



COMMON PRE-BOARD EXAMINATION 2023-24

Subject: BUSINESS STUDIES (054)

Class XII



MARKING SCHEME

1. (c) Estimating manpower requirement
2. (d) Perquisites
3. (c) Intangible force
4. (a) Both the statements are true.
5. (d) Holding securities in electronic form.
6. (b) Technological Environment
7. (a) Selecting an alternative
8. (c) Dematerialisation of securities
9. (d) Stability of personnel
10. (a) Societal Marketing Concept
11. (b) Financial Planning
12. (a) Right to be heard
13. (d) Promotion
14. (a) Controlling is all pervasive
15. (b) dispersal of decision-making authority.
16. (c) Unity of command
17. (b) Delegation
18. (b) Planning reduces creativity
19. (a) Project A
20. (d) Literacy rates
21. Explanation for the following is needed.
 - a) Social Environment (1½ Marks)
 - b) Technological Environment (1½ Marks)

22. Ans: write **any three** points (3 marks)

- (i) Implementing the plans and strategies developed by Top level management.
- (ii) Interpretation of policies framed by the top level management.
- (iii) Recruitment and appointment of required employees for the organisation.
- (iv) Assignment of duties and responsibilities to employees.
- (v) Providing motivation to the employee for the achievement of organisational goal.
- (vi) Maintaining co-operation with all departments.
- (vii) Controlling and instructing the operational level managers.
- (viii) Evaluate the performance of junior level managers.

OR

write **any three** points (3 marks)

- 1. Integration of group efforts
- 2. Ensuring unity of action
- 3. Continuous process
- 4. Pervasive function
- 5. Responsibility of all managers
- 6. Deliberate function

23. Ans: (3 marks – 1 mark for each point)

- (i) Motivation.
- (ii) It was difficult for him to fulfill the basic needs of his family. – Basic need/Physiological need and safety need.
- (iii) Social/belongingness need and Esteem need.

24. Ans: (3 marks for quoting any three points)

- (i) To replace the adulterated ghee.
- (ii) To refund the price paid for the product.
- (iii) To pay a reasonable amount of compensation.
- (iv) To pay punitive damages in appropriate circumstances.
- (v) To withdraw the adulterated ghee from sale.
- (vi) To cease manufacture of adulterated ghee.

OR

Ans: (i) Right to be heard

(1 mark)

(ii) Right to safety

(2 marks for quoting any of the two rights)

Right to seek redressal

Right to Consumer education

Right to be informed

Right to be assured

25. Ans: a. Organising (1 mark)

b. *In order to facilitate the work, they thought that four managers should be appointed to look after the (a) Production, (b) Finance (c) Marketing (d) HR.* (1 mark)

c. Steps in Organising. (2 marks)

- (i) Identification and division of work
- (ii) Departmentalisation/Departmentation
- (iii) Assignment of duties
- (iv) Establishing reporting relationship

OR

Ans: (a) Functional Structure (1 Mark)

(b) Benefits of Functional Structure (3 marks for any three points)

- (i) Specialisation (Occupational Specialisation)
- (ii) Promotes better control & Co-ordination
- (iii) Increased efficiency
- (iv) Minimises duplication of effort
- (v) Easy employee training
- (vi) Due attention to all functions.

26. **Autocratic/Authoritative Leadership. (4 Marks)**

An autocratic leadership involves giving orders by a superior to his subordinate and expecting that his orders will be obeyed by them.

Features:

- a. Autocratic leadership helps co quick decision-making.
- b. It is boss-centered Leadership.
- c. This leadership expects that subordinates will do what they are told to do.
- d. Superior relies more on rewards and punishment.

OR

Ans: Such barriers are known as organisational barriers: (1 mark for each point)

(i) Organisational policy

If organisational policy does not support free flow of information, it may result in barriers.

(ii) Status

Sometimes the people working at higher level do not believe in the information supplied by lower-level employees.

(iii) Rules and regulations

Rigid rules and regulations may also create barriers as following rules may lead to red tapism, delay of action and delay in movement of information.

(iv) Complex organisation

When the information passes through various levels then it can lead to screening or filtering of information at different levels, reduces its quality.

27. Any four of the following: **(4 marks)**

1. Providing Liquidity and marketability to existing securities
2. Pricing of Securities
3. Contributes to economic growth
4. Safety of transactions
5. Spreading equity cult

28. Ans:

(a) District Consumer Disputes Redressal Forum (District Forum) is the appropriate consumer dispute redressal forum. **(1 Mark)**

(b) procedure (steps) (3 Marks)

- (i) Ragini needs to file a written complaint along with the relevant documents, such as the purchase receipt, warranty documents, and any communication with the dealer.
- (ii) The forum will issue a notice to the opposite party.
- (iii) Inspection reports, photographs, warranty documents, and any communication between Ragini and the dealer.
- (iv) The forum will conduct hearings where both parties can present their arguments and witnesses.
- (v) The forum will pass an order, which may include compensation, replacement of the defective product, or any other relief deemed appropriate.

If they are dissatisfied with the decision both the parties can give appeal to the State Commission.

29. Ans: Principles of management followed in the above case:

(a) Science, not rule of thumb **(1½ Marks)**

(b) Development of each and every person to his greatest efficiency and prosperity **(1½ Marks)**

Technique of scientific management followed in the above case

(a) Method Study **(1 Mark)**

30. Ans. **(a) Controlling** (1 Mark)

(b) Steps discussed in the above paragraph are: (Brief explain needed) (3 Marks)

(i) Setting performance standards

The target volume of the company in a day is 1,000 units.

(ii) Measurement of actual performance

Units produced per day is 800 units only

(iii) Comparing actual performance with the standards

The company compared actual performance of each worker ()

(iv) Analysing deviations

Total deviation 200 Units

Observed through CCTV that some of the workers were engaged in non-work-related activities.

31. Ans: **Planning**

Steps discussed in the above case are:

(Explanation needed for each step) (For each step 1½ Marks)

(i) Setting objectives

Amrutha Patel joined the growing electric vehicle sector in Pune, aiming for a 90% market share across India within a year.

(ii) Developing premises

.... confident in a projected fourfold increase in EV demand in the next 2-3 years.

(iii) Identifying alternative courses of action

To reach her ambitious goal, Amrutha considered acquiring an existing EV business, forming partnerships or aggressively developing independently amidst strong competition.

(iv) Evaluating alternative courses

Amrutha reviewed proposals from different companies, examining factors like earnings per share, taxes, dividends and future predictions. Recognizing the influence of economic policy changes on these forecasts.

OR

Ans: Brief explanation needed for each type of plans identified. (1 Mark for each type of plan)

(i) Objective

One of her primary objectives was to achieve a 15% profit on the initial investment in the first year.

(ii) Policy

" Priya devised a strategy to source raw materials, such as biodegradable materials and sustainable inks, on a three-month credit basis from certified organic suppliers only."

(iii) Procedure

She planned to implement an in-house marketing approach, establishing her own outlets to promote and sell the eco-friendly packaging products.

(iv) Method

“..... determining the exact procedures for manufacturing activities.

(v) Budget

Priya communicated her sales targets to Rohan for different products and specific regions for the upcoming quarter.

(vi) Rule

Introduced a penalty system of ₹200 per day for any worker failing to adhere to safety measures.

32. Ans: Marketing mix are: (1½ marks for each point)

(i) Product

product line includes organic snacks, gluten-free cookies, wholesome sweets and natural fruit concentrates.

(ii) Price

Zest Life prices its products at a higher price compared to competitors, as it sells superior quality products.

(iii) Physical Distribution

Operating five retail health stores, Zest Life distributes its products.

(iv) Promotion

Employing a variety of communication channels, Zest Life consistently engages customers to enhance sales.

OR

Ans: (2 Marks for each point)

- (i) Gathering and analysing market information
- (ii) Standardisation and Grading
- (iii) Branding

33. Ans:

Particulars	Amount (₹)	
Earnings Before interest and Tax (EBIT)	12,00,000	1 mark
Less: Interest (10% of 40,00,000)	4,00,000	1 mark
Earnings before tax (EBT)	8,00,000	
Less; Tax (40%)	3,20,000	1 mark
Earning After tax (EAT)	4,80,000	
Number of equity shares (shares of ₹10 each)	6,00,000	1 mark
EPS (earning per share) = EAT/No. of shares	₹0.8	1 mark

Earnings per share of the previous year was 0.5. Thus, on diversification the shareholders of the company gain due to trading on equity. (1 mark)

34. Ans: (1 mark for each point)

- (i) Employment interview
 - (ii) Reference and Background checks
 - (iii) Selection decision
 - (iv) Medical Examination
 - (v) Job offer
 - (vi) Contract of employment
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