

KENDRIYA VIDYALAYA SANGATHAN, MUMBAI REGION

TERM – II EXAMINATION 2021-2022

SUBJECT: BUSINESS STUDIES (054)

SET-III

CLASS: XI

MARKS: 40

TIME: 2 Hrs

1. Explain any two Government assistance schemes which are meant for the development of Small and rural Industries in India. (2)
2. Write any two services provided by retailer to wholesaler. (2)
3. Mohan a trader who purchases Basmati Rice in bulk Quantities and sells to his customers. Rajan a trader who exports the Basmati rice to Dubai and earns foreign Currency. Identify and explain the types of trade performed by Mohan and Rajan. (2)
4. (3)
5. A Small entrepreneur has started a cottage industrial unit in a rural area by availing government loans at concessional rates. He has engaged 10 workers from the nearby locality and gives priority to local suppliers for getting inputs for his unit. He also sells finished goods at concessional rates in the neighborhood area. Identify the roles played the entrepreneur for rural development. (3)
6. A Leading business house is operating a network of retail shops under the name 'Your store'. These shops are located in different parts of NCR, Delhi. Since these shops have the same appearance and identical layout, one can easily identify these shops. The head Quarters are located at Delhi. All the supplies to the stores are routed through the headquarters. The stores follow uniform policies laid down by the headquarters. Most of the goods are sold at uniform price throughout the region.
 - 1) Identify the type of retail store mentioned in the above case
 - 2) Briefly explain any two features of such store.(3)
7. Imagine life without your local market. What difficulties would the consumers face if there is no retail shop? (3)

OR

Explain any three benefits of International business to the Countries

8. (5)

OR

Explain any five differences between Owned fund and borrowed fund.

9.

10. "International business offers several benefits to the firm". In the light of this statement write any five benefits of International business to the Firm. (5)

11. Direction: Read the following text and answer **any five** questions from **(i) to (vi)** on the basis of the same.

Jonah, Brusly and Samson are three friends who want to start business of manufacturing and trading high quality herbal products. They have been trying to figure out the right mode of running the business by evaluating each and every option.

Jonah thinks that they should establish their business in a central place in the heart of a city which caters the need of large number of customers.

Samson is having a different view who believes that they should open their own stores in different cities and localities so that they develop unique brand image. He gives the argument that each will be under the supervision of head office which is concerned with formulating policies.

However Brusly produces counter argument by saying that due to operating on a large scale and lack of initiative on the part of employees, their dealings with the customers will lack of personal touch. Therefore, he suggested that they should deliver the goods at home with a personalized note. They decided to further explore of the options.

Finally they decided to go with the options which are suggested by Samson. They also set up retail chain with mom – and – pop stores. They believe that these stores will help them in creating place utility. Moreover the stores will tell the consumers about their products helping them to boost sales.

- (i) Which fixed shop large retailer Jonah highlighted?
 - a) Departmental store
 - b) Chain store
 - c) Wholesale store
 - d) All of these
- (ii) Which fixed shop large retailer Samson highlighted?
 - a) Departmental store
 - b) Chain store
 - c) Wholesale store
 - d) All of these

- (iii) Identify the feature of a particular business type was highlighted by Samson?
- a) Centralized control
 - b) More number of employees
 - c) Variety of products
 - d) Fixed price
- (iv) Whose decision was finally approved?
- a) Jonah
 - b) Samson
 - c) Brusly
 - d) All three
- (v) Which service of retailers to manufactures is highlighted in the line? "They also set up retail chain with many mom- and – pop stores. They believe that these stores will help them in creating place utility.
- a) Help in distribution of goods
 - b) Personal selling
 - c) Enabling large scale operations
 - d) Help in promotion
- (vi) Which service of retailers to consumers is highlighted in the line," Moreover, these stores will tell the consumers about their products which help them the boost sales."?
- a) Regular availability of products
 - b) New products information
 - c) Convenience in buying
 - d) Wide – selection.
- (5)
