

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. 1.	Answers	(with split up)
1.		(with spin up)
İ	An organization is system of consciously coordinated activities or	1
_	forces of two or more persons.	
2.	Services are a special form of product which consists of activities,	1
	benefits or satisfactions offered for sale that are intangible and do not	
	result in the ownership of anything.	
3.	A product can be defined as anything that we can offer to a market for	1
	attention, acquisition, use or consumption that could satisfy a need or	
	want.	
4.	Operations management refers to the administration of business	1
	practice to create the highest level of efficiency possible within an	
	organization.	
5.	Activities involved in the day to day functions of the business	1
	conducted for the purpose of generating profits.	
6.	Advantages of Line/Scalar organization:	1+1+1
	1. No scope of shifting of responsibility	
	2. Strong in discipline	
	3. It permits qui8ck 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.	
7.		1/2*6=3
	1.Lack of ownership (any three)	
	2. Intangibility	
	3. Inseparability	
	4. Variability	
	5. Perishability	
	6. User participation	
	o. eser participation	
8.	Demographic Forces	1*3=3
.	Economic forces	1 3-3
	Socio-cultural forces	
	Technological forces	
	Ecological forces	
	Political forces	

	Diagram-DESTEP		
9.	 Generating recurring income Increase the value of the business Secure the income and value of business. 	assets	1*3=3
10.	Four Demographic trends that affect 1) World population growth 2) Changing age structure 3) Changing family structures 4) Geographic shifts in populat	•	1*4=4
11.	Macro environmental forces of Busi 1) Demographic forces 2) Economic forces 3) Socio-cultural forces 4) Technological forces 5) Ecological forces 6) Political forces	iness (any four with explanation)	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	y upon business.	½*6=3+1=4
13.	Product: Tangible/visible/movable felt Value derived by customer service Customer cared is limited critical Can be stored for future use future Can be owned Can be returned to seller seller (Any four)	Service: Intangible/only be value offered by Provider customer cared is Component can't be stored for Use. can't be owned can't be returned to	1*4=4)
14.	Crucial factors decisive for securing 1) Desirability or demand for it		1*5=5)

	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.	Diagram representing:	3+2=5
	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	
	supplies	
	(diagram 3 Marks+ 2 marks for explanation of 2 items)	
16		1 * 5 _ 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 1/2* 4=6)
	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	
	No specialized knowledge of workers is required as the instructions	
	are supplied by drawing and experts.	
18.	Four types of consumers: Marketing strategy:	(1*6=6)
	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-	
	<u>*</u>	
	segment your consumers by needs and design a suitable	
	strategy.	