

SAMPLE QUESTION PAPER
BUSINESS STUDIES (215)

Time: 3 Hours

Maximum Marks: 100

Note:

- i. This question paper consists of 51 questions in all.
- ii. All questions are compulsory.
- iii. Marks are given against each question.
- iv. **Section A** consists of
 - a. **Q.No. 1 to 20** – Multiple Choice type questions (MCQs) carrying 1 mark each. Select and write the most appropriate option out of the four options given in each of these questions. An internal choice has been provided in some of these questions. You have to attempt only **one** of the given choices in such questions.
- v. **Section B** consists of
 - a. **Q.No. 21 to 35** – Objective type questions. **Q.No. 21 to 35** carry 02 marks each (with 2 sub-parts of 1 mark each). Attempt these questions as per the instructions given for each of the questions.
- vi. **Section C** consists of
 - a. **Q.No. 36 to 41** – Very Short questions carrying 02 marks each to be answered in the range of 30 to 50 words.
 - b. **Q.No. 42 to 47** – Short Answer type questions carrying 03 marks each to be answered in the range of 50 to 80 words.
 - c. **Q.No. 48 to 51** – Long Answer type questions carrying 05 marks each to be answered in the range of 80 to 120 words.

S. No.	Section – A	Marks
	<i>Ques. 1 to 20 are MCQs of 1 Mark each. Internal choices have been given wherever necessary.</i>	
1.	<p>(i) The business organisation in which a single person owns manages and controls all the activities of the business is</p> <p>(a) Sole proprietorship (b) Partnership (c) Limited Liability Partnership (d) The Joint Hindu Family</p> <p style="text-align: center;">OR</p> <p>(ii) The business which is owned by the members of the Joint Hindu Family.</p> <p>(a) Partnership (b) The Joint Hindu Family (c) Limited Liability Partnership (d) Sole Proprietorship</p>	1

2.	<p>Under the Consumer Protection Act, the rights of a consumer do not include _____.</p> <p>(a) Safety (b) Choose (c) Presented (d) Informed</p>	1
3.	<p>(i) The following is not a function of advertising.</p> <p>(a) Information (b) Brand image Building (c) Persuasion (d) Pricing</p> <p style="text-align: center;">OR</p> <p>(ii) Advertising is affected by _____ forces.</p> <p>(a) Economic (b) Social (c) Technological (d) All the above</p>	1
4.	<p>Which of the following act not pertain to legal protection for consumers?</p> <p>(a) The sale of good act 1930 (b) The trade mark act, 1999 (c) The competition act, 2002 (d) None of the above</p>	1
5.	<p>(i) Advertising is affected by _____ forces.</p> <p>(a) Economic (b) Social (c) Technological (d) All the above</p> <p style="text-align: center;">OR</p> <p>(ii) While moving on roads Mr XYZ saw large Boards placed on iron frames or rooftops or walls. These are normally boards on which advertisements are painted. Which media of Advertising is this?</p> <p>(a) Posters (b) Vehicular displays (c) Hoardings (d) None of the above</p>	1
6.	<p>When you buy a product with a new brand name on the basis of an advertisement claiming best quality and then find it defective, it is a case of _____ advertisement.</p> <p>(a) Good (b) Untrue (c) Misleading (d) Unfair</p>	1

7.	<p>(i) An appeal against the order of the state Commission can be filed before the _____.</p> <p>(a) Supreme Court (b) High court (c) National Commission (d) District Court</p> <p style="text-align: center;">OR</p> <p>(ii) Which of the following are the ways and means of consumer protection?</p> <p>(a) Self-regulation by the business (b) Business associations (c) Government (d) All of the above</p>	1
8.	<p>The Consumer Protection Act is significant to _____.</p> <p>(a) Immovable Goods (b) Movable Goods (c) Particular Goods and Services (d) All Goods and Services</p>	1
9.	<p>(i) The relation between two or more persons who have agreed to share the profits of a business is</p> <p>(a) Partnership (b) Sole Proprietorship (c) The Joint Hindu Family (d) Limited Liability Partnership</p> <p style="text-align: center;">OR</p> <p>(ii) Which business is easy to form and wind up?</p> <p>(a) Partnership (b) The Joint Hindu Family (c) Limited Liability Partnership (d) Sole Proprietorship</p>	1
10.	<p>Consumers have the right to present before the appropriate forum of authorities all those matters which _____.</p> <p>(a) Informed (b) Heard (c) Safety (d) Educated</p>	1
11.	<p>(i) When the seller manipulates the price, it is known as _____.</p> <p>(a) Caveat Emptor (b) Unfair trade practices (c) Restricted trade practices (d) None of the above</p> <p style="text-align: center;">OR</p> <p>(ii) Consumer protection acts a barrier against _____.</p> <p>(a) Sale of adulterated goods (b) Sale of duplicate goods (c) Sale of manufacturing goods (d) Both (a) and (b)</p>	1

12.	<p>Under which Act, the Government has power to declare any commodity as essential in the public interest.</p> <p>(a) The Standards of Weights and Measures Act, 1956 (b) Bureau of Indian Standards Act, 1986 (c) Essential Commodities Act, 1955 (d) Consumer Protection Act, 1986</p>	1
13.	<p>(i) What is advertising?</p> <p>(a) Publicity (b) Sales promotion (c) Paid information (d) All the above</p> <p style="text-align: center;">OR</p> <p>(ii) _____ allows the prospect to respond directly to the advertiser rather than going through a retailer or other middlemen.</p> <p>(a) Direct advertising (b) Indirect advertising (c) Instant advertising (d) Mixed response advertising</p>	1
14.	<p>An occupation with which opportunities for advancement or promotion can be availed off in life is known as _____.</p> <p>(a) Self employment (b) Career (c) Wage employment (d) All of the above</p>	1
15.	<p>(i) _____ is more commonly used to derive benefit from the associations shaped for a company's brand or image as a result of the support.</p> <p>(a) Product placement (b) Advertising (c) Sponsorship (d) Brand management</p> <p style="text-align: center;">OR</p> <p>(ii) If you have a computer with access to the internet you can have information from all over the world within a fraction of second. It is also the latest method of communication and gathering information. Mention the medium of Advertising.</p> <p>(a) Internet (b) Television (c) Radio (d) Other medium</p>	1
16.	<p>_____ Employment means serving another person for wages or salary.</p> <p>(a) Self employment (b) Wage employment (c) Salary (d) Economic</p>	1

17.	<p>(i) _____ refers to a person engaging in some economic activity on his own to earn his livelihood.</p> <p>(a) Employment (b) Self employment (c) Activity (d) Economy</p> <p style="text-align: center;">OR</p> <p>(ii) Which of the following is not a quality required for self employment.</p> <p>(a) Formal education (b) Alertness & Foresight (c) Knowledge about business (d) Acquaintance with relevant laws.</p>	1
18.	<p>Opportunities that exist in several areas like small-scale retail business, providing services for a price, farming on a small scale, village and cottage industries, arts and crafts, etc.</p> <p>(a) Career (b) Self employment (c) Wage employment (d) Others</p>	1
19.	<p>(i) Career Planning includes _____</p> <p>(a) Starting a own business (b) Thinking suitably about positive and negative aspects of a career (c) Joining a job (d) Making adjustments with the career</p> <p style="text-align: center;">OR</p> <p>(ii) Career Path means</p> <p>(a) Work done in different job positions (b) Way adopted for a career (c) Getting Professional degree (d) Getting a job title</p>	1
20.	<p>_____ is the standardized mark on jewellery.</p> <p>(a) ISI (b) FPO (c) Hallmark (d) CERC</p>	1
<p>Section – B</p> <p><i>Ques.21 to 35 below. Internal choices have been given wherever necessary.</i></p>		
21.	<p>Fill in the Blanks;</p> <p>(a) is the type of industry which is concerned with production of goods with the help of nature.</p> <p>(b) is the reward that businessmen get for bearing risks.</p>	1x2

22.	<p>(i) Fill in the Blanks ;</p> <p>(a) For purposes of running of joint Hindu family business, only male members are entitled who are referred to as _____</p> <p>(b) Every other coparcener has a limited liability up to his share in the HUF property but only _____ has unlimited liability</p> <p style="text-align: center;">OR</p> <p>(ii)</p> <p>(a) The life of the business depends on the life of the _____</p> <p>(b) The business is suitable for simple business where _____ skill is required.</p>	1x2
23.	<p>(i) Fill in the Blanks ;</p> <p>(a)is the claim for insurance the insured must take reasonable steps to minimize the loss.</p> <p>(b) Insured is entitled to recover the loss suffered by him, up to the limit of the policy amount is the Principle of</p> <p style="text-align: center;">OR</p> <p>(ii)</p> <p>(a) The insurance that covers life is called _____.</p> <p>(b) Insurance is an aid to _____ as well as commerce</p>	1x2
24.	<p>(i) Fill in the Blanks ;</p> <p>(a) is the biggest limitation of advertising</p> <p>(b) Advertising contributes to</p> <p style="text-align: center;">OR</p> <p>(ii)</p> <p>(a) _____ advertising means advertising of consumer products.</p> <p>(b) Advertising serves to generate _____ a product.</p>	1x2
25.	<p>(i) Fill in the Blanks ;</p> <p>(a) The 'Consumer Protection Act' was enforced in the year</p> <p>(b) BIS stands for...</p> <p style="text-align: center;">OR</p> <p>(ii)</p> <p>(a) The Consumer Protection Act is significant to</p> <p>(b) _____ is the standardized mark on jewellery</p>	1x2
26.	<p>Fill in the Blanks ;</p> <p>(a) When the seller manipulates the price, it is known as.....</p> <p>(b) Consumer has the right to present before the appropriate forum of authorities all those matters which are known as</p>	1x2
27.	<p>(i) Write in one word the answer of the following:</p> <p>(a) Any activity carried with the intention of making profit is called.</p> <p>(b) Choose the medium which moves men, materials from one place to another is called.</p> <p style="text-align: center;">OR</p> <p>(ii) Tick the correct alternative</p> <p>(a) Commerce is mainly concerned with production/distribution.</p> <p>(b) The medium which moves men, materials from one place to another is called insurance/transport.</p>	1x2

28.	Best Answer Test: (a) If a person sells his domestic furniture at a profit, will it be considered a business? (b) Analyze what Aid to trade includes.	1x2
29.	Mr. Mukesh is running a business in sole proprietorship. Due to loss in the business he decided to wind up. On the day of winding up the assets are worth rupees 2 lakhs and liabilities are worth rupees 5 lakhs. He also has his personal property of Rs. 5 Lacs. How much do you think creditors will get at the time of winding up of the business?	1x2
30.	(i) True and False? (a) A minimum of ten people are necessary to form a cooperative. (b) In a sole proprietorship, the owner is solely responsible for all profits, losses, assets, and liabilities. OR (ii) (a) Sole proprietorship is the _____ form of business enterprises (b) Liability of a sole proprietor is _____	1x2
31.	True and False? (a) Declaration policy is covered under life assurance policy. (b) Premium is the fee charged by the insurer on account of providing services.	1x2
32.	True and False? (a) Advertisements can change your attitude and behaviour (b) Instant advertising allows the prospect to respond directly to the advertiser rather than going through a retailer or other middlemen.	1x2
33.	Name the principle of insurance for each of the following statements: (a) The insured is expected to disclose all the important facts related to the property insured. (b) Insured must have some economic interest in the subject matter of the Insurance contract.	1x2
34.	(i) If a person XUZ takes a fire insurance policy of RS. 40,000/- on certain goods. Out of these goods worth Rs. 30,000 are destroyed by fire. The insurer can claim the meat for done. OR (ii) Rahul's father wants to save Rs. 100,000 so that he can gift the money to Rahul on his graduation day. Which type of deposit should he open with the bank?	1x2
35.	Mr. Shayam entered into Life insurance counter LIC of India. He was ailing with lung infection and did not reveal this at the time of entering the content. Identify the principle.	1x2
	Section – C <i>Ques. 36 to 51 below. Internal choices have been given wherever necessary.</i>	

36.	(i) What is a cooperative society? Explain in your own words. OR (ii) Enumerate any two conditions necessary for formation of Joint Hindu Family Business?	2
37.	(i) Banks give two assurances to the depositors? Mention them. OR (ii) If you want to set up a business for exporting products abroad or importing products from foreign countries for sale in our country, which bank can provide you the required support and assistance. Explain.	2
38.	If as a consumer, I have suffered physical injury due to a defective electric heater and spent Rs. 5,000 on medical treatment, I should be entitled to claim compensation for Rs. 50,000. Do you agree? Justify.	2
39.	(i) Name and define any two important rights of the consumer according to you. OR (ii) Why should a consumer look for ISI marks on electrical goods?	2
40.	What do you understand by the term Consumerism? Explain with the help of an example.	2
41.	Which right provides due compassion to consumers? Explain.	2
42.	Explain three types of Economic Activity that you see in your surroundings.	3
43.	(i) What do you understand by the term Environmental Pollution? Explain any two types of Environmental Pollution. OR (ii) Explain and enumerate the human objectives of business?	3
44.	Mention the types of Communication. Giving one explanation.	3
45.	Explain the different channels through which a product moves from producers to ultimate consumers.	3
46.	(i) Explain the concept of 'entrepreneurship'. Give any two features of an entrepreneur. OR (ii) State any three qualities of a successful Entrepreneur and the factor you would like to consider if you start a small business of garments?	3
47.	"One who undertakes innovations, finance and business acumen in an effort to transform innovations into economic goods" Describe any three qualities of that person. OR What are the factors you would like to consider if you start a small enterprise to produce Notebook? Explain	3
48.	(i) Mention and define six important characteristics of cooperative society according to you? OR (ii) Rahul, Geeta and Preeti were friends who started partnership business. They did not get their firm registered as it was optional. Soon, Geeta & Preeti started having conflicts. Geeta wanted to approach a lawyer. How would you guide her? Also suggestions about aspect of the deed should be included.	5

49.	(i) Explain the meaning of Communication with the help of the Diagram and describe its elements. OR (ii) Your friend is communicating with you from a telephone and telephones are a very popular form of oral communication? Do you agree? Give a reason. Also state any two benefits you derive from that means of communication?	5
50.	Give the full form of EXIM Bank and NABARD bank and explain two functions each performed by EXIM and NABARD bank?	5
51.	Afzal is a wholesaler in a fruit market. How does he serve as an important link in the channel of distribution? Explain with the help of a diagram?	5

**MARKING SCHEME
BUSINESS STUDIES (SECONDARY COURSE)**

Time : 3 Hours

Maximum Marks: 100

S. No.	Section – A <i>Qu. 1 to 20 are MCQs of 1 Mark each. Internal choices have been given wherever necessary.</i>	Marks
1.	(i) (a) Sole proprietorship OR (ii) The Joint Hindu Family	1
2.	(c) Presented	1
3.	(i) (d) Pricing OR (ii) (d) All the above	1
4.	(d) None of the above	1
5.	(i) (d) All the above OR (ii) Hoardings	1
6.	Misleading	1

7.	(i) National Commission OR (ii) (d) All the above	1
8.	(d) All Goods and Services	1
9.	i) (a) Partnership OR (ii) Sole Proprietorship	1
10.	(b) Heard	1
11.	i) (c) Restricted trade practices OR (ii) (d) Both a and b	1
12.	(c) Essential Commodities Act, 1955	1
13.	i) (d) All the above OR (ii) Direct advertising	1
14.	(b) Career	1
15.	(i) (c) Sponsorship OR (ii) (a) Internet	1
16.	(c) Wage employment	1
17.	(i) (b) Self employment OR (ii) (a) Formal education	1
18.	(b) Self employment	1
19.	(i) (b) Thinking suitably about positive and negative aspects of a career OR (ii) (d) Getting a job title	1
20.	(c) Hallmark	1

Section – B		
<i>Answer Qu. 21 to 35 below. Internal choices have been given wherever necessary.</i>		
21.	(a) Primary Industry (b) Profit	1x2
22.	(i) (a) Coparceners (b) Karta OR (ii) (a) Proprietor/owner (b) Manual	1x2
23.	(i) (a) Principle of Mitigation of loss. (b) Principle of Indemnity. OR (ii) (a) Life Insurance (b) Industry	1x2
24.	(i) (a) It forces the consumer to buy the things he does not need (b) Economic growth of society or country OR (ii) (a) product (b) demand for	1x2
25.	(i) (a) 1986 (b) Bureau of Indian Standards OR (ii) (a) All goods and Services (b) Hallmark	1x2
26.	(a)) Restricted trade practices (b) Heard	1x2

27.	(i) (a) Business (b) Transportation OR (ii) (a) Distribution (b) Transport	1x2
28.	(a) No, for an activity to be business it must have 'regularity' characteristic of business. (b) Aids to trade includes Transport, Communication, Warehousing, Banking, Insurance, Advertising,	1x2
29.	5 Lakh	1x2
30.	(i) (a) True (b) True OR (ii) (a) Oldest (b) Unlimited	1x2
31.	(a) False (b) True	1x2
32.	(a) False (b) False	1x2
33.	(a) Principle of Utmost Good Faith. (b) Principle of Insurable Interest	1x2
34.	(i) 30,000/- OR (ii) Fixed Deposit should be opened with the bank. Fixed accounts are time deposits with higher rates of interest as compared to savings accounts.	1x2
35.	Principle of utmost good faith.	1x2
Section – C		
<i>Answer Qu. 36 to 51 below. Internal choices have been given wherever necessary.</i>		

36.	<p>(i) A Cooperative Society is a voluntary association of individuals having common needs who join hands for the achievement of common economic interest of the poorer sections of society through mutual help.</p> <p style="text-align: center;">OR</p> <p>(ii) (a) At least two family members.</p> <p style="padding-left: 40px;">(b) They will inherit ancestral property.</p>	2
37.	Safety of deposits, and b. Withdrawal of deposits, whenever needed	2
38.	No, I do not agree. Justification.	2
39.	<p>(i) (a) Right to safety</p> <p style="padding-left: 40px;">(b) Right to be informed</p> <p style="text-align: center;">OR</p> <p>(ii) A consumer should look for ISI marks on electrical goods because it gives a trust that the product meet Quality Certification.</p>	2
40.	Consumerism refers to a movement by consumers so as to ensure fair and honest (ethical) practices on the part of manufacturers, traders, dealers and service providers in relation to consumers.	2
41.	Right to seek redressal- If and when any consumer has a complaint or grievance due to unfair trade practices like charging higher price, selling of inferior quality or unsafe products, lack of regularity in supply of services etc. or if he has suffered loss or injury due to defective or adulterated products, he has the right to seek remedies	2
42.	<p>Business: Business refers to an occupation in which goods and services are produced and sold in return of money</p> <p>Profession: A person may not be an expert in every field. So, we require the services of others who specialize in one field or another.</p> <p>Employment: Employment refers to an occupation in which a person works regularly for another and gets wages/salary in return</p>	3

43.	<p>(i) Environmental pollution refers to contamination of environment by substances that have adverse effects on living and non-living matter. Environmental pollution is of three types:</p> <ol style="list-style-type: none"> a) Air Pollution, b) Water Pollution, and c) Land Pollution <p style="text-align: center;">OR</p> <p>(ii) Human objectives refer to the objectives aimed at the well-being as well as fulfilment of expectations of employees as also of people who are disabled, handicapped and deprived of proper education and training. The human objectives of business may thus include economic well-being of the employees, social and psychological satisfaction of employees and development of human resources.</p>	3
44.	<ul style="list-style-type: none"> ● Communication can be verbal or written. ● Communication through spoken words is known as oral communication, which may be in the form of lectures, meetings, group discussions, conferences, ● Written communication may be ‘Visual’, ‘Aural’, or ‘Gestural’. Sometimes you look into some pictures, graphs, symbols, diagrams etc. and some message is conveyed to you. 	3
45.	<p>Direct channels include from Producer to Consumer. While indirect channels are of various types such as :</p> <ol style="list-style-type: none"> (i) Producer → Agent → Wholesaler → Retailer → Consumer (ii) Producer → Wholesaler → Retailer → Consumer (iii) Producer → Agent → Consumer (iv) Producer → Wholesaler → Consumer and (v) Producer → Retailer → Consumer. 	3
46.	<p>(i) Entrepreneurs identify various business opportunities, turn their ideas into action, make feasibility study of their plans, arrange resources, set up enterprises and constantly try to grow</p> <ol style="list-style-type: none"> a) Provides employment to the people b) Contributes towards research and development system <p style="text-align: center;">OR</p> <p>(ii) An entrepreneur should have qualities like taking initiative, willingness to undertake risk, ability to learn from experience, self motivation, self confidence, hard work and ability to make right decisions. A starting ‘will’ to set up a small business, essential skills to start and run the business, ability to work hard and take risks are the essential requirements for a successful entrepreneur.</p>	3

47.	<p>An entrepreneur should have qualities like taking initiative, willingness to undertake risk, ability to learn from experience, self motivation, self confidence, hard work and ability to make right decisions.</p> <p>OR</p> <p>The factors I would like to consider if I start a small enterprise to produce Notebook</p> <ol style="list-style-type: none"> 1. Arrangement of Finance 2. Location of the business 3. Availability of labour/workforce/employees 	3
48.	<p>(i)</p> <ol style="list-style-type: none"> 1. Voluntary Association 2. Open Membership 3. Separate Legal Entity 4. Source of Finance 5. Service Motive 6. Voting Power <p style="text-align: center;">OR</p> <p>(ii) It is optional for a partnership firm to get registered with the registrar of firms of the state in which form is situated, but as the conflict arises, the Legal approach is possible only when the firm is registered. So, Geeta needs to register the firm and also Partnership Deed is a must, which is a written document where all the terms and conditions of partnership are mentioned. It generally has following clauses:</p> <ul style="list-style-type: none"> • Name of firm • Nature of firm • Duration of partnership • Duties and obligations of partners • Valuation of assets • Interest on capital and interest on drawings • Profit-loss sharing ratio 	5

49.	<p>(i) Process of sharing facts, ideas, opinions, thoughts, information through speech, writing or gestures and symbols between individuals is known as communication.</p> <p>Elements of the communication process are sender, receiver, message and feedback.</p> <p style="text-align: center;">OR</p> <p>(ii) Yes, I agree that telephones are a very popular form of verbal communication. It is used for business communication. Long distance Communication can be done within minutes by using the STD facility. International Communication can also be done.</p> <p>Two benefits of Oral Communication are:</p> <ul style="list-style-type: none"> • Time-Saving: This type of communication is very fast. • Economical: It saves the cost for stationeries and other costs related to the non-verbal channel of communication. 	5
50.	<p>(i) Export Import Bank of India (EXIM Bank): If you want to set up a business for exporting products abroad or importing products from foreign countries for sale in our country, EXIM bank can provide you the required support and assistance.</p> <p style="text-align: center;">OR</p> <p>(ii) National Bank for Agricultural and Rural Development (NABARD): It is a central or apex institution for financing agricultural and rural sectors. If a person is engaged in agriculture or other activities like handloom weaving, fishing, etc. NABARD can provide credit, both short-term and long-term,</p>	5
51.	<p>Afzal is a wholesaler in a fruit market and Wholesalers are those middlemen in the channel of distribution who deal in goods in bulk quantity. They sell goods to retailers and in some cases directly to consumers. Wholesalers perform the functions of collection and storage of goods, distribution, financing, risk taking, gradidng and pricing.</p> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p>Producer → Wholesaler → Retailer → Consumer</p> </div> <p>(i) When the goods cater to a local market, for example, breads, biscuits, patties, etc.</p> <p>(ii) (ii) When the retailers are big and buy in bulk but sell in smaller units, directly to the consumers. Departmental stores and super bazars are examples of this channel</p>	5