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FIRST YEAR HIGHER SECONDARY EXAMINATION, MARCH 2016.
(Finalised Scheme of Valuation)

Subject: Business Studies

Code No: 348

Qn.No	Scoring Indicators	Split Score	Total Score
1)	Human Cause	1	1
2.	Business ethics/social responsibility [Business ethics is part of social responsibility]	1	1
3	Tertiary industry	1	1
4.	Invisible trade	1	1
5	90%	1	1
6	Cheap jacks	1	1
7	Fair return/safety of investment providing regular, accurate and full information about its working]	1	1
8.	Coal India Ltd - Govt. Company Indian Railways - Departmental undertaking	1 1	2
9	Cryptography/encryption/ Cypher text/code words	1	1

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	<p>necessary documents, appointment of professionals, Name approval, fixing up signatories to the memorandum. MOUs etc.</p>	3 × 1	3
18	<p>Any 3 differences between domestic and international business on the basis of the following: Nationality of buyers and sellers Mobility of factors of production Currency used, political system & risks, Business regulations and policies, customers heterogeneity across markets</p>	3 × 1	3
19	<p>Any three features of Govt. Company: It is an organisation created by the Indian Companies Act 1956, Govt Co. obtains its funds from Govt. & private Share holders, These Companies are exempted from the accounting & audit rules and procedures.</p>	3 × 1	3

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19	<p>(B) Any 3 advantages of joint ventures :- increased resources and capacity, access to new markets, access to new technology innovation, low cost of production, Established brand name</p>	3x1	3
20	<p>Discretionary responsibility</p> <p>Any 3 arguments in favour of social responsibility with brief explanation such as, Justification for existence and growth, Long-term interest of the firm, Avoidance of Govt. regulation, Maintenance of society etc</p>	<p>1</p> <p>3x1</p>	4
21	<p>Brief explanation of the problems faced by small business units such as, finance, raw materials, managerial skills, labour, marketing, Quality, Capacity utilisation, Technology, Sickness and Global Competition-</p>	4x1	4

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22	<p>Business Process Outsourcing [BPO]</p> <p>Brief explanation of the benefits/advantages / Need for outsourcing</p> <p>Focussing of attention, Quest for excellence, Cost reduction</p> <p>Growth through alliance, Fillip to economic development</p>	<p>1</p> <p>3x1</p>	<p>4</p>
23	<p>Any two services provided by wholesalers and Retailers to producers.</p> <p>Services of wholesalers: facilitating large scale production, Bearing risk, financial assistance, expert advice, storage, helps in marketing function</p> <p>Services of Retailers: enabling large scale operation, Collecting marketing information, helps in distribution, personal selling.</p>	<p>1½</p> <p>1½</p>	<p>3</p>
24	<p>Brief explanation of the following principles of insurance</p> <p>a) Insurable interest</p> <p>b) Subrogation</p>	<p>2x1½</p>	<p>3</p>

or meaningful explanation of answer

5/7

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25	Adv. Praful - Profession Adv. Rajeev Menon - Employment Meaning of profession with one eg. Meaning of employment with one eg.	1 1 1 1/2 1 1/2	5
26	E - Banking Any 4 advantages of e-banking 24 hrs, 365 days service, greater customer satisfaction, financial discipline, work load of banks reduced etc.	1 4 x 1	5
27 A	Owned fund - Equity shares/retained Earnings: Merits: - Equital capital permanent capital, Dividend not compulsory, raising of capital without charge on assets, high credit worthiness to the company Borrowed fund - Debenture long term loan/public deposits/lease financing etc (any one) Merits: Fixed income for investors No loss of management control, Reduce tax liability, Financing less costly, Easy repayment etc. [Brief explanation of 3 points]	1 3 1 3	8

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27. B	<p>Factors to be considered before selecting suitable source of finance.</p> <p>Brief explanation of the following points: Cost, Risk profile, control, financial strengths and stability of operations, Flexibility and ease, Tax benefits, effects on credit worthiness, legal status etc.</p>	8x1	8
28	<p>Seetharam & Sons Pvt Ltd - Pvt Company Krishna Sagar Ltd - Public Company</p> <p>Any 6 points of differences between private and public company. such as No. of members, prospectus, No. of directors, Transfer of shares, Paid up Capital, Index of members etc.</p>	<p>1 } 1 } 6 }</p>	8