

MARKING SCHEME

MID TERM EXAMINATION-2020

SUBJECT- BUSINESS STUDIES

CLASS- XII

Q1. Middle level functions. (any three)

OR

Economic objectives:

1. Profit

2. Survival

3. Growth [1x3=3 marks] (1\2 for heading & 1\2 for explanation)

Q2. a) Public Relations 1 mark

b) Advertising, Sales promotion, Personal selling 1+1=2 marks (1\2 for heading & 1\2 for explanation)

Q3. Selection procedure:

1. Preliminary screening

2. Selection test [1x3=3 marks]

3. Selection interview (1\2 for heading & 1\2 for explanation)

Q4. Staffing 1 mark

Importance of staffing (any two) 1+1=2 marks (1\2 for heading & 1\2 for explanation)

Q5. Importance of business environment:

1. It helps to identify opportunities and taking first mover advantage

Quoted line: "Mega Bank decided to launch a "Mega Mobility Card" on similar lines , so that they could be the first to exploit the opportunity, arising due to the increasing trend of digitization."

2. It helps in improving performance

Quoted line: "In order to improve their performance, they laid down a plan to hire more people in their marketing department and prepared guidelines to train their sales force to market the new card facility being launched by the bank."

(1\2 for heading + 1\2 for quoting +1/2for explanation) [1.5 x 2= 3marks]

Q6. a) Scientific management technique:- Method study

b) Fayol's Principle:- Order [2 + 2 =4 marks] (1/2 for heading & 1.5 for explanation)

OR

a) Principle to be followed: 'Unity of command'

b) Principle violated: 'Unity of direction'
[2 + 2 =4 marks] (1/2 for heading & 1.5 for explanation)

Q7. Product related decisions:

a) Branding

b) Labelling

c) Packaging (any two) 1+1=2 marks (1\2 for heading & 1\2 for explanation)

Functions of label:-

1. Describe product and specify its content

2. Identification of product or brand

3. Grading of product

4. Promotion of product

5. Providing information required by law (any two) 1+1=2 marks (1\2 for heading & 1\2 for explanation)
[2 + 2 =4 marks]

Q8. a) Planning 1mark

Feature any one. 1mark

b) Limitations any three. 1+ 1+1=3 marks [2 + 3 =5 marks]

Q9. a) Decentralisation - Systematic delegation of authority through all levels of management and in all departments except that which can be exercised only at central points. 1+1=2marks

b)Any three importance of Decentralisation. 1+1+1=3marks

[2 + 3 =5 marks]

Q10. a) Directing 1mark

b)Motivation – Process of stimulating people to action to accomplish desired goals. 1+1=2marks

c)Features of Motivation.(any three) 1+1+1=3marks

[1 +2 + 3 =6 marks]