manufacturing department fixes the cost of the product prior to actual production. Hence, it has to minimum variance between the actual cost and fixed cost of the final product.</p> <p>4. Right time The production department has to make sure that the goods should be produced in the stipulated time limit. This requires planning the resources and scheduling of the work in advance.</p>	1+1+1+1=4
	24.	<p>a) Organizational behavior</p> <p>b) i. Separate field of study, ii. Part of Management, iii. Level of analysis, iv. A Science as well as an Art, v. Interdisciplinary approach, vi. Rational Thinking, vii. Useful to both Organisation and Individuals (any four points)</p>	4
	25	<p>1. Autocratic Model The autocratic model is dependent on power of the boss and the employee orientation is also obedience to the boss. This model is ideal for situations where the workers are lazy and work shirkers. It is generally an authority oriented model. This model is not applicable in real sense as the workers are more educated and organised now.</p> <p>2. Custodial Model The custodial model revolves around the concept of providing economic security to improve employer-employee relations. Here, the employer emphasises on security needs to motivate the employees. Hereby, the employees look upon the organisation for their welfare and development needs instead of their boss. It is observed that the employees offer passive cooperation as they are not strongly motivated.</p> <p>3. Supportive Model The supportive model is an improvement over the earlier two models. In this model, instead of money or power, preference is given to leadership. The managers try to create a favourable atmosphere in the organisation so</p>	1+1+1+1=4

		<p>that workers take responsibility and make contributions. The assumption is that the employees are not lazy but can be self-directed if motivated.</p> <p>4. Collegial Model</p> <p>The collegial model is an extension of the supportive model. This model takes into account that workers are partners in the organisation. There is a respect for each other between the workers and the management. It has been observed that the workers have job satisfaction, job</p>	
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