

AGA KHAN UNIVERSITY EXAMINATION BOARD
SECONDARY SCHOOL CERTIFICATE
CLASS X
MODEL EXAMINATION PAPER 2023 AND ONWARDS
Business Studies Paper II
Time: 1 hour 50 minutes Marks: 35

INSTRUCTIONS

Please read the following instructions carefully.

1. Check your name and school information. Sign if it is accurate.

I agree that this is my name and school.
Candidate's signature

RUBRIC

2. There are TEN questions. Answer ALL questions. Question 10 offers TWO choices. Attempt any ONE choice.
3. When answering the questions:

Read each question carefully.
Use a black pointer to write your answers. DO NOT write your answers in pencil.
Use a black pencil for diagrams. DO NOT use coloured pencils.
DO NOT use staples, paper clips, glue, correcting fluid or ink erasers.
Complete your answer in the allocated space only. DO NOT write outside the answer box.
4. The marks for the questions are shown in brackets ().
5. You may use a simple calculator if you wish.

Q.1. (Total 4 Marks)

Write differences between 'Job description' and 'Job specification'.

Basis for Comparison	Job Description	Job Specification
Meaning		
Prepared from		
Comprises of		
What is it for? (Purpose)		

Q.2. (Total 3 Marks)

In order to motivate the employees, the Human Resource Manager of Bisma Clothing Limited suggested to increase the salaries by 20% and to issue visiting cards to all their employees.

Analyse any THREE effects of the suggestions stated in the given scenario on the business.

Q.3.

(Total 2 Marks)

Describe the term economies of scale with reference to production.

Q.4.

(Total 3 Marks)

Explain any THREE types of economies of scale.

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Q.5. (Total 4 Marks)

The accountant of Zahid Traders prepared the following profit and loss account for the first two quarters of business operation.

Account Head	January to March 2018 (Rs)	April to June 2018 (Rs)
Sales revenue	200,000	248,000
Cost of sales	(142,000)	(180,000)
Operating expenses	(25,000)	(40,000)
Net profit	33,000	28,000

Analyse the quarterly profit and loss account of Zahid Traders by calculating the percentage change in different accounts heads.

Q.6.

(Total 3 Marks)

Complete the given table by describing the following marketing approaches.

S. No.	Approach to Marketing	Description
1	Production approach	
2	Sales approach	
3	Marketing approach	

Q.7.

(Total 2 Marks)

Complete the given table by describing the importance of SWOT (strengths, weakness, opportunities and threats) analysis.

	Importance
SWOT	1. _____

	2. _____

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Globalisation is widely used to describe the increased worldwide competition between businesses.

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Globalisation has led to the availability of better quality products at lower prices with different choices for consumers. It has also forced the firms to produce efficiently but globalisation also has a few disadvantages.

[illegible]

Q.10.

(Total 7 Marks)

EITHER

- a. Rashid Limited is a manufacturing business based in Pakistan which produces towels and blankets. The Board of Directors (BOD) is planning to expand its business but because of financial and legal issues in other countries, Rashid Limited is unable to work on its plan. Recently the Government of Pakistan has issued the following advertisement.

<p>Advertisement</p> <p style="text-align: center;"><u>Government's Export Friendly Measures</u></p> <p>The Government has set up a new department to help and increase exports.</p> <p>This department will be involved in providing advisory services, loans at low rate and subsidies to make export easier.</p> <p>The objective is to increase employment, better economic growth, exchange rate and to enter new market.</p>	<p>Advertisement</p>
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Explain FOUR benefits of the above mentioned measures introduced by the government for Rashid Limited.

OR

- b. Rizwan has provided the following details of cash flows of his business for the month of March 2018.

Description	Amount (Rs)
Opening cash balance	12,500
Cash inflows	40,000
Cash outflows	45,000
Closing cash balance	7,500

Rizwan is planning to give discounts to the credit customers in April 2018. It is expected that his cash inflows will increase by 10%. He also plans to cut down his cash outflows by decreasing the expenses by Rs 5,000.

Compute the amount of cash flow at the end of April 2018.

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