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LUCKNOW REGION
PRE BOARD EXAM 2023-24
CLASS XII
SUBJECT: BUSINESS STUDIES (054)**

Marking scheme

Q.1(ii) All pervasive/ universal activity

Q.2(iii) Management of People

Q.3(b) Subordination of individual interest to general interest

Q.4(a) Both (A) and (R) are true.

Q.5(a) Economic Environment

Q.6(b) Facility of booking train tickets, through mobile apps.

Q.7(c) Reduction in formalities, taxes and tariff

Q.8(a) Ram is accountable

Q.9(a) Effective leadership is getting work done. Task completed on the time and goals achieved at minimum cost.

Q.10(c) Both (a) and (b) **or** (a)(a) Physiological need

Q.11 A B C D

a) lii iv i ii

Q.12b. Statement II is true and I is false

Q.13a. Protective function

Q.14c Trade confirmation slip

Q.15b Secondary market

Q.16d. Product designing and development.

Q.17d. Public relations.

Q.18b. It refers to short-term incentives designed to encourage the buyers to make immediate purchase of a product or service

Q.19d. Labelling

Q.20d. None of the above

OR right of information

Q.21 1 marks for each.

Q.22 a) induction training / orientation training

b) internship training and apprentice

Q.23 a) planning and controlling both are forward looking.

Q.24 1 marks for each

Q.25. 1 marks for each.

Ans .26.i) the company offered him MOTIVATION ELEMENTS

ii) According to the above line Rahim is able to following needs;

a) physiological needs b)safety or security needs

iii) The other needs followed the above stated needs that are stills to be satisfied are;

a)Affiliation need b) Esteem need

Ans.27. 1.d 2.d 3.a 4.a

.Ans28. dividend decision 4 factors 1 marks for each.

Ans.29. i)The different kinds of financial decisions takenby the company are

(a) Investment Decision:

Lines Quoted: "Two years back the company hod decided to add more screens to its existing set up and increase facilities to enhance leisure, food chains, etc

(b) Financing Decision:

Lines Quoted: "It had then floated an initial public offer of equity shares in order to raise the desired capital"

(c) Dividend Decision:

Lines Quoted: "Over the years, the sales and profits of the company have increased tremendously and it has been declaring higher dividend."

(ii) Yes, the financial management team of the company has been able to achieve its prime objective le wealth maximisation of the shareholders by maximising the market price Q12 "Capital structure decision is essentially of the shares of the company

Ans.30. Functions of marketing discussed in aboveparagraph are:

(i) Gathering and analysing market information **Quoted Lines: "They conducted a survey to collect data to identify whether there is demand for readymade atta"**

(ii) Branding**Quoted Lines: "They named their product 'Srijan' Atta."**

(iii) Pricing of product

Quoted Lines: "They decided to keep the price low."

(iv) Storage or warehousing **Quoted Lines: "It was decided to store wheat at SKM Services..."**

Q.31. 2 marks for each.

Q.32.planning promotes innovative ideas

Avoiding overlapping and wasteful activities

Planning establishes standards for controlling. (3X2)

Q.33 I) assigning of duties

ii) two steps of organization process are

identification and division of workdepartmentalization

iii) two points of importance

a. optimum utilization of resources

b. development of personnel

Or

(i) The type of organisation mentioned in the above **Formal Organisation**: It refers

para is formal organisation. to the organisation structure which is designed by the management to accomplish a particular task.

(ii) **Feature of Formal Organisation**: It specifies the relationships among various job positions and the nature of their inter-relationship. This clarifies who has to report to whom

(iii) Avoidance of the emergence of informal organisation which may **obstruct the fulfilment of organisational goals**.

Ans 34 the combinations of variables used by Hayaram to prepare its market offering are:

Product mix

Price mix

Place mix

Promotion mix

Or

i) Placement or physical distribution

ii) Components of placement

Order processing, transportation, warehousing, inventory control