



INDIAN SCHOOL MUSCAT FIRST TERM EXAMINATION



BUSINESS ADMINISTRATION

CLASS: XI

Sub. Code:833 SET C

Time Allotted: 3 Hrs

16.09.2018

Max. Marks: 60

EXPECTED VALUE POINTS AND SCHEME OF EVALUATION

Q.NO.	Answers	Marks (with split up)
1.	An organization is system of consciously coordinated activities or forces of two or more persons.	1
2.	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
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.	1
4.	Operations management refers to the administration of business practice to create the highest level of efficiency possible within an organization.	1
5.	Activities involved in the day to day functions of the business conducted for the purpose of generating profits.	1
6.	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 Flexible and able to extend or contract.	1+1+1
7.	1.Lack of ownership (any three) 2. Intangibility 3. Inseparability 4.Variability 5. Perishability 6. User participation	$\frac{1}{2} \times 6 = 3$
8.	Demographic Forces Economic forces Socio-cultural forces Technological forces Ecological forces Political forces	$1 \times 3 = 3$

	Diagram-DESTEP	
9.	1. Generating recurring income 2. Increase the value of the business assets 3. Secure the income and value of business.	1*3=3
10.	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
11.	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
12.	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.	$\frac{1}{2} * 6 = 3 + 1 = 4$
13.	<div> <div>Product:</div> <div>Tangible/visible/movable felt</div> <div>Value derived by customer service</div> <div>Customer cared is limited critical</div> <div>Can be stored for future use future</div> <div>Can be owned</div> <div>Can be returned to seller seller</div> <div>(Any four)</div> </div> <div> <div>Service:</div> <div>Intangible/only be</div> <div>value offered by</div> <div>Provider customer cared is</div> <div>Component can't be stored for</div> <div>Use.</div> <div>can't be owned</div> <div>can't be returned to</div> </div>	1*4=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	1*5=5)

