

SET

A

INDIAN SCHOOL MUSCAT
FIRST PRE-BOARD EXAMINATION 2023
BUSINESS ADMINISTRATION (833)

CLASS: XII

Max. Marks: 60

MARKING SCHEME

SET	QN.NO	VALUE POINTS	MARKS SPLIT UP
Q.1	i.	Communication is the act of conveying message from one entity or group to another through the use of mutually understood signs, symbols and semiotic rules.	1
	ii.	(D) MAX	1
	iii.	Intrinsic motivation	1
	iv.	(C) Extraversion	1
	v.	(C) Startup	1
	vi.	Energy Efficiency Services Limited	1
Q.2	i.	(A) Administration is concerned with long-term planning, while management focuses on daily operations.	1
	ii.	(A) Both A and R are true but R is the correct explanation of A	1
	iii.	Non-verbal	1
	iv.	The companies can reach to its customers through using tools like digital marketing and Customer relationship management (CRM) .	$\frac{1}{2} + \frac{1}{2} = 1$
	v.	(D) Transformational leader	1
	vi.	(C) Initiative	1
	vii.	(A) Coordination	1
Q.3	i.	(D) Supervisory management	1

	ii.	Direction	1
	iii.	Information technology	1
	iv.	(A) Takes the view that rewards and punishment motivate staff.	1
	v.	(D) Principle of stability of Tenure	1
	vi.	(B) Centralisation	1
	vii.	(A) Corporate Social Responsibility	1
Q.4	i.	(B) Orientation	1
	ii.	(D) A is false but R is true	1
	iii.	(B) Leadership includes actions and influences based only on reason and logic	1
	iv.	(A) Clear	1
	v.	(D) Setting objectives	1
	vi.	(C) Estimating manpower requirements	1
Q.5	i.	Social needs	1
	ii.	(B) Dispersal of decision making authority	1
	iii.	(A) Organizational growth	1
	iv.	Responsibility towards Nation/Society	1
	v.	(E) Interactions among the geographically dispersed units of the business	1
	vi.	Philanthropic	1
Q.6	i.	(B) Espirit de Corps	1
	ii.	(D) Laissez-Faire leadership	1
	iii.	(A) Using symbols to express an idea	1
	iv.	(D) To achieve organizational goals	1
	v.	False (classical theory)	$\frac{1}{2} + \frac{1}{2} = 1$
	vi.	Status, praise, group incentive, participation and involvement, opportunity for growth, suggestion system (any two)	1

A	Q.7	<p>The four steps of Active listening are:</p> <ol style="list-style-type: none"> 1. Contact 2. Absorb 3. Reflective feedback 4. Confirm <p style="text-align: right;">(Any other relevant points)</p>	$\frac{1}{2} \times 4 = 2$
	Q.8	Paranoid: Feeling extremely nervous and worried because you believe that other people do not like you or are trying to harm you.	2
	Q.9	<p>Features of spreadsheets application</p> <ol style="list-style-type: none"> 1. Built-in functions make calculations easier, faster, and more accurate. 2. Large volumes of data can be easily handled and manipulated. 3. Data can be exported to or imported from other software. 4. Data can be easily represented in pictorial form like graphs or charts. Formulae are automatically recalculated whenever underlying data values are changed. (Any Two) 	$1 \times 2 = 2$
	Q.10	<p>Role of Green jobs:</p> <ol style="list-style-type: none"> 1. Preserve on restore the quality of environment. 2. Reduce environmental footprints of economic activity. 	$1 \times 2 = 2$
	Q.11	<p>Barriers to becoming an entrepreneur:</p> <ol style="list-style-type: none"> 1. Unsupportive business environment. 2. Market entry regulations 3. Shortage of capital Skilled workforce challenges <p style="text-align: center;">(ANY TWO OR OTHER RELEVANT POINTS)</p>	$1 \times 2 = 2$
	Q.12	<p>Functional Organisational Structure:</p> <p>This type of organization structure is formed by grouping together all activities into functional department and putting each department under one head. Functional structure leads to specialization. It promotes efficiency and results in increased profits. Its suitable to organization where operations require high degree of specialization.</p>	$1 \times 2 = 2$
	Q.13	<p>(A) Functional Foremanship</p> <p>(B) Unity of Command</p>	$1 \times 2 = 2$
	Q.14	<p>Intellectual Leaders: -These leaders win the trust of their subordinates by their intelligence and knowledge. He is generally experienced in one of the areas of company's processes.</p> <p>E.g. An intellectual leader may be expert in advertising, production, sales or</p>	

		human relations. An expertise knowledge has got a great role in improving firm's performance	1*2=2
	Q.15	<p>Alderfer's developed a model of motivation aligning with Maslow's motivation theory by reducing the five needs suggested by Maslow to three needs.</p> <p>These needs are Existence, Relatedness and Growth.</p> <p>According to Alderfer's, there is no hierarchy of needs and any desire to fulfil a need can be activated at any point in time. This results in the lower level needs not requiring to be satisfied in order to satisfy a higher level need.</p> <ul style="list-style-type: none"> • Existence: It refers to our concern with basic material existence motivators. • Relatedness: It refers to the motivation we have for maintaining interpersonal relationships. • Growth: It refers to an intrinsic desire for personal development. 	2
	Q.16	<p>Leadership-Leadership is the process of influencing the behaviour of people by making them strive voluntarily towards achievement of organisational goals. Leadership indicates the ability of an individual to maintain good interpersonal relations with followers and motivate them to contribute for achieving organisational objectives.</p>	1*2=2
	Q.17	<p>Here principle of management, i.e., "Stability of Personnel" has been violated. According to this principle, stability of personnel should continue so that work is accomplished efficiently:</p> <p>Consequences of violation:</p> <p>(a) Decline in the company's credit</p> <p>(b) Increase in recruitment and training cost (Any other relevant point)</p>	1*3=3
	Q.18	<p>(A) Badly expressed message.</p> <p>(B) Semantic barriers</p> <p>(C) Faulty translations, Unclassified Assumptions, Words or Symbols with different meaning, Technical Jargon or words (Any one)</p>	1*3=3
	Q.19	<p>(A) The needs of Huna which she is able to fulfill:</p> <p>a) Physiological needs, b) Safety/Security needs</p> <p>"Huna is working in a company on permanent basis,"</p> <p>(B) Social needs and Esteem or Ego needs</p>	1*3=3
	Q.20	<p>(A) Kritika has adopted the democratic style of leadership.</p> <p>Democratic leadership is also known as participative leadership. In this type</p>	

		<p>of leadership style, the members of the group take a more participative role in the decision-making process. Everyone is given the opportunity to participate, ideas are exchanged freely, and discussion is encouraged. It is one of the most effective style of leadership and leads to higher productivity, better contributions from group members, and increased group morale.</p> <p>(B) Disadvantages:</p> <ol style="list-style-type: none"> This kind of leadership may lead in delay in decision making on account of consultation with the worker's every time. At times, employees may not be willing to give suggestions. Consulting employees for every decision may counter the decisive ability of the leader. (ANY TWO) 	1*4=4
	Q.21	<p>(A) Controlling</p> <p>(B) Significance/Importance of good control system are as follows</p> <ol style="list-style-type: none"> Basis of future action- Control provides the basis for future actions. It will reduce the chances of mistakes being repeated in future by suggesting preventive steps. Facilitates decision making- The process of control is complete only when corrective measures have been taken. This requires taking a right decision as to what type of follow up action is to be taken. Facilitates discipline and order – The existence of control system has a positive impact on the behavior of the employees. They are cautious while performing their duties as they know they are being observed by their superiors. Facilitates Coordination- Control helps in Coordination of the activities of various departments of the enterprise. It provides them unity of direction. <p>(Any three Points or any other relevant points))</p>	<p>1</p> <p>+</p> <p>½ mark each for identification and ½ mark for stating</p>
	Q.22	<p>Rishi Mukherjee is working at middle level of the management. The three more functions that he has to perform at this level are stated below:</p> <ol style="list-style-type: none"> He has to assign duties and responsibilities to the people in his department. He has to motivate the people in his department to achieve the desired objectives. He has to interpret the policies framed by top management. <p>(Any other relevant points)</p>	1*4=4
	Q.23	<p>(A) Social responsibility</p> <p>(B) Towards the consumers, workers and community.</p>	

		<p>(C)</p> <p>(i) He should provide good working environment of the employees.</p> <p>(ii) He should not hire child labour and also increases wages at the employees.</p>	1*4=4
	Q.24	<p>(a) e-Business: e-Business (electronic business) means conducting of the activities of industry, trade and commerce using the computer networks. It offers the convenience of '24 hours' x 7 days a week x 365 days a year' business.</p> <p>'So they made a website 'my fashion.com.'</p> <p>(b) Ease of formation and lower investment requirements.</p> <p>"So they made a website... costly market."</p> <p>Ease of Formation and Lower Investment Requirements: The formation of e-business is very easy than a traditional business. The procedural requirements for setting up e-business are very less and hence the process is comparatively simpler. Also, the e-commerce business firm does not require huge investment as it requires only a website and not a glamorous, attractive and expensive showroom in prime locations. In e-business networked firms are more efficient as compared to networked firms.</p> <p>(c) Global reach</p> <p>"Sooner they started... cities like Chandigarh, Jaipur, etc."</p> <p>Global Reach/Access: Internet is boundary less. On the one hand, it allows the seller an access to the global market while on the other hand, it provides freedom to the buyer to pick products from almost any part of the world.</p>	½ *8=4