

Roll No. _____

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Please check that this question paper contains **27** questions and **8** printed pages.

CLASS–XI
SUBJECT–BUSINESS STUDIES

Time allowed : 3 Hrs.

M.Marks : 90

General Instructions :

1. *Answer of questions carrying 1 mark may be from one word to one sentence.*
2. *Answer to questions carrying 3 marks may be from 50 to 75 words.*
3. *Answer to questions carrying 4-5 marks may be about 150 words.*
4. *Answer to questions carrying 6 marks may be about 200 words.*
5. *Attempt all parts of a question together.*

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1. Banks use computers and internet in their functioning as it adds value to banking relationship and also empowers their customers to access banking services 24×7.

Enumerate the type of business service mentioned here. (1)

2. Who are 'First Director of the Company' ? (1)
3. Explain the term 'Tax Holidays'. (1)
4. What is meant by 'legal tender of a country' ? (1)
5. Mr. Rana is working as a teacher in a school. He opens a Saving Bank Account. But one of his friends working in a bank suggests that banks also provide to open another account which is better than saving account.

The speciality of this account is that when the deposited amount exceeds the certain amount, the excess amount is automatically transferred to FD. The interest on FD is more than Saving Bank Account.

Name the type of bank account explained by Mr. Rana's friend. (1)

6. The owner of 'A-One Bakery' decided to shift its bakery location from a residential area to a nearby popular market in order to increase its sales. Comment upon the working capital requirement of the bakery with reason. (1)

7. Professor Amartya Sen, an economist has presented a report on backward areas, stating that the backward regions have ample opportunities of their economic development if proper industries are established by the entrepreneurs seeing the availability of local resources. The unskilled and uneducated workforce can be employed in farming, mining, lumbering, hunting and fishing industries.

Identify the category and further sub division of the industry referred to in the above para. (1)

8. Pappu sells magazines on a busy street corner near Old Delhi Railway Station. State the type of itinerant retailer he is. (1)

9. Customers make use of call centres to make toll free calls, queries and lodge complaints round the clock at no extra cost. Companies need not set up these call centres or helplines as the same may be outsourced.

(i) Give the variant of e-commerce that enables the buyer to make use of such an outsourced facility.

(ii) Also state the other two variants of e-commerce. (3)

10. Kapoor & Sons Ltd. is a well known Indian company. They extended their operations to Dubai and USA by establishing business centres there. As a policy, they donate 20% of their annual income every year for the betterment of slum areas in India.

(a) Identify the type of company Kapoor & Sons Ltd. is.

- (b) The branches opened in USA and Dubai by the above identified company are generally known by a particular name. Write the name.
- (c) State any one value being communicated to society by Kapoor & Sons Ltd. (3)
11. “Small scale industries in India enjoy a distinct position in view of their contribution to the socio-economic development of the country.” Comment by giving three reasons. (3)
12. Differentiate between Memorandum of Association and Articles of Association on the following basis :
- (i) Relationship (ii) Validity (iii) Alteration (3)
13. Shuchi orders for an Oxford dictionary on the basis of an advertisement in a newspaper specifying the features, price, and delivery terms. It specifies that the term of payment will be VPP only.
- (i) State the type of retail business referred to in the above lines.
- (ii) Also state for which type of goods the above identified business is not suitable. (3)
14. Identify the various Postal Services given below :
- (a) a postal certificate is issued by the post office as an evidence of posting a letter.
- (b) a postal facility where the mail reaches the addressee as fast as possible.
- (c) involves delivery of letters, documents and small parcels from one place to another through private operators. (3)

15. Mr. Joseph was working as a manager in “Pintop Ltd.” a trading company. He decided to start his own business selling similar products. After preparing all details he realized that he does not have sufficient funds to start business on his own. He discussed the business plan with his friend Raman. They both decided to join hands as partners and start business together. Ranbir, Joseph’s colleague also wanted to be a part of the business but he could not take the risk of leaving a secured job so he decided to invest in the business but not to take active part in the business activities. Ranbir used his position to inform Joseph about important decisions or strategies followed by Pintop Ltd., so that Joseph could plan his strategies accordingly for the benefit of their business. The CEO of Pintop Ltd came to learn about the misdeed of Ranbir and immediately terminated him from his services.

- (a) State any two benefits of registering the form of business organisation Joseph and Raman decided to form.
- (b) Name what type of partner Ranbir was. Also quote the line from the above case to support your answer.
- (c) State any two values that have been ignored in the above case. (4)

16. Giving importance to values and ethics at the time of recruiting and hiring employees is depicted in which element of business ethics. Also describe any other three elements of business ethics. (4)

17. Name the source of finance whose acceptance is regulated by the Apex Bank of India and is suitable for meeting both medium and short term financial requirements of the business but is difficult for the new companies to acquire. Also state its one merit and two limitations other than those mentioned in the above lines. (4)

18. “The basic rationale of Public Sector has changed significantly post 1991.” In the light of this statement, discuss four steps taken by the Government of India. (4)

19. Mr. Vikas purchased an IFB microwave oven with six months warranty period during Diwali season from Big Electronics Store, Laxmi Nagar. After two months of its use, the oven started troubling. It doesn't warm up the food. Mr. Vikas complaint to the store. The store fixed the problem by sending his technician within 24 hours of the complaint.

(a) Name the service being provided by the store to Mr. Vikas.

(b) Explain any other three services rendered by a store to consumers. (4)

20. Cartoon Network India, who are pioneers in setting benchmarks in kids' entertainment industry have launched an innovative partnership supporting UNICEF' India's Super Dads that has been named as #EarlyMomentsMatter# campaign. Cartoon Network with its strong connect and appeal amongst children will spread the crucial message through this campaign that every factor is equally responsible for the development of their child's brain and nurturing their future.

It is decided that in India, an animated digital campaign with special name #BaapWaaliBaat# will be used to support UNICEF's global #EarlyMomentsMatter#campaign.

An existing animation team is occupied with their regular shows' work. Mr. Thakur, CEO of Cartoon Network India Ltd, decided to assign the knowledge intensive task of preparing an animated digital campaign to Mr. Raga at his fees. Mr. Raga is a well-qualified and experienced Computer Animator and has been catering independently to Motion Picture and Advertising Industry for the last many years.

(a) Identify the concept in the above case and define it.

(b) Explain any four benefits of the concept identified in part (a). (5)

21. Seema runs a women enterprise in a rural area, manufacturing artificial jewellery with a capital investment of ₹ 25 lakh. She also hired an elderly woman to look after toddlers of her employees while they are on job. As the artificial jewellery is in great demand, she wants to expand business by increasing its capital upto four crores. Her brother Rajiv advices her to use saved profits for the same but she wants to approach an institution to finance her business.

(a) Identify and explain the source of fund as discussed by Rajiv. Also explain its two limitations.

(b) Mention any two values being followed by Seema in the above para.

(5)

22. While explaining the achievements of previous NDA government to Nobita, Shuzuka, Jiaan and Suneo, Doraemon added that the former PM Sh. Atal Bihari Vajpayee has not only contributed to shore up the GDP of the country but has also accomplished significantly in building infrastructure of the country. He was the one who had announced the construction of Golden Quadrilateral Corridor (the longest highway in the world connecting the four major metropolitan cities of the country in four directions in one of the Annual General Meetings of a high stature institute which regards itself as the national guardians of trade, commerce and industry.

The institution has been playing a catalytic role in strengthening domestic trade to make it an important part of overall economic activity.

Name the institution and discuss any four areas of its interventions. (5)

23. Sudesh was living in a small town of Andhra Pradesh and was engaged in his family business of making rubber and plastic products. As he was not able to fetch a reasonable price for the products, he contacted Ajay, who convinced him that he would take his products to the city every fortnight and would sell them at a higher price. Sudesh was very happy to hear this.

Although, Ajay took his products to the city, but he used to charge very high commission for this. As a result, Sudesh contacted all the small producers of his own town and formed a cooperative society. He used to pull the output of all the individual members and perform marketing functions to sell the output at the best possible price. Profits were distributed according to each member's contribution to the pool of output.

- (a) Identify the form of cooperative society formed by Sudesh.
(b) Explain any other four types of cooperative societies. (5)

24. A Delhi merchant wishes to import tinned milk from Australia and has already placed order for the same. Discuss the remaining steps he must adopt to obtain the goods. (6)

25. Bahubali has set up a mango juice factory in Shimla, with a production capacity of 10,000 packs of different sizes per day. He plans to market the fruit juice packs with the brand name 'Juice Lite'. The fruits used in his factory are either grown in orchards in Shimla or taken from different parts of the country like Kashmir & Nasik. The juice packets/boxes are sent to all parts of the country for consumption. All the fruits purchased from different parts of the country are stored in a cold storage of his factory. Also the juice packets, before being delivered to various parts of the country are kept in stock so that they can be made available when required. Materials & goods held in stock or transit are subject to risk of loss or damage; so protection is required against such risks.

By quoting the lines from the above para, identify and discuss briefly, the various activities facilitating the free flow of juice packs from factory to consumers. (6)

26. Elaborate three financial instruments used in international financing. (6)
27. (a) Jai insured his house for ₹ 50,00,000 (actual value ₹ 80,00,000) against fire. A fire took place and the amount of loss was assessed at ₹ 35,00,000. He has paid premium of ₹ 38,00,000 so far. He is claiming ₹ 50,00,000 from the insurance company.
- Appraise the amount payable to Jai. Also explain the underlying principle of insurance.
- (b) Veeru is a dealer of dress materials for ladies suits. He deals in variety of fabrics like Silk, Embroidered cotton, Synthetic, Georgette, Lycra, Nylon, Crepe, Satin etc. He took a fire insurance policy for his stock worth ₹ 5 lakh. After 6 months, his shop catches fire due to short circuit and all his stock gutted in the fire. He claimed for compensation. The insurer paid 10% less to him what is actually due to him stating that as per the Company's internal policy they render 10% less on all fire insurance cases. Veeru didn't accept the compensation and moved to the consumer court to get his fair due. Identify and explain the insurance principle which is being violated in the above case. (6)

