

CBSE|DEPARTMENT OF SKILL EDUCATION

BUSINESS ADMINISTRATION (SUBJECT CODE 833)

Marking Scheme for Class XI (Session 2023-24)

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 where as Section B contains Subjective type questions.
4. **Out of the given (6 + 18 = 24) questions, 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 (1×4 = 4 marks)				
i.	Ans. (b) Informing	Employability Skills- Books XI	1	2	1
ii.	Ans. (a) Together	Employability Skills- Books XI	2	85	1
iii.	Ans. TELL	Employability Skills- Books XI	2	90	1
iv.	Ans. (d) File	Employability Skills- Books XI	3	111	1
v.	Ans. (a) True	Employability Skills- Books XI	4	163	1
vi.	Ans. (d) Development for future generation	Employability Skills- Books XI	5	172	1
Q2.	Answer any 5 out of the given 7 questions (1×5 = 5 marks)				
i.	Ans. (b) Riya is practicing law or doing legal practice.	CBSE Study Material	1	4	1
ii.	Ans. (c) Encourages managers to view the organization both as a whole and as part of a larger environment	CBSE Study Material	2	18	1
iii.	Ans. (d) Manzini	CBSE Study Material	3	30	1
iv.	Ans. (b) Perpetual Succession	CBSE Study Material	4	61	1
v.	Ans. (c) Object Clause	CBSE Study Material	5	82	1
vi.	Ans. Courtesy in Communication measure being Polite & Sanative to listener & being friendly	CBSE Study Material	6	96	1
vii.	Ans. (a) Branding	CBSE Study Material	7	121	1
Q3.	Answer any 6 out of the given 7 questions (1×6 = 6 marks)				
i.	Ans. Collegial Model	CBSE Study Material	8	137	1
ii.	Ans. (i) Mother works at home. (ii) Teacher teaches his son	CBSE Study Material	1	5	1
iii.	Ans. (a) It helps in tapping useful resources.	CBSE Study Material	2	17&18	1
iv.	Ans. Goods have physical existence and can be touch but services do not have physical existence.	CBSE Study Material	3	41	1
v.	Ans. Sole Proprietorship	CBSE Study Material	4	53	1
vi.	Ans. Company	CBSE Study Material	4	62	1
vii.	Ans. Informal Communication	CBSE Study Material	6	90	1
Q4.	Answer any 5 out of the given 6 questions (1×5 = 5 marks)				
i.	Ans. (d) All the above	CBSE Study Material	7	120 & 121	1
ii.	Ans. (c) Organizational Level	CBSE Study Material	8	133	1
iii.	Ans. Sole Proprietorship	CBSE Study Material	1	8	1
iv.	Ans. (c) Technological	CBSE Study Material	2	22	1
v.	Ans. (i) Private owned organization for profit. (ii) Not for Profit. (iii) Public Owned Company	CBSE Study Material			1
vi.	Ans. (d) Cooperative Society	CBSE Study Material	4	57	1

Q5.	Answer any 5 out of the given 6 questions (1×5 = 5 marks)				
i.	Ans. (d) Limited Liability	CBSE Study Material	5	71	1
ii.	Ans. (b) Upward Communication	CBSE Study Material	6	89	1
iii.	Ans. (b) Selection	CBSE Study Material	7	123	1
iv.	Ans. (a) Group Dynamics	CBSE Study Material	8	141	1
v.	Ans. Warehouse	CBSE Study Material	1	10	1
vi.	Ans. (b) Strength	CBSE Study Material	2	23	1
Q6.	Answer any 5 of the given 6 questions (1×5 = 5)				
i.	Ans. Branding inspires customer loyalty and retention. Branding encourages word-of-mouth marketing. Branding helps you share your values. Branding builds internal employee morale and pride.	CBSE Study Material	3	34	1
ii.	Ans. (b) Privatisation	CBSE Study Material	2	21	1
iii.	Ans. (b) Memorandum of Association	CBSE Study Material	5	81	1
iv.	Ans. Letter written in formal language from one Business Organisation to other.	CBSE Study Material	6	98	1
v.	Ans. (d) Disaster Management	CBSE Study Material	7	110	1
vi.	Ans. (i) Small Groups (ii) Large Groups	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. (2×3 = 6 marks) Answer each question in 20–30 words.					
Q.7	Ans. Movement of parts of body to express an idea or meaning. Avoid pointing at people with your finger.	Employability Skills- Books XI	1	12	2
Q.8	Interest	Employability Skills- Books XI	2	71, 72	2
	Interest are the things that one enjoys doing				
	Example: Listening to Music				
Abilities	Abilities are what one does well and is good at.				
	Example: A person can be really good in solving math questions				
Q.9	Ans. (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	3	106	2
Q.10	Ans. Any Business activity that is Intangible. Example Painting contractor.	Employability Skills- Books XI	4	140	2
Q.11	Ans. (i) Make policies & provide funds for implementing plans & policies (ii) Make Laws to protect the Environment	Employability Skills- Books XI	5	186	2

Answer any 3 out of the given 5 questions in 20-30 words each (2×3 = 6 marks)					
Q.12	Ans. Business environment	CBSE Study Material	2	20	2
Q.13	Ans. Loyal customer: They will remain loyal towards the Brand and sharing their experiences.	CBSE Study Material	3	46	2
Q.14	Ans. Yes, (i) Both invested the money equally (ii) Both divided the receive equally	CBSE Study Material	4	56	2
Q.15	Ans. (i) Business Correspondence should be simple in language. Verbosity should be avoided. (ii) There should not be any ambiguity in business correspondence.	CBSE Study Material	6	99	2
Q.16	Ans. Routine Letter: Included correspondence regarding enquiry order payment etc. Special Purpose Letter: It included Circular, Personnel Letters.	CBSE Study Material	6	102	2
Answer any 2 of the given 3 questions 30-50 words each (3×2 = 6 marks)					
Q.17	Ans. 1. Uncertainty - Business Environment is legally uncertain because it is very difficult to forecast future uncertainties. Changes are taking place very frequently. For e.g. Advancement in mobile technology. 2. Complex - Business Environment is very complex. It's difficult to know the impact of social, economic, political and technological factors on change in demand of a product.	CBSE Study Material	2	18	3
Q.18	Ans. 1. It Help in the Growth of Enterprise: Good organization is helpful to the growth, expansion and diversifications of the enterprise. 2. It Ensures Optimum Use of Human Resources: Good organization establishes persons with different interests, skills, knowledge and viewpoints. 3. It Stimulates Creativity: A sound and well-conceived organization structure is the source of creative thinking and initiation of new ideas.	CBSE Study Material	4	50	3
Q.19	Ans. Memorandum of Association (1) Name Clause (2) Situation Clause (3) Object Clause (4) Liability Clause (5) Capital Clauses (6) Association Clause	CBSE Study Material	5	82	3

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

<p>Q.20</p>	<p>Ans. (i) Employee enrichment: 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. (Any other relevant point).</p>	<p>CBSE Study Material</p>	<p>1</p>	<p>11</p>	<p>4</p>
<p>Q.21</p>	<p>Ans. (i) (a) Convenience Goods (b) Shopping Goods</p> <p>(ii) Specialty Goods: These refer to goods for which consumers are habitually willing to make a special purchasing efforts.</p>	<p>CBSE Study Material</p>	<p>3</p>	<p>34, 35</p>	<p>4</p>
<p>Q.22</p>	<p>(A) Unlimited Liability (B) Lack of Continuity (C) Limited Resources (D) Possibility of Conflict</p>	<p>CBSE Study Material</p>	<p>5</p>	<p>72</p>	<p>4</p>
<p>Q.23</p>	<p>(i) Finding out no. of employees needed in different departments'</p> <p>Human Resource Planning: This task entails estimating the current and future. Man power requirements of the business.</p> <p>(ii) 'Providing them the best remuneration to retain them'.</p> <p>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.</p> <p>(iii) Recruitment: means searching for people to work for the business enterprise.</p> <p>(iv) Selection implies choosing the suitable candidates with right.</p>	<p>CBSE Study Material</p>	<p>7</p>	<p>123</p>	<p>4</p>

Q.24	<p>Ans. (i) Organizational Behavior</p> <p>(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.</p> <p>(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.</p> <p>(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.</p> <p>(Any other relevant point)</p>	CBSE Study Material	8	129, 132	4
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