

INDIAN SCHOOL MUSCAT**First Pre - Board EXAMINATION****CLASS XII****SET B****Marking Scheme – Business Studies [THEORY]**

Q.NO.	Answers	Marks (with split up)
1.	Option C	1
2.	Option B	1
3.	Option D	1
4.	Option C	1
5.	Option C	1
6.	Option B	1
7.	Option A	1
8.	Option C	1
9.	Option A	1
10.	SECURITY NEED	1
11.	Option C	1
12.	PRDUCTIVITY LINK	1
13.	Option B	1
14.	Option D	1
15.	Option C	1
16.	Option A	1
17.	Option D	1
18.	Marketing	1
19.	Option A	1

20.	SOCIETAL or ,ARKETING	1
21.	<p>Planning premises are the assumptions made about future while preparing a plan.</p> <p>Planning does not guarantee success. The success of an enterprise is possible only when plans are properly drawn up and implemented. Any plan needs to be translated into action or it becomes, meaningless. Managers have a tendency to rely on previously tried and tested successful plans.</p> <p style="text-align: center;">Or</p> <p>Planning is a process of deciding in advance what to do and how to do.</p> <p>Planning reduces creativity Planning in done by top management. Middle level management merely follow the plans and are not permitted to act on their own. Thus, initiative and creativity gets lost in the process. Planning involves huge costs A lot of expenditure in the form of research, meetings, etc is incurred.</p>	1 +2
22.	<p>a) Public relation. Information about the organization needs to be presented in a positive manner The public relations department is in contact with the media to present the true facts about the company .Otherwise news can get distorted if taken from other sources.Technological</p> <p>b) advertisement and publicity or sales promotion</p>	3
23.	Technological environment with explanation	3
24.	<p>Casual Callers: Many reputed business organizations keep a database of unsolicited applicants in their offices. Such job-seekers can be a valuable source of manpower. This is needed when to fill immediate requirement .</p> <p>The major merit of this source of recruitment is that it reduces the cost of recruiting workforce in comparison to other external sources. Second merit is wider choice .</p> <p style="text-align: center;">OR</p> <p>Direct Recruitment: Under the direct recruitment, a notice is placed on the notice-board of the enterprise specifying the details of the jobs available. Job- seekers assemble outside the premises of the organisation on the specified date and selection is done on the spot. The practice of direct recruitment is followed usually for casual vacancies of unskilled or semi-skilled jobs</p> <p>Demerits</p> <ol style="list-style-type: none"> 1.This method cannot use for skilled job 2. It takes time . 	3
25.	Top level managers are responsible for the welfare and survival of the organisation. They analyse the business environment and its implications for the survival of the firm. They formulate overall organisational goals and strategies for their achievement. They are responsible for all the activities of the business and for its impact on society. The job of the top manager is complex and stressful, demanding long hours and commitment .	3

	<p>Or</p> <p>Organisational Objectives: Management is responsible for setting and achieving objectives for the organisation. It has to achieve a variety of objectives in all areas considering the interest of all stakeholders including, shareholders, employees, customers and the government.</p>	
26.	<p>a) Public relation. Information about the organization needs to be presented in a positive manner. The public relations department is in contact with the media to present the true facts about the company. Otherwise, news can get distorted if taken from other sources.</p> <p>b) advertisement and publicity or sales promotion</p>	4
27.	<p>1. Controlling Controlling means ensuring that activities in an organisation are performed as per the plans.</p> <p>2. Accomplishing organisational goals: Judging accuracy of standards: Making efficient use of resources Improving employee motivation: Explanation required.</p>	4
28.	<p>Any acceptable diagram</p> <p>Autocratic leadership, also known as authoritarian leadership, is a leadership style characterized by individual control over all decisions and little input from group members. Autocratic leaders typically make choices based on their ideas and judgments and rarely accept advice from followers.</p> <p>Or</p> <p>Any acceptable diagram</p> <p>Under this style, a manager gives complete freedom to his subordinates. The entire decision-making authority is entrusted to them. There is least intervention by the leader and so the group operates entirely on its own. There is free flow of communication. In this style, the manager does not use power but maintains contact with them. Subordinates have to exercise self control. This style helps subordinates to develop independent personality</p>	4
29.	<p>1. Selection Selection is the process of identifying and choosing the best person out of a number of prospective candidates for a job. Towards this purpose, the candidates are required to take a series of employment tests and interviews.</p> <p>2. Placement and Orientation: Joining a job marks the beginning of socialisation of the employee at the workplace. The employee is given a brief presentation about the company and is introduced to his superiors, subordinates and the colleagues. He is taken around the workplace and given the charge of the job for which he has been selected. This process of familiarisation is very crucial and may have a lasting impact on his decision to stay and on his job performance.</p>	4
30.	Explanation with two points	4
31.	<p>Stability of dividend</p> <p>Access to capital market</p> <p>Cash flow position any relevant explanation</p>	6
32.	<p>Initiative: Workers should be encouraged to develop and carry out their plans for improvements according to Fayol. A good company should have an employee suggestion system whereby initiative/ suggestions which result in substantial cost/time reduction should be rewarded.</p>	6

	<p>Unity of Direction: All the units of an organisation should be moving towards the same objectives through coordinated and focussed efforts. Each group of activities having the same objective must have one head and one plan</p> <p>b) Centralisation and Decentralisation:</p>	
33.	<p>Delegation and Decentralisation: A Comparative view Basis Delegation Decentralisation</p> <p>Nature Delegation is a compulsory act because no individual can perform all tasks on his own. Decentralisation is an optional policy decision. It is done at the discretion of the top management. Freedom of action More control by superiors hence less freedom to take own decisions. Less control over executives hence greater freedom of action. Status It is a process followed to share tasks. It is the result of the policy decision of the top management. Scope It has narrow scope as it is limited to superior and his immediate subordinate. It has wide scope as it implies extension of delegation to the lowest level of management. Purpose To lessen the burden of the manager. To increase the role of the subordinates in the organisation by</p> <p style="text-align: center;">Or</p> <p>Elements of Delegation</p> <p>Authority: Authority refers to the right of an individual to command his subordinates and to take action within the scope of his position. The concept of authority arises from the established scalar chain which links the various job positions and levels of an organisation.</p> <p>Responsibility: Responsibility is the obligation of a subordinate to properly perform the assigned duty. It arises from a superior-subordinate relationship because the subordinate is bound to perform the duty assigned to him by his superior. Thus, responsibility flows upwards i.e., a subordinate will always be responsible to his superior.</p> <p>Accountability: Delegation of authority, undoubtedly empowers an employee to act for his superior but the superior would still be accountable for the outcome:</p>	6
34.	<p>Draw any appropriate label with all contents like expiry contents , brand and statutory warning.</p> <p>Functions :</p> <ol style="list-style-type: none"> 1. Product information 2. Product promotion 3. Legal information 	6