

FIRST YEAR HIGHER SECONDARY EXAMINATION 2018

Subject: Business Studies

Code No: 148

Qn No	Sub Qns	Answer Key/Value Points	Score	Total
1		b- Industry and Commerce	1	1
2		c- Membership by birth	1	1
3		b- Communication Service	1	1
4		a- SIDBI	1	1
5		a- Prospectus	1	1
6		Borrowed/Debt/Creditorship Capital	1	1
7		d- charging unfair price	1	1
8		c- market Traders	1	1
9		a- Letter of Credit / c- Bill of Entry	1	1
10		<p>Responsibility of Business towards Consumer</p> <ol style="list-style-type: none"> 1. Supply of right Quality of goods 2. " " " Quantity of goods 3. Supply of goods in reasonable price 4. Free from adulteration, poor quality, mis leading advt etc 5. Right to information on goods 6. No intervention in the purchase decision <p>write any two</p>	2	2

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total
11		Payment mechanism in E Business 1. Cash on delivery 2. cheque 3. Net banking/mobile banking 4. Debit/Credit card 5. Digital currency write any two	2	2
12	a	identification: Statutory/Public Corporation Any one Example: LIC, RBI SBI, KSRTC etc	1 1	2
13		Merits of Retained Earnings 1. It is a permanent source 2. It does not involve any cost 3. It gives operational freedom 4. It gives capacity to absorb unexpected loss 5. It increases the market price of Equity share write any two	2	2

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total
14	14	<p>Differences between Licensing and Franchising</p> <p>Licensing is used in connection with production and marketing of goods, it faces flexible rules and regulations</p> <p>Franchising is used in connection with production and marketing of services, it faces strict rules and regulations</p>	2	2
15		<p>Services rendered by retailers to consumers</p> <ol style="list-style-type: none"> 1. Regular availability of goods 2. New product information 3. Convenience of buying 4. Trade Selection. 5. After Sale Services 6. Providing Credit Facilities <p>While any two</p>	2	2

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total
18		<p>Differences between departmental undertaking and statutory corporation</p> <ol style="list-style-type: none"> 1. DU are established as the department of the Ministry. But a SC are established by a special Act of the parliament 2. DU is financed by the Govt. Treasury itself. But SC is independently financed 3. In DU, all employees are government employees. But in SC the employees are not government servants. 4. DU is accountable to govt. and strictly audited by the govt. But in SC no such departmental audit 5. In DU No deputation of employees. But in SC there are deputation from Govt depts. 	<p>3 5 3 Any</p>	3

6 Any other meaning full diff.

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FIRST YEAR HIGHER SECONDARY EXAMINATION MARCH 2018

SUBJECT: *Business Studies*

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Qn No	Sub Qns	Answer Key/Value Points	Score	Total
22.	<ul style="list-style-type: none"> - To promote international Monetary cooperation - To facilitate expansion of balanced growth of International Trade. - To promote exchange stability <p>[Any 3 points]</p>		3x1	3
23	<p>a) Formed by an Agreement - iii) Partnership</p> <p>b) Not sharing profits - iv) Sole proprietorship</p> <p>c) One Man One Vote - ii) Co operative Societies</p> <p>d) Transferability of Shares - i) Joint Stock Companies</p>		1 1 1 1	4
24.	<p>a) Joint Venture</p> <p>b) - Increased resources and capacity - Access to new market and distribution network. - Access to technology. - Innovation - Low cost of production - Established Brand name.</p> <p>[Explaining any 3 benefits 3 marks]</p>		1. 3	4

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Qn No	Sub Qns	Answer Key/Value Points	Score	Total
25.	<div><div><u>Goods</u> -</div><div><ul style="list-style-type: none">• Physical object• Homogeneous• Tangible• Can be kept in stock• Separation of production and consumption</div><div><u>Services</u> -</div><div><ul style="list-style-type: none">• Activity / Process• Heterogeneous• Intangible• Cannot be kept in stock• Simultaneous production and consumption</div></div> <div>[For stating any four differences full score]</div>	4x1	4	
26.	<div>No.</div> <div><div>e-business is broader than e-commerce</div><div>e-commerce is part of e-business</div><div>e-business consists of various business transactions and functions conducted electronically</div><div>e-commerce covers firm's interactions with its customers and suppliers</div></div> <div>[For meaningful differentiation full score] Any three - 1 score each</div>	1	4	

Qn No	Sub Qns	Answer Key/Value Points	Score	Total
27	<ul style="list-style-type: none"> - Market standing - Innovation - Productivity - Physical and Financial resources - Earning profit - Manager performance and development - Worker performance and attitude - Social Responsibility. <p>[For explaining any five objectives - full score.] [points only $\frac{1}{2}$ score each]</p>		5x1	5
28	<p>Economic, legal, ethical and Discretionary.</p> <p>[$\frac{1}{4}$ score for each with explanation - $4 \times \frac{1}{4} = 1$ $\frac{1}{2}$ score for points only - $4 \times \frac{1}{2} = 2$]</p>			5
29	<ul style="list-style-type: none"> • For explaining Memorandum of Association - 1 score • Name clause, Domicile clause, Capital clause, Registered office clause, object clause, liability clause. <p>[Any 4 with explanation - 4 score. For points only - $\frac{1}{2}$ score each]</p>		1 4x1	5

Qn No	Sub Qns	Answer Key/Value Points	Score	Total						
30.		<ul style="list-style-type: none">- Facilitating large scale production- Bearing risk- Financial Assistance- Expert Advice- Help in Marketing- Facilitate production continuity <p>[5 points with explanation full score] Points only - 1/2 score each</p>	5x1	5						
31.	Partnership	<table><tr><th><u>Merits</u></th><th><u>Demerits</u></th><th></th></tr><tr><td><ul style="list-style-type: none">• Easy Formation• Efficient Management• Division of Labour• Large Resources• Balanced decision making• Sharing of Risk</td><td><ul style="list-style-type: none">• Unlimited liability• Possibility of conflict• Limited resources• Lack of continuity• Lack of public confidence</td><td><p>1.</p><p>4</p><p>3</p></td></tr></table> <p>[Any 4 merits - 4 scores [with explanation] Any 3 demerits - 3 scores [with explanation] Points only - 1/2 score each.</p>	<u>Merits</u>	<u>Demerits</u>		<ul style="list-style-type: none">• Easy Formation• Efficient Management• Division of Labour• Large Resources• Balanced decision making• Sharing of Risk	<ul style="list-style-type: none">• Unlimited liability• Possibility of conflict• Limited resources• Lack of continuity• Lack of public confidence	<p>1.</p> <p>4</p> <p>3</p>	8	
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Qn No	Sub Qns	Answer Key/Value Points	Score	Total
32.	<ul style="list-style-type: none">• Acceptance of Deposits• Lending of Funds• Cheque Facility• Remittance of Funds• Allied services. <p>[5 points with explanation - 8 score] [Points only $\frac{1}{2}$ score .</p>			8
33.	<ul style="list-style-type: none">• Debentures• Loan from Bank.• Loan from Financial Institutions.• Public Deposit• Lease Financing• Commercial Paper• Trade credit• Factoring• Preference shares. <p>[Any 8 points with explanation full score] [points only $\frac{1}{2}$ score each]</p>			8