

BAL BHARATI PUBLIC SCHOOL

MARKING SCHEME

B.STUDIES (054)

CLASS: XII

Q1 (b) Accountability

Q2 (a) Social Dimension

Q3 (a) Functional differentiation

Q4 (a) Inter-relatedness

Q5 (b) Effective but not efficient

Q6 (a) Economic

Q7 (c) Volume of export & import

Q8 (a) Management is a Goal- oriented

Q9 (b) Critical Point Control

Q10 (d) Both Qualitative and Quantitative

Q11 (c) Decentralized

Or

(c) Freedom from responsibility

Q12 (d) Marketing Mix

Or

(b) ii, i, iii

Q13 (d) All of the above

Q14 (a) Offer through prospectus

Q15 (c) Both a & b

Q16 (a) Commercial Paper

Q17 (a) Societal Marketing Philosophy

Q18 (b) Public Relations

Q19 (d) All of the above

Q20 (c) Promotion

Q21 Following are the tasks that Mr. Anurag needs to perform as a production manager in his firm to carry out the plans laid down by the top managers: (Any three)

- (i) Interpret the policies framed by top management.
 - (ii) Ensure that the production department has the necessary personnel.
 - (iii) Motivate them to achieve the desired objectives.
 - (iv) Assign necessary duties and responsibilities to them.
 - (v) Cooperate with other departments for the smooth functioning of the organization. (1*3)
- (1 mark for each statement)

Q22 Internal source are better than external source of recruitment because: (any three points)

- (i) Employees get motivated to improve their performance
 - (ii) It simplifies the process of selection and placement
 - (iii) Do not need induction training
 - (iv) Shifting workforce from the surplus departments to those where there is shortage of staff
 - (v) Cheaper as compared to getting candidates from external sources
- (1/2 mark for heading and ½ mark for explanation)

(1*3)

Q23 The steps of the controlling process followed: (1.5*2)

- (a) Comparing actual performance with the standard
- (b) Analyze the deviations (1/2 mark for identification and 1 mark for explanation)

OR

When the manager finds the deviation, he should analyze the reason for the occurrence of deviations. Following are the corrective measures: (any 3)

- (a) Standards may have to be revised.
- (b) System to communicate, methods of selection and training of workers.
- (c) Modify the existing process.
- (d) Improve the physical conditions of work
- (e) Training of employees
- (f) Assigning of additional workers & equipment to the project & permission for overtime work.
- (g) Undertake technological up-gradation
- (h) Change the quality specification for the material used. (1*3)

(1 mark for each statement)

Q24 Regulatory functions of SEBI (Any 3)

1. Registration of brokers and sub-brokers and other players in the market.
2. Registration of collective investment schemes and mutual funds.
3. Regulation of stock brokers, portfolio exchanges, underwriters and merchant bankers and the business in stock exchanges and any other securities market.
4. Regulation of takeover bids by companies.
5. Calling for information by under taking inspection, conducting enquiries and audits of stock exchanges and intermediaries.
6. Levying fee or other charges for carrying out the purposes of the Act.
7. Performing & exercising such power under Securities Contracts (Regulation) Act 1956, as may be delegated by the Government of India.

(1 mark for each statement)

OR

Money market instruments are more liquid as compared to capital market instruments due to presence of DFHI i.e. Discount Finance House of India.

- DFHI provides ready market for money market instruments & that is why these instruments have higher liquidity.
- Capital market instruments also enjoy liquidity as they are also traded on stock exchanges but they are not so liquid as it is very difficult to sell them.

Conclusion: Money market instruments are more liquid than capital market instruments. (1.5*2)

Q25* Training of the employees (1mark)

- Benefits to the organization: (any three) (3 marks)
 1. It is a systematic learning, always better than hit and trial methods which lead to wastage of efforts and money.
 2. It enhances employee productivity both in terms of quantity and quality, leading to higher profits.
 3. It equips the future manager who can take over in case of emergency.
 4. It increases employee morale and reduces absenteeism & employee turnover.
 5. It helps in obtaining effective response to fast changing environment- technological and economic.

(1 mark for each statement)

Q26 Autocratic style of leadership (1)

Meaning: An autocratic leader give orders and expects his subordinates to obey those orders.(1)

Suitability:

*This leadership style is most suitable in getting productivity in many situations like in a factory where the supervisor is responsible for production on time and has to ensure labor productivity.

*Facilitate quick decision making. (1+1)

Q27 (a) Non monetary incentives (1)

(b) Employee Empowerment (Status), Employee participation, Organizational Climate (any 2) (1/2 mark for heading and 1 mark for explanation (1.5+1.5)

OR

Importance (any two) (1/2 mark for heading and ½ mark for explanation)

- (i) Fast Communication
- (ii) Improved relation
- (iii) Social satisfaction
- (iv) Fill the gaps

Difference: (1*2)

Basis	Formal Communication	Informal Communication
Direction	It flows horizontally, vertically or diagonally.	The communication network is grapevine.
Purpose	To achieve organizational goals.	To meet the social needs of employees.

Q28 Factors influencing the amount of fixed capital of a company: (any four)

1. Nature of Business
2. Scale of Operations
3. Choice of Technique
4. Technology Up-gradation
5. Growth Prospects
6. Diversification
7. Financing Alternatives
8. Level of Collaboration

(1/2 mark for heading and ½ mark for explanation)

OR

Dividend decision:

(1)

Factors affecting Dividend Decision: (any three)

1. Amount of earnings

2. Stability of earnings
3. Growth opportunities
4. Cash flow position
5. Shareholder's preference
6. Taxation policy
7. Stock market reactions
8. Access to capital market
9. Legal Constraints
10. Contractual Constraints (1/2 mark for heading and ½ mark for explanation) (3)

Q29 (i) Option A is better; ROI is greater than rate of interest. (1+1)

(ii) Because of stability of earnings (1)

(iii) Total risk = Financial risk + Operating risk (1)

If the firm's operating risk is lower, the company is more capable of facing financial risk i.e. more debt capital can be issued.

Q30 Right claimed by Mr. Raturi- Right to seek redressal (1 mark for identification and 1 mark for explanation)

Responsibility –

1. File a complaint in an appropriate consumer forum.
2. Do not fail to take an action. (2 marks for 2 responsibilities)

Q31 (a) Differential Piece Wage System (1 mark for identification)

Explanation: (1 mark for explanation)

*Evolve a system wherein the efficient & inefficient workers are paid at different rates.

* First a standard task is established with the aid of time & motion study, then two rates are established. Higher, when standard output is produced & lower, when the standard is not met.

Example: Standard task is 10 units. Rates are Rs. 50 per unit for producing 10 units or more & Rs 40 per unit for producing less than 10 units.

- Worker A produces 11 units; he gets Rs. 550(11 units * 50 per unit)
- Worker B produces 9 units; he gets Rs. 360(9 units*40 per unit)
- Difference of Rs. 190 will motivate B to perform better. (1 mark for example)

(b)(i) Explanation of Gang Plank (2)

(ii) Diagram of Gang Plank (1)

Q32 Planning is lacking as a management function. (1)

Importance of planning (any 5 points) (1/2 mark for heading and ½ mark for explanation)

- (i) Planning provides directions.
- (ii) Planning reduces the risk of uncertainty
- (iii) Planning reduces over lapping and wasteful activities
- (iv) Planning promotes innovative ideas.
- (v) Planning facilitates decision making
- (vi) Planning establishes standards for controlling (1*5)

OR

Limitations of planning: (1/2 mark for heading and ½ mark for explanation)

- (i) Planning leads to rigidity.
- (ii) Planning may not work in dynamic environment.
- (iii) Planning involves huge costs.
- (iv) Planning reduces creativity.
- (v) Planning is a time consuming process.
- (vi) Planning does not guarantee success. (1*6)

Q33

(i) Establishing reporting relationships of organizing function of management. (1)

(ii) Three preceding steps are: (1/2 mark for heading and ½ mark for explanation) (3)

- (a) Identification & division of work
- (b) Departmentalization
- (c) Assignment of duties

(iii) Importance of organizing (any two with proper explanation) (2)
Benefits of specialization, Clarity in relationship, Optimum utilization of resources, effective administration, Expansion and growth, Development of personnel, Adaptation to change
(1+3+2)

Q34 Element: Pricing (1 Mark)

Factors affecting Price determination: (any five)

1. Product Cost
2. The utility and Demand
3. Extent of competition in the market
4. Government and Legal Regulations
5. Pricing Objectives
6. Marketing Methods Used (1/2 mark for heading and ½ mark for explanation)

OR

Meaning of Product from Marketer's point of view--

Product is a mixture of tangible & intangible attributes which are capable of being exchanged for value, with ability to satisfy customer needs. (1)

Meaning of Product from Customer's point of view—

Product is a bundle of utilities offering functional, psychological and social utilities. (1)

Functions of Packaging: (4)

- (i) Product Protection
- (ii) Product Identification
- (iii) Product Promotion
- (iv) Facilitating use of the Product (1/2 Mark for the heading & ½ for explanation)