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SET

B



**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
B	1.	i) Marketing Support ii) Risk Sharing etc	1+1
B	2.	Long-term Finance: Shares, Debentures, Long-term Borrowings and Loans from Financial Institutions - Note.	1+1
B	3.	Internal Trade & External Trade- Short Note	1+1
B	4	Definition of Public Deposit. Reserve Bank of India regulates its acceptance	1+1
B	5.	i) Involves two or more countries ii)Use of Foreign Exchange iii)Legal Obligation iv) High degree of risk etc.	1+1+1
B	6.	i)Help in distribution of Goods ii) Personal Selling iii) Collecting Market Information iv)Enabling Large Scale Production	1+1+1
B	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
B	8.	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}
B	9.	Any five differences between Equity & Preference Shares (Tabular)	5
B	10.	Any five differences between domestic & International trade (Tabular)	5
B	11.	i) Boot Strapping ii) Crowd Funding iii)Venture Capital iv)Angel Investment v) Business Incubators & Accelerators vi) Micro Finance & NBFC	5
B	12.	(a) The type of retail outlet being described is 'Chain Stores or Multiple Shops'. (b) Features of Chain Stores are: (i) Location: These shops are located in populated localities, where	1+4

		<p>sufficient number of customers can be approached.</p> <p>(ii) Centralised Purchases: The head office makes all the purchases for all these multiple shops. Thereafter, goods are dispatched to different shops as per their requirements. It saves the cost of operation of these shops.</p> <p>(iii) Centralised control: All stores are controlled by the head office, which formulates policies and get them implemented in different shops.</p> <p>(iv) Cash sales: All the sales at the multiple shops are made on cash basis and cash is deposited daily into the bank account on behalf of the head office and a report is sent to the head office in this regard.</p> <p>(v) Regular inspection: The head office normally appoints inspectors, who inspect the retails shops with respect to quality of customer service provided, adherence to policies of head office, and so on.</p>	
		End of the Question Paper	