

Strictly Confidential: (For Internal and Restricted use only)
Senior Secondary School Term II Examination, 2022
Marking Scheme – BUSINESS STUDIES (SUBJECT CODE – 054)
(PAPER CODE – 66/2/2)

General Instructions: -

1. You are aware that evaluation is the most important process in the actual and correct assessment of the candidates. A small mistake in evaluation may lead to serious problems which may affect the future of the candidates, education system and teaching profession. To avoid mistakes, it is requested that before starting evaluation, you must read and understand the spot evaluation guidelines carefully.
2. **“Evaluation policy is a confidential policy as it is related to the confidentiality of the examinations conducted, Evaluation done and several other aspects. Its leakage to public in any manner could lead to derailment of the examination system and affect the life and future of millions of candidates. Sharing this policy/document to anyone, publishing in any magazine and printing in News Paper/Website etc may invite action under IPC.”**
3. Evaluation is to be done as per instructions provided in the Marking Scheme. It should not be done according to one’s own interpretation or any other consideration. Marking Scheme should be strictly adhered to and religiously followed. **However, while evaluating, answers which are based on latest information or knowledge and/or are innovative, they may be assessed for their correctness otherwise and marks be awarded to them.**
4. The Head-Examiner must go through the first five answer books evaluated by each evaluator on the first day, to ensure that evaluation has been carried out as per the instructions given in the Marking Scheme. The remaining answer books meant for evaluation shall be given only after ensuring that there is no significant variation in the marking of individual evaluators.
5. Evaluators will mark($\sqrt{}$) wherever answer is correct. For wrong answer ‘X’ be marked. Evaluators will not put right kind of mark while evaluating which gives an impression that answer is correct and no marks are awarded. **This is most common mistake which evaluators are committing.**

6. If a question has parts, please award marks on the right-hand side for each part. Marks awarded for different parts of the question should then be totaled up and written in the left-hand margin and encircled. This may be followed strictly.
7. If a question does not have any parts, marks must be awarded in the left-hand margin and encircled. This may also be followed strictly.
8. If a student has attempted an extra question, answer of the question deserving more marks should be retained and the other answer scored out.
9. No marks to be deducted for the cumulative effect of an error. It should be penalized only once.
10. A full scale of 0-40 marks has to be used. Please do not hesitate to award full marks if the answer deserves it.
11. Every examiner has to necessarily do evaluation work for full working hours i.e. 8 hours every day and evaluate 30 answer books per day in main subjects and 35 answer books per day in other subjects (Details are given in Spot Guidelines). This is in view of the reduced syllabus and number of questions in question paper.
12. Ensure that you do not make the following common types of errors committed by the Examiner in the past:-
 - Leaving answer or part thereof unassessed in an answer book.
 - Giving more marks for an answer than assigned to it.
 - Wrong totaling of marks awarded on a reply.
 - Wrong transfer of marks from the inside pages of the answer book to the title page.
 - Wrong question wise totaling on the title page.
 - Wrong totaling of marks of the two columns on the title page.
 - Wrong grand total.
 - Marks in words and figures not tallying.
 - Wrong transfer of marks from the answer book to online award list.

- Answers marked as correct, but marks not awarded. (Ensure that the right tick mark is correctly and clearly indicated. It should merely be a line. Same is with the X for incorrect answer.)
 - Half or a part of answer marked correct and the rest as wrong, but no marks awarded.
13. While evaluating the answer books if the answer is found to be totally incorrect, it should be marked as cross (X) and awarded zero (0) Marks.
 14. Any unassessed portion, non-carrying over of marks to the title page, or totaling error detected by the candidate shall damage the prestige of all the personnel engaged in the evaluation work as also of the Board. Hence, in order to uphold the prestige of all concerned, it is again reiterated that the instructions be followed meticulously and judiciously.
 15. The Examiners should acquaint themselves with the guidelines given in the Guidelines for spot Evaluation before starting the actual evaluation.
 16. Every Examiner shall also ensure that all the answers are evaluated, marks carried over to the title page, correctly totaled and written in figures and words.
 17. The Board permits candidates to obtain photocopy of the Answer Book on request in an RTI application and also separately as a part of the re-evaluation process on payment of the processing charges.

MARKING SCHEME

Senior Secondary School Examination TERM–II, 2022

BUSINESS STUDIES (Subject Code–054)

[Paper Code: 66/2/2]

Maximum Marks: 40

Q. No.	EXPECTED ANSWER / VALUE POINTS	Marks
1.	<p>Q. How does ‘Controlling’ function of management motivate the employees and help them in giving better performance? State.</p> <p>Ans. Controlling helps in improving employees’ motivation as:</p> <ul style="list-style-type: none">• the employees know well in advance what they are expected to do and• the basis on which they will be appraised. <p>This helps them to give better performance.</p>	2 marks
2.	<p>Q. Conducting research and publishing information useful to all the market participants is a function performed by Securities and Exchange Board of India. State the two other functions of the same category.</p> <p>Ans. <u>Two other Development functions are:</u></p> <p>(i) It <u>trains intermediaries</u> of the securities market.</p> <p>(ii) It <u>undertakes measures to develop the capital markets</u> by adapting a flexible approach.</p> <p><i>(If an examinee has only listed the points, ½ mark for each point should be awarded)</i></p>	<p>1 x 2</p> <p>=</p> <p>2 marks</p>

3.	<p>Q. Staffing ensures optimum utilisation of human resources Justify the statement by giving any two points.</p> <p>Ans. Staffing ensures optimum utilisation of human resources by:</p> <p>(i) Avoiding overmanning, it prevents under-utilisation of personnel and high labour costs</p> <p>(ii) Avoids disruption of work by indicating in advance the shortages of personnel.</p>	<p>1 x 2</p> <p>=</p> <p>2 marks</p>
4.	<p>Q. ‘Promotion stops infusion of new blood in the organisation.’ However it is still being used as a good source of filling the vacancies internally. State any two reasons for the same.</p> <p>Ans. <u>Reasons for filling vacancies through internal sources/ promotion: (Any two)</u></p> <p>(i) <u>Motivate employees</u> as promotion at a higher level may lead to a chain of promotions at lower levels in the organisation.</p> <p>(ii) <u>Simplify the process of selection</u> as the candidates are already known to the organisation.</p> <p>(iii) <u>No need for induction training</u> as the employees are already familiar with the organisation.</p> <p>(iv) Help in <u>adjustment of surplus staff</u> in those departments where there is shortage of staff.</p> <p>(v) <u>Economical source</u> of recruitment.</p>	<p>1 x 2</p> <p>=</p> <p>2 marks</p>

	<i>(If an examinee has only listed the points, ½ mark for each point should be awarded)</i>	
5.	<p>Q. Name and give the meaning of the process which is career-oriented and designed to help the employees in the progress towards maturity and actualisation of their potential capabilities.</p> <p>Ans.</p> <p>The process which is career-oriented and designed to help the employees in the progress towards maturity and actualisation of their potential capabilities is <u>Development</u>.</p> <ul style="list-style-type: none"> • It is the process by which the employees acquire skills and competencies for handling higher jobs in future. • It covers not only those activities which improve job performance but also those which bring about growth of the personality. 	<p>1 mark for naming</p> <p>+</p> <p>2 marks for meaning</p> <p>=</p> <p>1+2</p> <p>=</p> <p>3 marks</p>
6.	<p>Q. Explain ‘Private Placement’ and ‘e-IPOs’ as methods of floatation of new issues in the primary market.</p> <p>Ans.</p> <p><u>Private Placement</u></p> <ul style="list-style-type: none"> • It refers to the allotment of securities by a company to institutional investors and some selected individuals. • It helps to raise capital more quickly and economically than a public issue. <p><u>E-IPO</u></p> <ul style="list-style-type: none"> • It refers to issuing securities through the online system of stock exchange in which the company enters into an agreement with the stock exchange. 	<p>1½ marks</p> <p>+</p> <p>1½ marks</p>

	<ul style="list-style-type: none"> SEBI registered brokers, registrar to the issue are appointed and the lead manager co-ordinates the activities amongst the intermediaries connected with the issue. 	<p>=</p> <p>3 marks</p>
7.	<p>(a) What is meant by ‘leadership’? State any two leadership styles.</p> <p><u>Leadership</u> is the process of influencing people so that they strive willingly and enthusiastically towards the achievement of group goals.</p> <p><i>(Or any other correct meaning)</i></p> <p><u>The various leadership styles are: (Any two)</u></p> <p>(i) Autocratic or Authoritarian leadership style in which an autocratic leader gives orders and insists that they are obeyed. He does not give the subordinates any freedom to influence his decision.</p> <p>(ii) Democratic or Participative leadership style in which the democratic leader favours decision making by the group and allows them (subordinates) to become part of the team and helps leaders (seniors) to make better decisions.</p> <p>(iii) Laissez Faire or Free –rein leadership style in which the leader gives complete freedom to the subordinates and depends largely upon the group to establish its own goals and work out its own problems.</p> <p><i>(Or any other explanation which clarifies the meaning of leadership styles)</i></p> <p>OR</p>	<p>1 mark for meaning</p> <p>+</p> <p>1 mark for stating each leadership style</p> <p>=</p> <p>1 x 2</p> <p>=</p> <p>2 marks</p> <p>=</p> <p>1+2</p> <p>=</p> <p>3 marks</p> <p>OR</p>

	<p>(b) State the last two steps in the process of ‘Controlling’ function of management.</p> <p>Ans. The last two steps in the process of ‘Controlling’ function of management are:</p> <p>(i) <u>Analysing deviations</u></p> <p>Deviations are analysed for their causes through Critical Point Control and Management by Exception.</p> <ul style="list-style-type: none"> • Critical Point Control focuses on control of Key Result Areas which are critical to the success of the organisation. • Management by exception is based on the belief that an attempt to control everything results in controlling nothing. Thus, only significant deviations which go beyond the permissible limit should be brought to the notice of the management. <p>(ii) <u>Taking corrective action</u></p> <ul style="list-style-type: none"> • Corrective action is taken if deviations go beyond the acceptable limits. • In case the deviation cannot be corrected through managerial action, the standards may have to be revised. <p><i>(If an examinee has only listed the points, ½ mark for each point should be awarded)</i></p>	<p>2 marks</p> <p>+</p> <p>1 mark</p> <p>=</p> <p>3 marks</p>
8.	<p>Q. Tanushree is working in a multinational company. Her performance is appreciated by everyone in the company. As an incentive, the company offered her to buy the shares of the company at a price that is less than the market price.</p>	

	<p>(a) Name and give the meaning of the incentive offered to Tanushree.</p> <p>(b) State any two more incentives of the same type.</p> <p>Ans. The incentive offered to Tanushree by the company was <u>Co-partnership/ Stock option.</u></p> <p>It is an incentive under which the employees are offered company shares at a set price which is lower than market price.</p> <p><u>Two more incentives of the same type are: (Any two)</u></p> <p>(i) <u>Pay and allowances</u> which includes basic pay, dearness allowance and other allowances</p> <p>(ii) <u>Productivity linked wage incentive</u> involves linking payment of wages of employees to the increase in their productivity at individual or group level.</p> <p>(iii) <u>Bonus</u> involves offering an amount of funds over and above the wages/ salary to the employees.</p> <p>(iv) <u>Profit Sharing</u> involves providing a share in the profits of the organization to employees.</p> <p>(v) <u>Retirement Benefits</u> include benefits such as provident fund, pension and gratuity that provide financial security to employees after their retirement.</p> <p>(vi) <u>Perquisites</u> include incentives such as car allowance, housing, medical aid and education to the children etc., which are offered over and above the salary.</p>	<p>1 mark for naming the incentive</p> <p>+</p> <p>1 mark for meaning</p> <p>+</p> <p>(½ mark for stating each incentive</p> <p>=</p> <p>1/2 x 2 = 1 mark)</p> <p>=</p> <p>1+1+1</p> <p>=</p> <p>3 marks</p>
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	<i>(If an examinee has only listed the points, ½ mark for each point should be awarded)</i>	
9.	<p>Q. (a) State any five responsibilities of a consumer provided under The Consumer Protection Act, 2019.</p> <p>Ans. <u>Responsibilities of the consumer as per The Consumer Protection Act, 2019: (Any five)</u></p> <p>(i) <u>Be aware</u> about various goods and services available in the market so that an <u>intelligent and wise choice</u> can be made.</p> <p>(ii) <u>Buy only standardised goods</u> as they provide quality assurance. Thus, look for <u>ISI mark</u> on electrical goods, <u>FPO mark</u> on food products, <u>Hallmark</u> on jewellery etc.</p> <p>(iii) <u>Learn</u> about the <u>risks</u> associated with products and services, <u>follow manufacturer's instructions</u> and use the products safely.</p> <p>(iv) <u>Read labels carefully</u> so as to have information about <u>prices, net weight, manufacturing and expiry dates</u>, etc.</p> <p>(v) <u>Assert yourself</u> to ensure that you get a <u>fair deal</u>.</p> <p>(vi) <u>Be honest in your dealings</u> and choose only from legal source and discourage unscrupulous practices like black-marketing, hoarding etc.</p> <p>(vii) Ask for a <u>cash memo</u> on purchase of goods or services. This would <u>serve as a proof of the purchase made</u>.</p> <p>(viii) <u>File a complaint in an appropriate consumer forum</u> in case of a shortcoming in the quality of goods purchased or services availed. Do not fail to take an action even when the amount involved is small.</p>	<p>1 x 5</p> <p>=</p> <p>5 marks</p>

	<p>(ix) <u>Form consumer societies</u> which would play an active role in educating consumers and safeguarding their interests.</p> <p>(x) <u>Respect the environment</u>. Avoid waste, littering and contributing to pollution.</p> <p><i>(If an examinee has only listed the points, ½ mark for each point should be awarded)</i></p> <p style="text-align: center;">OR</p> <p>(b) Explain the following rights of a consumer provided under The Consumer Protection Act, 2019 :</p> <p>(i) Right to Safety</p> <p>(ii) Right to Consumer Education</p> <p>(i) <u>Right to Safety</u></p> <ul style="list-style-type: none"> ▪ Consumer has the right to be protected against goods and services which are hazardous to life, health and property. ▪ Right to get protection against the risks caused due to the use of substandard products or products that do not conform to the safety norms. <p>(ii) <u>Right to consumer education</u></p> <ul style="list-style-type: none"> ▪ The consumer has the right to acquire knowledge and to be a well informed consumer. ▪ He should be aware about his rights and the reliefs available to him in case of a product or service is falling short of his expectations. 	<p style="text-align: center;">OR</p> <p style="text-align: center;">2 ½ marks</p> <p style="text-align: center;">+</p> <p style="text-align: center;">2 ½ marks = 5 marks</p>
10.	Q. Distinguish between ‘Capital Market’ and ‘Money Market’ on any five basis.	

Ans.

Difference between Capital Market and Money Market: (Any five)

Basis	Capital Market	Money Market
(i) Participants	The participants are financial institutions, banks, corporates, foreign investors and retail investors.	The participants are RBI, financial institutions, banks, corporates,
(ii) Instruments	Instruments traded are shares, debentures and bonds.	Instruments traded are treasury bill, commercial paper, certificates of deposit, call money and commercial bill,
(iii) Investment outlay	Investment outlay is small.	Investment outlay is large.
(iv) Duration	It deals in medium term and long term securities.	It deals in short term securities
(v) Liquidity	Capital market securities are comparatively less liquid.	Money market securities are comparatively more liquid.
(vi) Safety	Capital market securities are riskier than money market instruments.	Money market securities are comparatively safer.

**1 x 5
=
5 marks**

	<table> <tr> <td>(vii) Expected return</td><td>Capital market generally yield a higher return than money market instruments.</td><td>Money market securities yield comparatively less return.</td></tr> </table> <p><i>(If the examinee has not given the basis, no marks should be deducted)</i></p>	(vii) Expected return	Capital market generally yield a higher return than money market instruments.	Money market securities yield comparatively less return.	
(vii) Expected return	Capital market generally yield a higher return than money market instruments.	Money market securities yield comparatively less return.			
11.	<p>(a) Sahil is the Finance Manager of ‘Knitwear Ltd’ . The company is engaged in the manufacturing of woolen clothes. The demand of the company’s products is seasonal whereas the production continues throughout the year. Due to the quality of its products, the company’s business is spreading across the country. The company is operating at a large scale having its regional offices in Northern, Southern, Eastern and Western India. The performance of its each division is of very high level. For uninterrupted availability of raw materials, the company requires high stock levels. Not only this, to face the competition and to meet the urgent orders of the customers, the company also needs enough stock of finished goods.</p> <p>Considering the above discussion, state five factors affecting working capital requirements of ‘Knitwear Ltd.’.</p> <p><u>Ans. Factors affecting working capital requirements of ‘Knitwear Ltd.’:</u></p> <p>(i) <u>Nature of business</u> affects working capital requirement as trading organisation requires smaller amounts of working capital than manufacturing organisations as there is no processing. Service industries require less working capital as they do not have to maintain inventory.</p>	<p>1 x 5 = 5 marks</p>			

	<p>(ii) <u>Scale of operations</u> affects working capital requirement as firms operating on a higher scale require more working capital as their quantum of inventory and debtors is generally high.</p> <p>(iii) <u>Seasonal factors</u> affects working capital requirement as peak season requires higher working capital than lean season due to higher level of activity.</p> <p>(iv) Free and continuous <u>availability of raw materials</u> enables the firms to keep lesser stock and hence work with smaller working capital.</p> <p>(v) <u>Level of competition</u> affects working capital requirement as higher competition requires larger stocks to meet urgent orders from customers and thus higher working capital</p> <p><i>(If an examinee has only listed the points, ½ mark for each point should be awarded)</i></p> <p style="text-align: center;">OR</p> <p>(b) Abhishek Engineering Ltd. , a leading manufacturer of steel rods wants to enter into the business of manufacturing trucks. For this, the Finance Manager has to ensure the availability of funds whenever required and its possible sources. He has to see that the company does not raise funds unnecessarily. In this way he has to match the funds requirement and their availability.</p> <p>(i) Identify and give the meaning of the concept discussed in the above para which will help the Finance Manager to achieve his objectives.</p> <p>(ii) Also, state any three points of importance of the concept identified in (i) above.</p>	<p style="text-align: center;">OR</p> <p style="text-align: center;">1 mark for identifying</p>
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	<p>benefits to the organisation, with reasons, for training the workforce. State the five points of benefits of trained workforce to the organisation that might have been sent by Rahul in his reply to the Human Resource Manager.</p> <p>Ans. <u>Benefits of training to the organisation</u> that might have been sent by Rahul in his reply to the Human Resource Manager:</p> <p>(i) It <u>avoids wastage of efforts and money</u> as training is systematic learning, better than hit and trial methods.</p> <p>(ii) It <u>enhances employee productivity</u> both in terms of quantity and quality leading to higher profits.</p> <p>(iii) It <u>equips the future manager</u> to take over in an emergency.</p> <p>(iv) It <u>reduces employees' turnover</u> as it increases employee morale and reduces absenteeism.</p> <p>(v) It helps in <u>obtaining effective response in a fast changing environment</u></p> <p><i>(If an examinee has only listed the points, ½ mark for each point should be awarded)</i></p>	<p>1 x 5 = 5 marks</p>
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