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LUCKNOW REGION

PRE BOARD - II EXAM 2023-24

CLASS XII

SUBJECT: BUSINESS STUDIES (054)

MARKING SCHEME

S.NO.	QUESTION	Marks
1	A Management	1
2	B Contingent	1
3	C Division of work	1
4	B Secondary market	1
5	B Social environment	1
6	A Technological conditions	1
7.	B Organising	1
8	D All of the above	1
9.	A Primary Market	1
10	B Standardization and grading	1
11	C Trade confirmation slip	1
12	A Regulatory Function	1
13	D co-partnership	1
14	D (i)-(d); (ii)-(a); (iii)-(b); (iv)-(c)	1
15	A Both the statements (A) and (R) are correct and (R) is the right explanation of (A).	1
16	C Sender, Message, Encoding, Media, Decoding, Receiver, Feedback	1
17	C Stability of earnings	1
18	A Financial leverage	1
19	C Capital structure	1
20	A Option A	1
21	Management as a profession: i) Well defined body of knowledge ii) Restricted entry iii) Presence of professional association iv) Existence of ethical codes v) Service motive  OR Management is a multidimensional activity i) Management of work ii) Management of people iii) Management of operations	3
22	Limitations of planning: i) planning leads to rigidity ii) planning may not work in dynamic environment iii) it reduces creativity	3

	<ul style="list-style-type: none"> <li>iv) it involves huge cost</li> <li>v) it is time consuming</li> <li>vi) planning does not guarantee success</li> </ul>	
23	<ul style="list-style-type: none"> <li>i) Trade test</li> <li>ii) Aptitude test</li> <li>iii) Interest test</li> </ul>	3
24	<p>Measures:</p> <ul style="list-style-type: none"> <li>i) Communicate according to the needs of receiver</li> <li>ii) Be aware of languages, tone and content of message</li> <li>iii) Ensure proper feedback</li> </ul> <p style="text-align: center;">OR</p> <p>To satisfy the social and psychological needs, non-monetary incentives are needed. Three types of such incentives are</p> <ul style="list-style-type: none"> <li>i) Status</li> <li>ii) Job enrichment</li> <li>iii) Organizational climate</li> <li>iv) Job security</li> <li>v) Employee recognition</li> <li>vi) Employee's participation</li> <li>vii) Employee's empowerment.</li> </ul>	3
25	<p>FUNCTIONAL FOREMANSHIP :</p> <p>Planning In charge:</p> <ul style="list-style-type: none"> <li>i) Instruction card clerk</li> <li>ii) Route clerk</li> <li>iii) Time and Cost Clerk</li> <li>iv) Disciplinarian</li> </ul> <p>Production In-Charge</p> <ul style="list-style-type: none"> <li>i) Gang boss</li> <li>ii) Repair boss</li> <li>iii) Speed boss</li> <li>iv) Inspector</li> </ul>	4
26	<p>characteristics of business environment</p> <ul style="list-style-type: none"> <li>i) Totality of external forces</li> <li>ii) Specific and general forces</li> <li>iii) Dynamic nature</li> <li>iv) Interrelatedness</li> <li>v) Complexity</li> </ul> <p style="text-align: center;">OR</p> <p>Dimensions of business environment</p> <ul style="list-style-type: none"> <li>i) Economic</li> <li>ii) Social</li> <li>iii) Legal</li> <li>iv) Political</li> <li>v) technological</li> </ul>	4
27	<p>This process is Planning and the remaining steps to be taken are:</p> <ul style="list-style-type: none"> <li>i) Identifying alternative courses of action</li> </ul>	4

	<ul style="list-style-type: none"> <li>ii) Evaluating alternative courses</li> <li>iii) Selecting an alternative</li> <li>iv) Implement the plan</li> <li>v) Follow up</li> </ul>	
28	Branding is the process that is used by a producer when he wants to market his products by a name other than its generic name. Two benefits are: i) Product Identification ii) helps in promotion	4
29	<p>Four remedies are :</p> <ul style="list-style-type: none"> <li>i) To remove the defect in goods or the deficiency in service.</li> <li>ii) Replacement of product</li> <li>iii) Refund</li> <li>iv) To pay compensation</li> </ul> <p style="text-align: center;">OR</p> <p>Four responsibilities of a consumer :</p> <ul style="list-style-type: none"> <li>i) Take cash memo or bill</li> <li>ii) Read instruction carefully</li> <li>iii) Be aware while buying</li> <li>iv) Purchase only standardized goods</li> <li>v) Ensure a fair deal (any 4)</li> </ul>	4
30	<p>Benefits of staffing:</p> <ul style="list-style-type: none"> <li>i) Filling the role by obtaining competent personnel</li> <li>ii) Placing right person at right job</li> <li>iii) Growth of enterprises</li> <li>iv) Optimum utilization of human resources</li> <li>v) Improves job satisfaction and morale</li> </ul>	4
31	<p>Steps in the controlling process:</p> <ul style="list-style-type: none"> <li>i) Setting performance standards</li> <li>ii) Measurement of actual performance</li> <li>iii) Comparison of actual performance with standards</li> <li>iv) Analyzing deviations</li> <li>v) Taking corrective action</li> </ul> <p style="text-align: center;">OR</p> <p>Importance of controlling function:</p> <ul style="list-style-type: none"> <li>i) Accomplishing organizational goals</li> <li>ii) Judging accuracy of standards</li> <li>iii) Making efficient use of resources</li> <li>iv) Improving employee motivation</li> <li>v) Ensuring order and discipline</li> <li>vi) Facilitating coordination in action</li> </ul>	6
32	4 Ps of marketing are: Product, Price ,Place and Promotion with correct explanation	6
33	<p>Factors affecting capital structure:</p> <ul style="list-style-type: none"> <li>i) Cash flow position</li> <li>ii) Interest coverage ratio</li> <li>iii) Debt service coverage ratio</li> <li>iv) Return on investment</li> </ul>	6

	<ul style="list-style-type: none"> <li>v) Cost of debt</li> <li>vi) Cost of equity</li> <li>vii) Tax rate</li> <li>viii) Flootation cost</li> <li>ix) Risk consideration</li> <li>x) Control consideration</li> <li>xi) Stock market conditions</li> </ul>	
34	<p>Functional organizational structure the benefits are:</p> <ul style="list-style-type: none"> <li>i) Occupational specialization</li> <li>ii) Promotes control and coordination within department</li> <li>iii) Increases managerial and operational efficiency</li> <li>iv) Minimum duplication of efforts</li> <li>v) Easy and effective training</li> <li>vi) Due attention to different function</li> </ul> <p style="text-align: center;">OR</p> <p>Advantages of delegation of authority:</p> <ul style="list-style-type: none"> <li>i) Effective management</li> <li>ii) Employee's development</li> <li>iii) Motivation of employees</li> <li>iv) Facilitates organizational growth</li> <li>v) Basis of management hierarchy</li> <li>vi) Better coordination</li> <li>vii) Reduces the work-load of manages</li> </ul>	6