

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

QP.NO.	VALUE POINTS	SPLIT UP MARKS
1.	Second hand	1
2.	Department store	1
3.	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
4.	Exemption for small industries established in rural and backward areas from being taxes for specified periods.	1
5.	Services of wholesalers to manufacturers: a. Facilitating large scale production. b. Bearing risk through warehousing c. Financial assistance d. Expert advice e. Help in marketing f. Facilitate continuity of production ( Any three)	1+1+1
6.	Ways of funding startups: a. Self funding b. Crowd funding c. Venture capitalist d. Angel investors	1+1+1
7.	Departmental stores v/s chain stores: Basis of difference a. Location of the shop b. Range of products c. Services offered d. Pricing of products e. Credit facilities granted f. Flexibility of shops g. Class of customers targeted ( 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.		

