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SET A



**INDIAN SCHOOL MUSCAT
SECOND TERM EXAMINATION
BUSINESS STUDIES (CODE NO. 054)**

CLASS: XI

TERM 2

Max.Marks: 40

MARKING SCHEME			
SET	QN.NO	VALUE POINTS	MARKS SPLIT UP
A	1.	Definition of Public Deposit. Reserve Bank of India regulates its acceptance	1+1
A	2.	Indian Depository Receipt - Short Note	1+1
A	3.	Internal Trade & External Trade- Short Note	1+1
A	4	i) Marketing Support ii) Risk Sharing etc	1+1
A	5.	Preference shareholders enjoy 2 preferential rights: - (i) Right to receive fixed rate of dividend; (ii) Right to receive repayment of capital on winding up.	1 ^{1/2} + 1 ^{1/2}
A	6.	i) Help in distribution of Goods ii) Personal Selling iii) Collecting Market Information iv) Enabling Large Scale Production	1+1+1
A	7.	Intellectual property rights are the rights given to persons over the creations of their minds. They usually give the creator an exclusive right over the use of his/her creation for a certain period of time. Eg. Patent, Copyright, Trade Mark etc.	2+1
A	8.	i) Involves two or more countries ii) Use of Foreign Exchange iii) Legal Obligation iv) High degree of risk etc.	1+1+1
A	9.	Any five differences between Equity & Preference Shares (Tabular)	5
A	10.	Any five differences between domestic & International trade (Tabular)	5
A	11.	i) Boot Strapping ii) Crowd Funding iii) Venture Capital iv) Angel Investment v) Business Incubators & Accelerators vi) Micro Finance & NBFC	5
A	12.	(a) The type of retail outlet being highlighted is 'Departmental Store'. (b) Advantages of Departmental Stores are: (i) Attract large number of customers (ii) Convenience in buying (iii) Attractive services	1+2+2

		Limitations of Departmental Stores are: (i) Lack of personal attention (ii) High operating cost	
		End of the Question Paper	