

Marking Scheme

Business Studies (054)

2016-17

Q.No.	Answers	Marks
1	Taylor emphasized that there should be complete transformation in the thinking / attitude of management and workers towards each other. Managers should share surplus with workers and the workers should work with full devotion.	1
2	Span of management refers to the number of subordinates that can be effectively managed by a superior.	1
3	1. Planning does not guarantee success. 2. Planning may not work in dynamic environment.	½ mark for each point
4	Directing takes place at every level of management. That is why it takes place where ever superior subordinate relation exists.	1
5	When ROI is higher than cost of Debt.	1
6	Protective function Prohibition of fraudulent and unfair trade practices	½ mark of identifying and ½ for stating the type of function
7	Right to safety	1
8	He cannot appeal to any other higher authority as only those matters which have been directly filed in the National Commission and where the value of goods and services in question along with the compensation claimed exceed Rs.1 crore are appealable before Supreme Court.	1
9	1) Setting objectives for a given time period.	1 mark for

	<p>2) Formulating various courses of action to achieve them.</p> <p>3) Selecting the best possible alternative from among the various courses of action available.</p>	<p>stating each aspect stating=3</p>
10	<p>Judging accuracy of standards</p> <p>Ensuring order and discipline</p>	<p>1.5 marks for explanation of each point=3</p>
11	<p>Supervision means guiding the efforts of employees and other resources to achieve desired results.</p> <p>Supervision-‘ it employs 10 operating managers.....support to the workers.</p> <p>Motivation means stimulating people to action to accomplish desired goals.</p> <p>Motivation-‘ to pay double wages for working overtime and triple wages for working on holidays’.</p>	<p>½ mark for naming the element each and 1 mark for quoting the line for each 3</p>
12	<p>Features of money market:</p> <p>I. It is a market for short term funds which deals in monetary assets whose period of maturity is up to one year.</p> <p>II. Money market instruments are highly liquid.</p> <p>III. Money market instruments are less risky.</p>	<p>One mark each for the statement=3 (1x3=3)</p>
13	<p>(i) Widespread exploitation of consumers.</p> <p>(ii) Unorganized consumers.</p> <p>(iii) Social responsibility.</p>	<p>(1mark each for stating the point) (1x3=3)</p>
14	<p>I. To oversee the efforts of the workforce.</p> <p>II. To interact with the actual workforce and pass on the instructions of the middle management to the workers.</p> <p>III. To ensure that the quality of output is maintained and wastage of material is minimized.</p> <p>IV. To ensure safety standards are maintained</p>	<p>(1mark each for stating the function)=4 (1x4=4)</p>

15	<ol style="list-style-type: none"> 1. Assignment of duties-Defining the work of different job positions and allotting the work according to the skills of the employees. 2. Kanaputti responded to the complain of Ramdas by <ol style="list-style-type: none"> a. Assigning the duties b. Establishing reporting relationship 3. <ol style="list-style-type: none"> a. clarity in working relationship. b. Benefits of specialization c. Effective administration 	<p>½ for heading and ½ mark for stating the heading</p> <p>½ mark each for the heading</p> <p>One mark each for stating the points (Any two)</p>
16	<ol style="list-style-type: none"> 1) Recruitment i.e. searching for qualified people. 2) Analyzing job, collecting information about jobs to prepare job descriptions. 3) Developing compensation and incentives plans. 4) Training and development of employees for efficient performance and carrier growth. <p>Or any other relevant duties of human resource personnel</p>	<p>1 mark each for correct statement=-4</p>
17	<ol style="list-style-type: none"> a) Estimation of manpower requirement. It involves determining the number and type of employees required. It would necessitate workload analysis and workforce analysis b) <ol style="list-style-type: none"> 1) Recruitment- Process of searching for perspective employees and stimulating them to apply for the job. 2) Selection- Process of choosing the most suitable candidate and rejecting the unsuitable ones. 	<p>(½ mark for heading +1 .5 for explanation)</p> <p>(½ mark each for the heading + ½ marks for stating the point)</p>
18	<ol style="list-style-type: none"> 1. Delivery of shares in D'mat form directly to investors D'mat Account by the broker. 2) The Securities and Exchange Board of India (SEBI) 3) <ol style="list-style-type: none"> a) Honesty 	<p>1 mark</p> <p>1 mark</p> <p>1 mark each for value</p>

	b) commitment or any other.	=4
19	a) Marketing b) Features of marketing (1) Need and wants (2) Creating market offering (3) Customer value (4) Exchange mechanism	(1 mark) & (1/2mark each for heading and 1 mark each for explanation) Any two =4
20	(i) Technological Environment. It includes forces relating to scientific improvements and innovations which provide new ways of producing goods and services and new methods and techniques of operating a business. (ii) (a) Specific and general forces. (b) Dynamic nature (iii) a) It helps the firm to identify threats and early warning signals. b)It helps in planning and policy formulation.	½ mark for identification and ½ mark for stating the point. 1/2 mark each for the heading and 1/2 mark for stating 1 mark each for stating the point =5
21	1) Formal organisation	1/2 mark for identification and ½ for stating the identified

	<p>2) Focus on objective and work performance</p> <p>3) Avoidance of the emergence of informal organisation which may obstruct the fulfilment of organisational goals.</p> <p>4) <u>Values</u></p> <p>1) Freedom to employees</p> <p>2) Fulfilment of psychological social needs of employees</p>	<p>point.</p> <p>1 mark for stating the feature</p> <p>1 marks for the statement</p> <p>1 mark each for value</p>
22	<p>Maslow's Need Hierarchy theory is based on human needs; which are as follows:</p> <ol style="list-style-type: none"> 1. Basic Physiological Needs 2. Safety / Security Needs 3. Affiliation/ Belonging Needs 4. Esteem Needs 5. Self Actualisation Needs 	<p>One mark each for describing the need briefly</p>
23	<p>Techniques of work study includes the following :</p> <ol style="list-style-type: none"> 1. Time study 2. Motion study 3. Fatigue study 4. Method study 	<p>½ mark each for heading and 1 mark each for the explanation=6</p>
24	<p>a) Capital structure</p>	<p>1/2 mark for naming the concept and 1 ½ mark for explaining the concept</p>

	b)1) Cash flow position 2) Flootation cost 3) Risk consideration 4) Tax rate 5) Control	1/2 mark each for heading and 1/2 mark each for stating the point (Any for) Total – 6
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25	(a) Public Relation.	1/2 mark for naming the concept and 1 ½ marks for explaining the concept
	b) (i) Press Relation. (ii) Product Publicity. (iii) Corporate Communication. (iv) Counselling.	1/2 mark each for the heading and 1/2 mark each for explanation

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Class-XII (2016-17)

Sample Paper Blue Print

Time: 3 Hours

Max. Marks:80

Chapter No.	Unit Name	1 Mark Question	3 Mark Question	4 Mark Question	5 Mark Question	6 Mark Question	Total	Total Marks
1	Nature and Significance of Management			1(14)			4(1)	16
2	Principles of Management	1(1)				1(23)	7(2)	
3	Business Environment				1(20)		5(1)	
4	Planning	1(3)	1(9)				4(2)	14
5	Organising	1(2)		1(15)	1(21)		10(3)	
6	Staffing			1(16,17)			8(2)	20
7	Directing	1(4)	1(11)		1(22)		9(3)	
8	Controlling		1(10)				3(1)	
9	Financial Management	1(5)				1(24)	7(2)	15
10	Financial Market	1(6)	1(12)	1(18)			8(3)	
11	Marketing Management			1(19)		1(25)	10(2)	15
12	Consumer Protection	1(7,8)	1(13)				5(2)	
Total		8(1)	5(3)	6(4)	3(5)	3(6)		80

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Sample Question Paper Design

Time: 3 Hours

Max. Marks:80

Chapter No.	Unit Name	Remem bering	Underst anding	Applicatio n	HOTS	Evaluati on	Total	Total Marks
1	Nature and Significance of Management	4 (14)					4	16
2	Principles of Management	1 (1)	6(23)				7	
3	Business Environment			5(20)			5	
4	Planning	3(9)			1(3)		4	14
5	Organising	1(2)			4(15)	5(21)	10	
6	Staffing		4(16)	4(17)			8	20
7	Directing	5(22)	1(4)		3(11)		9	
8	Controlling		3(10)				3	
9	Financial Management		1(5)		6(24)		7	15
10	Financial Market		3(12)	1(6)		4(18)	8	
11	Marketing Management			6(25)	4(19)		10	15
12	Consumer Protection			1(8) 3(13)	1(7)		5	
Total		14(5)	18(6)	20(6)	19(6)	9(2)	80 (25)	