

INDIAN SCHOOL MUSCAT FIRST TERM EXAMINATION



BUSINESS ADMINISTRATION

SET A

CLASS: XI Sub. Code: 833 Time Allotted: 3 Hrs
16.09.2018 Max. Marks:

EXPECTED VALUE POINTS AND SCHEME OF EVALUATION

Q.NO.	Answers	Marks		
1.	Activities involved in the day to day functions of the business conducted for the purpose of generating profits.			
2.	Operations management refers to the administration of business practice to create the highest level of efficiency possible within an organization.			
3.	A product can be defined as anything that we can offer to a market for attention, acquisition, use or consumption that could satisfy a need or want.			
4.	Services are a special form of product which consists of activities, benefits or satisfactions offered for sale that are intangible and do not result in the ownership of anything.			
5.	An organization is system of consciously coordinated activities or forces of two or more persons.	1		
6.	 Generating recurring income Increase the value of the business assets Secure the income and value of business. 	1+1+1		
7.	Diagram:DESTEP Demographic Forces Economic forces Socio-cultural forces Technological forces Ecological forces Political forces	½*6=3		
8.	 1.Lack of ownership (any three) 2. Intangibility 3. Inseparability 4.Variability 5. Perishability 6. User participation 	1*3=3		
9.	 Advantages of Line/Scalar organization: No scope of shifting of responsibility Strong in discipline It permits qui8ck decisions Responsibility of each individual is fixed, hence faults can be easily and quickly known. Everybody from top to bottom is busy and hence total cost of product will be less. 	1*3=3		

	6. It is simple to understand		
10	7. Flexible and able to extend or contract.	.1	1*4=4
10.	Four Demographic trends that affect Markets (with explanation 1) World population growth	1)	1.4=4
	2) Changing age structure		
	3) Changing family structures		
	4) Geographic shifts in population		
11.	Macro environmental forces of Business (any four with explana	tion)	1*4=4
	1) Demographic forces	,	
	2) Economic forces		
	3) Socio-cultural forces		
	4) Technological forces		
	5) Ecological forces		
	6) Political forces		
12.	Diagram of :		½*6=3+1=4
	D-demographic forces		
	E-Economic forces		
	P-Political forces		
	E-Ecological forces		
	S-Sociological forces		
	T-Technological forces		
	Explanation of impact of technology upon business.		
13.	Product: Service:		1*4=4)
	Tangible/visible/movable Intangible/only	be felt	,
	Value derived by customer value offered by	y service	
	Provider		
	Customer cared is limited customer cared	l is critical	
	Component		
	Can be stored for future use can't be stored	for future	
	Use.		
	Can be owned can't be owned Can be returned to seller can't be returned	ud to collor	
	Can be returned to seller Can t be returned	ed to seller	
	(Any four)		
14.	Crucial factors decisive for securing the income and value of but	siness:	1*5=5)
	1) Desirability or demand for its goods and services		
	2) Financial capacity of customer to pay for its goods & se		
	3) Uniqueness and competitiveness of the business model		
	4) Control exerted over quality and efficiency of productio5) Public regard for the business as a member of the comr		
15.	Diagram representing:	itutiity	3+2=5
13.	Shopping habits : a)convenient goods b) shopping good	5	312-3
	7 - 5 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1		
	Durability and tangibility: a)Non-durable b) Durable c) Services		
	Industrial goods : a) Materials & parts b) capital items of) supplies	
	(diagram 3 Marks+ 2 marks for explanation of 2 items)		
16.	Characteristics of organization:		1*5=5
	1) Division of work		

	2)	Co-ordination Co-ordination	
	3)	Common objectives	
	4)	Co-operative relationship	
	5)	Well-defined authority-Responsibility relationship	
17.	Four types of consumers: Marketing strategy:		
	1)	Loyal Consumers: personalization/individual attention/repeated marketing	
		contact	
	2)	Discount consumers: advertisement & Sales promotion activities	
	3)	Impulsive consumers: Tap into their emotions	
	4)	Need-based consumers: anticipate their demands effectively-segment your	
		consumers by needs and design a suitable strategy.	
18.	Advantages of functional organization:		
	1)	Due to specialization, quality of work is better	
	2)	This system provides specialized knowledge and guidance to individual workers	
		through experts	
	3)	It helps in mass production by standardization and specialization	
	4)	If operation needs improvement, it can be improved even upto to last moment.	
	5)	Considerable expansion of the factory is possible	
	6)	Wastage of material will minimum which reduced the prime cost.	
	7)	Unnecessary overloading of responsibilities will not be there	
	8)	No specialized knowledge of workers is required as the instructions are supplied	
		by drawing and experts.	