

INDIAN SCHOOL MUSCAT
CLASS: 11
SECOND PERIODIC ASSESSMENT
BUSINESS STUDIES (054)
SET - A

QP.NO.	VALUE POINTS	SPLIT UP MARKS
1.	Specialty shop	1
2.	Multiple shops	1
3.	Exemption for small industries established in rural and backward areas from being taxes for specified periods.	1
4.	The right given by the court which acts as a protection for the inventor of a product or technology from being copied by others.	1
5.	Functions of retailers to consumers: a. Regular availability of product b. New product information c. Convenience in buying d. Wide selection e. After sales services. f. Provide credit facilities	1+1+1
6.	Ways of funding startups a. Self-funding b. Crowd funding c. Angel investors d. Venture capitalists	1+1+1
7.	Features of departmental stores: a. Provide attractive services b. Central location c. Provides wide variety of product under one groups d. Economy of large scale operations e. Centralized purchases and decentralized sales f. Retailing and warehousing. (Any five)	1+1+1+1+1
8.	a. Small business in rural areas helps in the balanced regional development of the country. b. Growth of small business can generate more employment for people in rural areas. c. Small business contributes towards the better utilization of local resources. d. Small business helps in raising the standard of living of the people living in the rural areas. e. It encourages the growth of entrepreneurs. f. Small business helps in sustaining the cultural heritage of India as small business encourages the people engaged in handicrafts and fine arts. g. Growth of rural and village industries can help in preventing migration of rural youth to urban areas. (Any five)	1+1+1+1+1
9.		
10.		
11.		
12.		

