

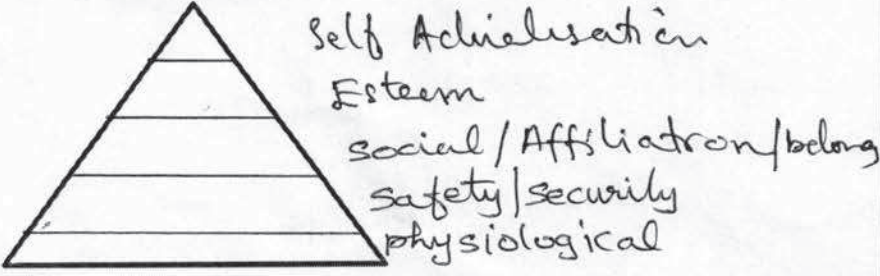
SECOND YEAR HIGHER SECONDARY EXAMINATION MARCH - 2016

FINALISED SCHEME OF VALUATION

Subject : BUSINESS STUDIES

Code NO - 1048

qn No	Scoring indicators	score
1	(b) T+2	1
2	Koontz & O'Donnel	1
3	(i) Direct recruitment, (ii) Advertisement (iii) Casual callers (iv) Web publishing (v) Labour contractors vi. Employment exchange vii. Placement and management consultants viii. Recommendations etc any 5 points 1 score each	5
4	Management increases efficiency, helps in achieving group goals, helps in achieving personal objectives, helps in developments of society etc <i>Four points with explanation</i>	4
5	leads to rigidity, reduces creativity, involves huge costs, time consuming, does not guarantee success. (3 points with explanation 1 score , points only ½ score)	3
6	(d) Return on investment is higher than debt	1
7	(d) Co Ordination	1
8	Planning premises	1
9	Chart showing selection steps OR points with correct order	2
10	Agree with salam	1
	briefly explain KRA or MBE or ,control by exception	2
11	Scale of operations, nature of business, choices of techniques, growth prospects, Diversification, Technology upgradation , Financial alternatives, level of collaboration, etc.	5
12	(d) France	1
13	<i>Rule / procedure / policy / objective</i>	1
14	(d) Performance test	1
15	Liberalisation	1
16	(a) Formal and Informal organization	1
	any 4 differences on the basis of meaning, origin, authority, behaviour, flow of communication, nature, leadership.	4
17	Differential Piece Rate system/ Scientific Rate setting	1
	Explanation	4

18	 <p>Self Actualisation Esteem social / Affiliation / belong safety / security physiological</p>	2
	or any other orderly presentation	
19	Money market	1
	Treasury bill, Commercial paper, Call money, Certificate of deposit, Commercial bill (any 3 points)	3
20	Technological environment	1
	its explanation	2
21	4Ps - product, price, Place and Promotion with explanation	4
22	Any 3 characteristics of Entrepreneurship (systematic activity, lawful & purposeful activity, innovation, organisation of production, risk taking)	3
23	Explanation of financial planning	3
24	Right to Safety, Right to be informed, Right to choose, Right to be Heard, Right to seek redressal, Right to Consumer education (any 4 points with explanation 1 score each , points only ½ score)	4
25 a	Importance	2
	To business man (effective promotional tool, minimum wastage of effort, consumer attention, lasting relationship, personal rapport, role in introduction stage,	2
	To customers (help in identifying need, latest market information, expert advice, induces customers,	2
	To society (convert latest demand, employment opportunity, career opportunities, product standardisation	2
25 b	Marketing meaning	2
	Functions such as gathering market information, market planning, standardisation, grading, branding, pricing, promotion, distributing, transportation, storing etc (points with explanation 1 score , points only ½ score)	6
26 a	(i) Directing managing	2
	(II) supervision, motivation, leadership and communication with explanations (with brief explanation 4x11/2	6
26 b	Meaning of Incentive.	2
	Financial Incentives such as Pay and allowances, Bonus, Profit sharing, co-partnership, perquisites, etc and Non-financial incentives such as organisational climate, career advancement opportunity, job enrichment, job security etc.	6