

BUSINESS ADMINISTRATION (SUBJECT CODE-833)**MARKING SCHEME FOR CLASS XI (SESSION 2022-2023)****Max. Time: 3 Hours****Max. Marks: 60****General Instructions:**

1. Please read the instructions carefully.
2. This Question Paper consists of **24 questions** in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. **Out of the given (6 + 18 =) 24 questions, a candidate has to answer (6 + 11 =) 17 questions in the allotted (maximum) time of 3 hours.**
5. All questions of a particular section must be attempted in the correct order.
6. **SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - i. This section has 06 questions.
 - ii. There is no negative marking.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.
7. **SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - i. This section contains 18 questions.
 - ii. A candidate has to do 11 questions.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.

SECTION A: OBJECTIVE TYPE QUESTIONS

Q. No.	QUESTION	Source Material (NCERT/PSSCIVE/ CBSE Study Material)	Unit/ Chap. No.	Page no. of source material	Marks
Q. 1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)				
i.	d) Influencing	Employability_ Skills- Books XI. pdf	1	2	1
ii.	c) achieve	Employability_ Skills- Books XI. pdf	2	85	1
iii.	Converse	Employability_ Skills- Books XI. pdf	2	90	1
iv.	b) Edit	Employability_ Skills- Books XI. pdf	3	111	1
v.	a) True	Employability_ Skills- Books XI. pdf	4	163	1
vi.	c) Sustainable development	Employability_ Skills- Books XI. pdf	5	172	1
Q. 2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)				
i.	c) Profession	CBSE Study Material	1	4	1
ii.	d) System Approach	CBSE Study Material	2	18	1
iii.	a) Shostack	CBSE Study Material	3	30	1
iv.	b) Perpetual succession	CBSE Study Material	4	61	1
v.	c) Director clause	CBSE Study Material	5	82	1
vi.	Concreteness in communication suggests being specific, definite and vivid rather than vague and general	CBSE Study Material	6	96	1
vii.	b) Grading	CBSE Study Material	7	121	1
Q. 3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)				
i.	The custodial model revolves around the	CBSE Study Material	8	137	1

	concept of providing economic security to improve employer-employee relationship.						
ii.	(i) A housewife running her tiffin service (ii) A teacher teaching in school			CBSE Study Material	1	5	1
iii.	d) Change in the prices of raw material by the particular supplier			CBSE Study Material	2	18	1
iv.	Basis	Product	Service	CBSE Study Material	3	41	1
	Source of value	The customers buy "products" essentially for the value they find inside the box whether a soap or TV	The customers buy "services" for the value of they find in the "encounter" with the service provider - whether doctor, waiter or a consultant.				
v.	Availability of electricity and water supply at concessional rates on priority basis			CBSE Study Material	4	53	1
vi.	Share			CBSE Study Material	4	62	1
vii.	Informal Communication			CBSE Study Material	6	90	1
Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)						
i.	c) Branding			CBSE Study Material	7	121	1
ii.	a) Group Level			CBSE Study Material	8	133	1
iii.	Sole Proprietorship Sole proprietorship is a form of organization managed and controlled by a single person who bears all the risk and enjoys all the profit.			CBSE Study Material	1	8	1
iv.	Legal Environment Legal Environment consists of laws, rules and regulations framed by the parliament under which business must operate.			CBSE Study Material	2	22	1
v.	Extensive Control Services require the certification of the supervise body before licensing. Example: Banking Services			CBSE Study Material			1
vi.	c) Co-operative Society			CBSE Study Material	4	57	1
Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)						
i.	c) Mutual Agency			CBSE Study Material	5	71	1
ii.	a) Downward communication			CBSE Study Material	6	89	1
iii.	c) Job Analysis			CBSE Study Material	7	123	1
iv.	Group dynamics refers to the attitudinal and behavioral characteristics of a group.			CBSE Study Material			1
v.	Advertising			CBSE Study Material	1	10	1
vi.	c) Opportunity			CBSE Study Material	2	23	1

Q. 6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	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.	CBSE Study Material	3	34	1
ii.	a) Liberalization	CBSE Study Material	2	21	1
iii.	b) Memorandum of Association	CBSE Study Material	5	81	1
iv.	Business memorandum is a mean of inter organizational correspondence sent between employees I a company.	CBSE Study Material	6		1
v.	d) Providing market Information	CBSE Study Material	7	123	1
vi.	(i) Primary Group (ii) Secondary Group	CBSE Study Material	8	139	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

Q. No.	QUESTION		Source Material (NCERT/PSSCIVE/ CBSE Study Material)	Unit/ Chap. No.	Page no. of source material	Marks
Answer any 3 out of the given 5 questions on Employability Skills in 20 – 30 words each (2 x 3 = 6 marks)						
Q. 7	Postures are positions of the body. They show our confidence and feeling Example of correct posture: Keep upper body relaxed and shoulders straight		Employability_Skills- Books XI. pdf	1	12	2
Q. 8	Interest	Abilities	Employability_Skills- Books XI. pdf	2	71, 72	2
	Interest are the things that one enjoys doing.	Abilities are what one does well and is good at.				
	Example: Listening to music	Example: A person can be really good in solving math questions.				
Q. 9	(i) Something extra can be added or removed from the report. (ii) One can save the report and get back to it whenever required.		Employability_Skills- Books XI. pdf	3	106	2
Q. 10	A Trading business helps in bringing the finished goods from manufacturer to the buyers. Example: Pharmacies sell medicine manufactured by different pharmaceutical companies to customers		Employability_Skills- Books XI. pdf	4	140	2
Q. 11	(i) Reporting people or group who break the law (ii) Educating people and creating awareness about green economy activities (Any other relevant point)		Employability_Skills- Books XI. pdf	5	187	2

Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)

Q. 12	(i) Brand Image: If the business succeeds in providing quality goods and services to the customers, then business builds the best brand image. (ii) Management policies: The board of directors should foresee the changes in external environment and should form strategies and policies accordingly. (Any Other relevant point)	CBSE Study Material	2	20	2
Q. 13	Impulsive customers Impulsive customers often don't shop with a specific product or service in mind.	CBSE Study Material	3	46	2
Q. 14	(i) Uncertainty of existence: The retirement, death, bankruptcy or lunacy of any partner can put an end to the partnership. Further, the partnership business can come to a close if any partner demands it. (ii) Risk of implied authority: Liability of partners may arise not only from his own acts but also from the acts of co-partners. (Any other relevant point)	CBSE Study Material	4	56	2
Q. 15	(i) Business Correspondence should be simple in language. Verbosity should be avoided. (ii) There should not be any ambiguity in business correspondence. (Any other relevant point)	CBSE Study Material	6	99	2
Q. 16	Business Complaint letters are written by customers. This is generally to bring notice of the supplier any mistake, error, fault etc. in the products sent to the customer.	CBSE Study Material	6	102	2

Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)

Q. 17	(i) Interrelatedness: Different elements of business environment are closely interrelated and interdependent. A change in one element affects the other element for example: Social pressure against pollution (social environment), led to the enactment of anti-pollution laws (political environment). (ii) Relativity: Business Environment is a relative concept. It differs from country to country and region to region for example: Countries like USA and UK have different kind of education system from India.	CBSE Study Material	2	18	3
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Q. 18	<p>(i) It facilitates Administration and Management: A sound organization increases efficiency, avoids delay and duplication of work, increases managerial efficiency, increases promptness, motivates employees to perform their responsibility.</p> <p>(ii) It helps in growth of enterprise: Good organization is helpful to the growth, expansion and diversifications of the enterprise.</p> <p>(iii) It ensures optimum utilization of human resources</p> <p>(Any other relevant point)</p>	CBSE Study Material	4	50	3
Q. 19	<p>(i) Articles of Association</p> <p>(ii) a) The amount of share capital and different classes of shares</p> <p>b) Rights of each class of share holder</p> <p>c) Procedure for making allotment of shares</p> <p>d) Procedure for transfer of shares</p>	CBSE Study Material	5	82	3

Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)

Q. 20	<p>(i) Employee enrichment</p> <p>Employee enrichment is essential as human resources are the only resources which have an unlimited potential for empowerment and development</p> <p>(ii) a) Market research and development: The business organization have to be fully aware of marketing environment & formulate company policies keeping in mind the target customers, pricing, sales promotion and after sales service.</p> <p>b) Financing Decision: Finance is an important operative function of business. The business firm has to raise funds from several sources at reasonable cost & ensure its effective utilization so as to generate adequate profits.</p> <p>(Any other relevant point)</p>	CBSE Study Material	1	11	4
Q. 21	<p>(i) a) Convenience Goods</p> <p>Relevant line: 'consumer goods require minimum shopping effort _____ not in large quantity'.</p> <p>b) Shopping Goods</p> <p>Relevant line: 'Based on suitability, _____ compared from the available substitutes'.</p> <p>c) Unsought Goods</p> <p>Relevant line: 'the consumer does not know about _____ does not normally think of buying'.</p> <p>(ii) Specialty Goods: These refer to goods for which consumers are habitually willing to make a special purchasing efforts.</p>	CBSE Study Material	3	34,35	4

Q. 22	<p>a) Active Partner b) Secret Partner c) Partner by estoppel d) Sleeping Partner</p>	CBSE Study Material	5	72	4
Q. 23	<p>(i) 'Finding out no. of employees needed in different departments' Human Resource Planning: This task entails estimating the current and future manpower requirements of the business. (ii) 'Providing them the best remuneration to retain them'. Compensation Management: 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. (iii) 'Attracts -----the vacant post.' Recruitment: means searching for people to work for the business enterprise. (iv) 'eliminating-----the best candidate. Selection implies choosing the suitable candidates with right</p>	CBSE Study Material	7	123	4
Q. 24	<p>(i) Organizational Behavior (ii) (a) Understanding human behavior: OB helps in rational thinking amongst the employees of organization if the understanding of the human behavior is done without any biases. (b) Training the Managers: OB has been recognised as a field of study which is taught formally in the educational curriculum. The managers can be trained by giving knowledge on OB concepts, approaches and techniques. (c) Better communication: OB helps in improving the communication in the organization. This can be done by analysis of the factors which affect the communication and hence working on the same. (Any other relevant point)</p>	CBSE Study Material	8	129, 132	4