



INDIAN SCHOOL MUSCAT FIRST TERM EXAMINATION



BUSINESS ADMINISTRATION

SET B

CLASS: XI

Sub. Code: 833

Time Allotted: 3 Hrs

16.09.2018

Max. Marks:60

EXPECTED VALUE POINTS AND SCHEME OF EVALUATION

Q.N O.	Answers	Marks (with split up)
1.	A p Product can be defined as anything that we can offer to a market for attention, acquisition, use or C consumption that could satisfy a need or want.	1
2.	Operations management refers to the administration of business practice to create the highest level of efficiency possible within an organization.	1
3.	Activities involved in the day to day functions of the business conducted for the purpose of generating profits.	1
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.	1
5.	An organization is system of consciously coordinated activities or forces of two or more persons.	1
6.	1. Generating recurring income 2. Increase the value of the business assets 3. Secure the income and value of business.	1+1+1=3
7.	Diagram:DESTEP Demographic Forces Economic forces Socio-cultural forces Technological forces Ecological forces Political forces	$\frac{1}{2} \times 6 = 3$
8.	Advantages of Line/Scalar organization: 1. No scope of shifting of responsibility 2. Strong in discipline 3. It permits quick decisions 4. Responsibility of each individual is fixed, hence faults can be easily and quickly known. 5. Everybody from top to bottom is busy and hence total cost of product will be less. 6. It is simple to understand 7. Flexible and able to extend or contract.	1*3=3
9.	1.Lack of ownership (any three) 2. Intangibility 3. Inseparability 4.Variability 5. Perishability 6. User participation	1*3=3

10.	Macro environmental forces of Business (any four with explanation) 1) Demographic forces 2) Economic forces 3) Socio-cultural forces 4) Technological forces 5) Ecological forces 6) Political forces	1*4=4
11.	Four Demographic trends that affect Markets (with explanation) 1) World population growth 2) Changing age structure 3) Changing family structures 4) Geographic shifts in population	1*4=4
12.	<div> <div>Product:</div> <div>Tangible/visible/movable</div> <div>Value derived by customer</div> <div>Customer cared is limited</div> <div>Can be stored for future use</div> <div>Can be owned</div> <div>Can be returned to seller</div> <div>(Any four)</div> </div> <div> <div>Service:</div> <div>Intangible/only be felt</div> <div>value offered by service</div> <div>Provider</div> <div>customer cared is critical</div> <div>Component</div> <div>can't be stored for future</div> <div>Use.</div> <div>can't be owned</div> <div>can't be returned to seller</div> </div>	1*4=4
13.	Diagram of : 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.	$\frac{1}{2} * 6 = 3 + 1 = 4$
14.	Crucial factors decisive for securing the income and value of business: 1) Desirability or demand for its goods and services 2) Financial capacity of customer to pay for its goods & services 3) Uniqueness and competitiveness of the business model 4) Control exerted over quality and efficiency of production activities 5) Public regard for the business as a member of the community	15=5
15.	Diagram representing: Shopping habits : a)convenient goods b) shopping goods Durability and tangibility: a)Non-durable b) Durable c) Services Industrial goods : a) Materials & parts b) capital items c) supplies (diagram 3 Marks+ 2 marks for explanation of 2 items)	3+2=5
16.	Characteristics of organization:	1*5=5

	1) Division of work 2) Co-ordination 3) Common objectives 4) Co-operative relationship 5) Well-defined authority-Responsibility relationship	
17.	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.	1*6=6
18.	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 Need-based consumers: anticipate their demands effectively-segment your consumers by needs and design a suitable strategy.	1 ½*4=6