

<b>SET</b>	<b>B</b>
------------	----------

		INDIAN SCHOOL MUSCAT FINAL EXAMINATION 2023	
CLASS:XI		<b>BUSINESS ADMINISTRATION (833)</b>	Max. Marks: 60
MARKING SCHEME			
SET	QN.NO	VALUE POINTS	MARKS SPLIT UP
B	Q1i	(d) Correct All	1
B	ii.	(b) Making a to-do-list	1
	iii.	(d) Listen to her for some time and then tell her that you will talk again tomorrow	1
	iv.	(c) You should follow your hand-wash routine — wash, rinse and dry	1
	v.	(a) Soil erosion, climate change	1
	vi.	(d) Adding substitutes, Quality, Scaling up	1
	Q2.i.	(a) Social Welfare	1
	ii.	(c) Co-operative society	1
	iii.	(c) Suppliers and Competitor	1
	iv.	(d) Character	1
	v.	(b) Loyal	1
	vi.	(b) Human Resource Planning	1
	vii.	Opportunities	1
	Q3.i.	(a) Complaint	1
	ii.	(b) Share	1
	iii.	Organisational Behaviour	1
	iv.	(c) Compulsory	1

	v.	Business memorandum is a mean of inter organizational correspondence sent between employees in a company.	1
	vi.	(a) Speciality goods	1
	vii.	A primary group is made up of a small group of people who interact regularly or those have got a close association. A small team with a leader is an example of a primary group. E.g. Family is an example of primary group. Within the primary group, values, beliefs and culture are all very important. There exists a shared sense of identity, goals and interests.	1
	Q4.i.	(b) Manufacturing Industries	1
	ii.	Branding is not very important for heterogeneous shopping products because the more customers compare price and quality the less they rely on brand names or labels.	1
	iii.	(d) Companies Act, 2013	1
	iv.	(a) Globalisation	1
	v.	(b) Anthropology	1
	vi.	(a) Group level	1
	Q5i.	(a) Sleeping Partner	1
	ii.	(a) Privatisation	1
	iii.	(c) Commerce	1
	iv.	“Business Environment is the aggregate of all conditions, events and influences that surround and affect it.”	1
	v.	Performance Appraisal	1
	vi.	(d) Motivation	1
	Q6.i.	Customer satisfaction is the degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers. The marketing department is responsible for customer satisfaction.	1
	ii.	(a) Land	1
	iii.	(c) It cannot own property	1
	iv.	(c) Mutual Agency	1
	v.	(a) Grapevine	1
	vi.	(c) (ii), (iii), (i)	1
	7	1. Click on File and then click Save or Save As. This will open the Save As dialog box.	1+1=2

		<p>2. Browse to the desired folder, type the filename (for example, Hello World) in the name textbox and click on Save.</p> <p>When we save a file in LibreOffice it gets a default extension as .odt. This means the file we just saved will have a name as Hello World.odt. This .odt extension shows that this is a LibreOffice Writer document. You can save the file in many different formats. For example, if you want to save this file as a Microsoft Word file, you can select the option in the Save as type dropdown.</p>	
	8	<p>Non-verbal communication makes our message stronger. • Using the right gestures and postures helps us to be professional at work. • Using the right gestures while speaking makes our message more effective. • Knowing non-verbal communication helps us understand our audience's reaction and adjust our behaviour or communication accordingly. • If verbal messages are blocked by noise or distance, etc., we can use hand movements to exchange our message. Placing a finger on the lips to indicate need for silence and nodding the head up and saying 'yes'.</p>	1+1=2
	9	<p>Principles of Idea Creation</p> <p>(a) Customer Need</p> <p>(b) Entrepreneur's Own Interest or Talent</p> <p>(c) Innovative <b>(Explanation any two)</b></p>	1+1=2
	10	<p>This mission aims to clean up Indian cities, towns, and villages. One of its main aims is to achieve an Open-Defecation Free India by October 2, 2019, the 150th anniversary of the birth of Mahatma Gandhi, by constructing toilets across the country.</p>	2
	11	<p>Grooming is the process of making yourself look neat, tidy and clean .The way you dress, and groom can send a message that you are confident and smart.</p> <p>Grooming is important because it helps us to</p> <ul style="list-style-type: none"> <li>• look neat and clean.</li> <li>• feel confident about ourselves.</li> <li>• make a good impression of ourselves on others including customers</li> </ul>	1+1=2
	12.	<p><b>Factors of External Environments</b></p> <p>Economic environment</p> <p>Social environment</p> <p>Political environment</p> <p>Technological environment</p> <p>Legal environment <b>(Explain any two points)</b></p>	1+ 1= 2
	13.	<p>Features of services</p> <p>(a) Intangibility</p> <p>(b) Inconsistency</p> <p>(c) Inseparability</p> <p>(d) Inventory less</p> <p>(e) Involvement <b>(Any two points)</b></p>	1+1=2
	14	<p><b>External correspondence</b> is with outsiders that include customers, suppliers, government agencies, other business houses and any other stakeholder.</p> <p><b>Internal correspondence</b> is with the internal parties of the organisation which is generally done with the employees.</p>	1+1=2
	15.	<p>(a) Formal Communication is the communication which takes through hierarchical channels in an organisation. This type of communication takes place between managers or employees of same level or between</p>	1+1=2

		<p>superiors and subordinates and vice-versa.</p> <p>(b) Written Communication is the exchange of information and message between sender and receiver through written or printed form. For E.g. Letters, Memos, etc.</p>	
	16.	<p>(a) Allotment of share Private Company: Can allot share without receiving minimum subscription Public company: Cannot allot share unless minimum subscription is received.</p> <p>(b) Commencement of business Private Company: Business can be started after getting Certificate of Incorporation. Public Company: Business can be started after getting Certificate of Commencement.</p>	1+1=2
	17.	<p>The nature of Business Environment can be explained by following approaches.</p> <p>(a) System Approach: Business is a system by which goods &amp; services are produced for satisfaction of wants, by using raw material, capital, labour etc. from the environment.</p> <p>(b) Social responsibility Approach: Business should fulfill its social responsibility towards several categories of society like government, employees, consumers etc.</p> <p>(c) Creative Approach: Business brings about changes in the society by giving attention to the needs of people. It gives shape to the environment by facing the challenges &amp; availing the opportunities in time.</p>	1+1+1=3
	18.	<p><b>Main features of a LLP</b></p> <p>(a) LLP is a separate legal entity separate from its partners, can own assets in its name, sue and be sued</p> <p>(b) Unlike corporate shareholders, the partners have the right to manage the business directly</p> <p>(c) One partner is not responsible or liable for another partner's misconduct or negligence.</p> <p>(d) Minimum of 2 partners and no maximum</p> <p>(e) Should be 'for profit' business      <b>(Any three)</b></p>	1+1+1=3
	19.	<p>(a) MOA</p> <p>(b) A memorandum of association contains a <b>name clause, registered office clause, object (or objective clause), objects clause, liability clause, capital clause, and association clause. (Explain any two)</b></p>	1+1+1=3
	20.	<p>Yes, I agree with this statement that profit is not an objective but a requirement of business. A business must earn profit because of the following reasons:</p> <p>(a) Survival – The entrepreneurs engage in business activities to earn profits as a means of livelihood. Everyone has to satisfy his needs &amp; hence no one is expected to undertake business activity without any earnings. Business can survive only when there are adequate profits.</p> <p>(b) Growth &amp; Expansion – Profit not only provides funds for growth &amp; expansion but also motivates businessman to think of diversification &amp; re-invest for expansion.</p> <p>(c) Reward for Risk bearing – Profit motivates businessman to take risks, higher the risk, higher is the possibility of earning more profits. In the eventuality of loss due to any risk, he does not stop the business. He</p>	1+1+1=3

		<p>runs the business assuming profits in future.</p> <p>(d) Measures efficiency – Profit is considered as an index for judging the performance of the business enterprise if profits are higher it indicates the efficiency of management.</p> <p>(e) Goodwill &amp; Reputation – Higher profitability builds reputation of the business. Goodwill creates market standing which helps to raise loans and obtain credit for further expansion. <b>(Any three points)</b></p>	
	21.	<p>(a) Managing Globalisation: Globalisation is a process of increasing the connectivity and interdependence of the world's markets and businesses. To remain competitive in the markets, the organisations have to adjust with the changes which come with globalisation. The major challenges with the adjustment of employees with the process of globalisation are unfamiliar laws, language barriers, changed management styles, foreign work ethics.</p> <p>(b) Managing Technology The present business scenario is highly dependent on the information technology which has paved the way for business growth. All the important tasks from recruiting people to selling goods have been made possible using information technology. Besides this, the change in the technology is very swift that the employees need to be constantly prepared for the change by updating their skills, knowledge and also the attitudes towards learning the new technology.</p> <p>(c) Managing innovation and change: It is said that change is constant but that doesn't make it easy. Nowadays, the organisations to survive in the fierce competitive environment need to transform their practices on a regular basis. The key to this change is only possible through the human resources. The managers are faced with the challenge of stimulating employee creativity along with preparing the members for the change.</p> <p>(d) Managing workforce diversity: The managers are currently facing the challenge of managing the diverse workforce. This diversity is observed in terms of male and female workers, young and old workers, educated and uneducated workers, skilled and unskilled employees, local and foreign workers, etc. Thus, the challenge for the management is to address the aspirations and demands of the employees considering the non-uniformity in the workforce</p>	1+1+1+1=4
	22.	<p>Human resource management as “the planning, organising, directing and controlling of the procurement, development, compensation, integration, maintenance and reproduction of human resources to the end that individual, organisational and societal objectives are accomplished.”</p> <p><b>Functions of Human Resource Management: (Any three)</b></p> <p>(a) <b>Human Resource Planning:</b> This task entails estimating the current and future manpower requirements of the business. The process depends on projected sales of the business, number of people leaving the organisation, technological changes, etc.</p> <p>(b) <b>Job Analysis:</b> A job analysis is a detailed process whereby information regarding duties, responsibilities, skills and work environment for a particular job is collected. This helps in making job descriptions.</p> <p>(c) <b>Recruitment and Selection:</b> Recruitment means searching for people to work for the business enterprise. Selection implies choosing the suitable candidates with right skills for a job.</p> <p>(d) <b>Performance Appraisal:</b> It is the task of assessing or rating individual</p>	1+1+1+1=4

		<p>performance and abilities of the workers. This helps in identifying the potential in employees for their further development.</p> <p>(e) <b>Training &amp; Development:</b> Training is a process of imparting knowledge and skills in an employee for making him perform a job. On the other hand, development brings about the activities which facilitate growth of employees in all respects.</p> <p>(f) <b>Compensation Management:</b> The business enterprise should make sure that fair and equitable compensation is paid to the employees. This is one of the crucial functions as it is responsible for productivity and motivation of employees.</p> <p>(g) <b>Motivation:</b> The employees of the organisation should be adequately motivated for the achieving their own goals along with the business enterprise's goals. The business should have a system of financial and non-financial rewards for motivating the employees.</p> <p>(h) <b>Maintenance:</b> This aspect is related to protecting and promoting the physical and mental health of employees. This includes designing of health, safety and welfare measures for the employees.</p>	
	23.	<p>(i)</p> <p>(a) <b>Convenience Goods Relevant line:</b> 'consumer goods require minimum shopping effort as these goods are bought frequently but not in large quantity'.</p> <p>(b) <b>Shopping Goods Relevant line:</b> 'Based on suitability, style, quality, and price and closely compared from the available substitutes'.</p> <p>(c) <b>Unsought Goods Relevant line:</b> 'the consumer does not know about or know about but does not normally think of buying'.</p> <p>(ii) <b>Specialty Goods:</b> These refer to goods for which consumers are habitually willing to make a special purchasing efforts.</p>	1+1 +1+1=4
	24.	<p>(a) Active Partner: An active partner contributes capital, shares profits &amp; losses, has unlimited liability and manages business activities.</p> <p>(b) Secret Partner: A secret partner contributes capital, shares profit &amp; losses, has an unlimited liability, participates in business activities but his association with the business is kept secret.</p>	1+1+1+1=4