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MUMBAI REGION

TERM – II EXAMINATION 2021-22

SUBJECT: BUSINESS STUDIES (054)

SET- I

MARKS: 40 **CLASS XI** **TIME :2 HOURS**

MARKING SCHEME

1. (a) Global Depository Receipts (GDR's): The local currency shares of a company are delivered to the depository bank. The depository bank issues depository receipts against these shares. Such depository receipts denominated in US dollars are known as Global Depository Receipts (GDR). (1 mark)
   (b) American Depository Receipts (ADRs): The depository receipts issued by a company in the USA are known as American Depository Receipts. ADRs are bought and sold in American markets, like regular stocks. (1 mark)

2. Intellectual property (IP) refers to the creations of the human mind, like inventions, literary and artistic works, symbols, names, images and designs used in business. Intellectual property is divided into two broad categories: industrial property, which includes inventions (patents), trademarks, industrial designs and geographical indications, while the other is copyrights, which includes literary and artistic works, such as novels, poems, plays, films etc. (2 marks)

3. (i) Regular availability of the goods: Retailers maintain regular availability of variety of product from different manufacturers. This helps the customers to buy the products of their choice as and when they require.

(ii) Information about the goods: By effectively displaying the goods and through personal selling efforts; retailers provide important information about the arrival of the new goods, their special features etc. thus helps them in making their purchase decision.

4. Manufacturing and trade beyond the boundaries of one's own country is known as international business. It involves not only the international movements of goods and

services, but also of capital, personnel, technology and intellectual property like patents, trademarks, know-how and copyrights. (2marks)

2. a. Trade credit
   b. Preference Sharecapital
   c. ADR (1 mark each for correct answer)

Or

Basis	Debentures	Shares
Tax advantage	Interest on debentures is a charge against profit	Dividend on shares is not a charge against profit. It is appropriation of profit.
Refund of capital	Debentures are secured and the refund of capital is guaranteed.	Shares are not secured and the refund of capital is not guaranteed. Shares are repaid only during the winding up.
Relation with company	Debenture holder is the creditor of the company	Shareholder is the owner of the company.

6. The given statement is correct. Small-scale industries occupy a very important place in the industrial structure of the country. However, they cannot compete with the big industrialfirms. They can flourish only when they are protected from the large firms. The government has reserved production of a number of products for the small scale industry. Moreover, small-scale industries were also given concessions, so steps taken by the Government for their growth are justified. (3 marks)

7. Departmental Stores (1 mark for correct identification and explanation)
Any two correct Merits of departmental stores. (1 mark for each correct merit)

8. Explain any three services (1 mark each)

9. District Industries Centres (DICs)
• Established in 1978 • To support small entrepreneurs at district level.
• Provides all facilities and support to set up small and village industries.
• Identification of suitable schemes for entrepreneurs by Central and State Govts.
• Preparation of feasibility reports on each industry.
• Arrangement of credit facilities and equipments.
• Arrangement of raw materials.
• To impart training for artisans, entrepreneurs etc. (any three points: 2.5 marks)
National Small Industries Corporation (NSIC)

• Set up in the year 1955 to promote and foster the growth of SSIs in India.

• Supply of indigenous and imported machines on hire purchase basis.

• Supply of raw materials – locally and imported.

• Support in export of products.

• Monitoring and advisory services.

• Providing latest technology.

• Awareness on technological upgradation.

• Development of software technology parks and technology transfer centres. (any three points 2.5 marks)

Or

Crowd funding

Boot strapping

Angel investment

Incubator

Self-financing (with explanation) one mark each

10. (i) B

(ii) D

(iii) D

(iv) D

(v) B (1 mark each)

11. a. D

b. C

c. B

d. D

e. B (1 mark each)

12. Benefits to Firms

(i) Prospects for higher profits

(ii) Increased capacity utilisation

(iii) Prospects for growth

(iv) Way out to intense competition in domestic market

(v) Improved business vision (any two benefits with explanation (2 marks each)

Benefits to Countries

(i) Earning of foreign exchange

(ii) More efficient use of resources

(iii) Improving growth prospects and employment potentials

(iv) Increased standard of living (any three benefits with explanation (2marks each)

Or

Meaning of Multiple shops (1 mark)

Any four features with explanation (4 marks)