

# **SAMPLE QUESTION PAPER**

## **BUSINESS STUDIES**

### **(SECONDARY COURSE)**

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You are aware that we have revised the syllabus of Business Studies with effect from the year 2012-2013. This new course has new book. There are some changes in the system of examination and also in the pattern of question paper. In the following pages you will find a question paper design followed by sample question paper and marking scheme. The question paper design will guide you about the type of questions number of questions along with the marks assigned to each question and the marks allotted to each module.

This sample question paper contains the same number and similar type of questions that you will find in your final examination. For example, you will get 10 questions of multiple choices each carrying one mark, 5 questions of very short answer type each carrying 3 marks, 5 questions of short answer types each carrying 4 marks, 5 long questions of 5 marks and finally 5 very long answer questions each carrying 6 marks. So you will get 30 questions and the total mark is 100.

The sample question paper is followed by a marking scheme in which expected answers (value points) to the questions are given. This has been given here to illustrate how to attempt the questions. The distribution of marks according to the value points of each answer have also been given.

We hope you will find the marking scheme useful in completing this course. In case you have any problems feel free to write NIOS.

# SAMPLE QUESTION PAPER

Subject: Business Studies

Class: X

Maximum Marks: 100

Time: 3 hrs.

## 1. Weightage by Objectives

Objectives	Marks	% of total marks
Knowledge	30	30
Understanding	50	50
Application	20	20
	<b>100</b>	

## 2. Weightage by types of Questions

Types of Question	No. of Questions	Marks per questions	Total marks	Estimated time a candidate is expected to take
M.C.Q.	10	1	10	10
V.S.A.	5	3	15	25
S.A.	5	4	20	30
Long Answer	5	5	25	50
V.L.A	5	6	30	50
	<b>30</b>		<b>100</b>	<b>165+15=180</b>

## 3. Weightage by Contents

Modules	Marks
1. Introduction to Business	12
2. Forms of Business Organisation	15
3. Service Sector	25
4. Buying, Selling and Distribution	20
5. Consumer Awareness	16
6. Career Opportunities in Business	12
7. Project Work	00

# SAMPLE QUESTION PAPER

## BUSINESS STUDIES

### (SECONDARY COURSE)

**Time : 3 Hours**

**Maximum Marks: 100**

**Answer all the questions**

1. Which one of the following is not the characteristics of Joint Hindu Family Business? (1)
 

a) Membership by birth	b) Unlimited liability of Karta
c) Unaffected by death	d) Youngest member of family is Karta
2. Minimum number of member in a public limited company is : (1)
 

a) 10	b) 02	c) 50	d) 07
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3. Consumer cooperative societies are formed to : (1)
 

a) Provide housing facilities to the members	b) Facilitate marketing of goods
c) Protect the interest of the consumers	d) Provide financial support to the members
4. Which of the following is not a function of warehouses? (1)
 

a) Storage of goods	b) Risk Bearing	c) Advertising	d) Grading and Branding
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5. Which of the following is an example of Special Banks? (1)
 

a) State Cooperative Banks	b) Export Import Banks of India
c) Development Banks	d) Central Banks
6. A perspective buyer wants to know the details of goods from vendor. Which type of letter will he write? (1)
 

a) Quotation letter	b) Business Enquiry letter
c) Order letter	d) Complaint letter
7. In which method of sales payment of purchase price is made in installments? (1)
 

a) Sales through tender	b) Hire Purchase basis
c) Auction sales	d) Wash sales
8. Under which right a consumer can get the defective goods replaced or money refunded by the seller?(1)
 

a) Right to safety	b) Right to seek redressal
c) Right to choose	d) Right to be heard
9. Career Planning includes (1)
 

a) Starting a own business
b) Thinking suitably about positive and negative aspect of a career
c) Joining a job
d) Making adjustments with the career
10. While selecting a line in business, and entrepreneur must keep in his mind? (1)
 

a) Profitability	b) Risk Involved	c) Profits	d) All above
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11. Why should business be socially responsible? Give any three reasons. (3)
12. Explain any three characteristics of Profession. (3)

13. State the characteristics of a partnership form of business organization. (3)
14. Explain following Modes of Purchase. (3)
  - a) Purchase by Inspection
  - b) Purchase by Sample
15. “Post office provide services like mail, remittance, banking and insurance services. Apart from these services, post office also provides various other services”. Explain three such services in brief. (3)
16. What is Joint Stock Company? Explain its three characteristics. (4)
17. Explain in brief the following principles of insurance - (4)
  - a) Insurable Interest
  - b) Indemnity
18. Explain any two advantages and any two limitations of multiple shops. (4)
19. Consumers may be deceived in various ways by businessman. Explain any four unfair practices that may be faced by consumers. (4)
20. What is the difference between self employment and wage employment? State any four such differences. (4)
21. How do banks play a significant role in the economy of a nation? Discuss. (5)
22. Briefly explain the meaning of limited liability of Partnership, also state its any three characteristics. (5)
23. Define Business Process outsourcing. What are its advantages? (5)
24. Describe any five functions of wholesalers. (5)
25. Explain the jurisdiction of Consumer Courts in our country for the protection of consumers. (5)
26. Is profit maximization the only objective of business? Discuss. (6)
27. “Though Communication is a pervasive activity, it is often unsatisfactory in practice”. In the light of above statement explain the common barriers to effective communication. (6)
28. The advertisement must look into the suitability of each medium of advertisement in relation to their products”. Explain the statement. (6)
29. There cannot be rights without responsibilities. Discuss the statement in reference to consumers. Explain in brief various responsibilities of consumers. (6)
30. What is Entrepreneurship? What are the qualities of successful entrepreneur? (6)

# MARKING SCHEME

## BUSINESS STUDIES

### (SECONDARY COURSE)

Q.N.	Expected Value Points	Marks
1.	(d)	(1)
2.	(b)	(1)
3.	(c)	(1)
4.	(c)	(1)
5.	(b)	(1)
6.	(b)	(1)
7.	(b)	(1)
8.	(b)	(1)
9.	(b)	(1)
10.	(d)	(1)
11.	Business should be socially responsible because (any three of the following with brief statement). (a) Public Image (b) Government Regulations (c) Survival and Growth (d) Employees Satisfaction (e) Consumer Awareness	(1 x 3 = 3)
12.	Characteristics of Profession (Any three with brief explanation) (a) It is an occupation (b) Requires specialized knowledge and training (c) Primary objective is to provide service (d) Regulated by a professional body.	(1 x 3 = 3)
13.	Characteristics of Partnership form of business organization are (Any three with brief explanation) (a) Two or more examples (b) Contractual relationship (c) Lawful Business (d) Sharing of Profit (e) Unlimited liability (f) Principles Agent Relationship	(1 x 3 = 3)
14.	Purchase by inspection :- Suppose you want to buy a shirt, or pen, or some vegetables. Now what do you do? You will possibly go to the nearest shop and check by yourself the shirt or pen or vegetables before buying them. This is the most common method of buying known as purchasing	

by inspection where the buyer goes to the seller and inspects any particular goods planned to be purchased. It is mostly used in case of retail buying.

Purchase by sample/pattern :- When you want to buy goods in bulk, it is not possible to inspect the whole lot to be purchased. What you do is look at the sample or pattern and then decide which one to buy. A sample is a specimen of goods, particularly of raw materials, food stuffs, etc. It is a representative of the bulk. Its quality largely reflects the quality of the whole lot. Similarly, pattern is a specimen of standard manufactured goods such as cloth, coir mattresses, etc. It reveals the shade, texture etc. and sometimes bears a code number, the code number can be quoted while placing orders for purchase. It is agreed upon by both the parties that the bulk supply shall be of the same quality as the sample / pattern shown. (1 ½ x 2 = 3)

15. Services provided by Post Office (with brief explanation)
- (a) Insurance Services
  - (b) Other Services (1 ½ x 2 = 3)
16. A Joint Stock Company is an artificial person created by law, having a separate legal entity, with perpetual succession and common seal.
- Characteristics of Joint Stock Company (Any three with brief explanation)
- (a) Artificial legal person
  - (b) Separate legal person
  - (c) Perpetual succession
  - (d) Limited Liability
  - (e) Common Seal (1 + 3 = 4)
17. (a) Insurable interest :- Financial or pecuniary interest in the subject matter of insurance.  
(b) Indemnity :- The insured is not allowed to make any profit from the insurance contract on the happening of the event that is insured against. (2 + 2 = 4)
18. Advantages of Multiple shops (Any two with brief explanation)
- (a) Easy Identification
  - (b) Elimination of Middlemen
  - (c) Economies of Large Scale
  - (d) Low price
- Limitation of Multiple shops (Any two with brief explanation)
- (a) Limited choice
  - (b) No Credit Facility
  - (c) No Bargaining
  - (d) Lack of Initiatives (1 x 4 = 4)
19. Unfair practices faced by customers (Any four with brief explanation)
- (a) Adulteration
  - (b) Sale of Spurious Products
  - (c) Use of False Weights and Measures
  - (d) Sale of Duplicates
  - (e) Hoarding and Block Marketing

- (f) Tie-in-sales  
 (g) Misleading Advertisement

(1 x 4 = 4)

20. Difference between wage employment and self employment.

S.No.	Basis	Self-Employment	Wage Employment
1.	Nature	Engage in activities on one's own	Engage in activities assigned by the employer
2.	Status or Position	The position of the person is that of owner and may, be that of an employer	The position of the person is that of an employee.
3.	Income or Earning	Income or earning is not fixed. It depends on the ability of the owner.	Income of the employed person is fixed and may be increased, if the employer so decides.
4.	Risk Bearing	There is always risk of loss sometimes and earnings may decline at times.	There is no risk income so long as the employee continues to work.

(1 x 4 = 4)

21. Role of bank in the economy of a nation (Any five points) :-

- It encourages saving habit amongst people and there by makes funds available for productive use.
- It acts as an intermediary between people having surplus money and those requiring money for various business activities.
- It facilitates business transactions through receipts and payments by cheques instead of currency.
- It provides loans and advances to businessman for short term and long purposes.
- It also facilitates import export transactions.
- It helps national development by providing credit to farmers, small scale industries self-employed people as well as to large business houses which lead to balanced economic development in the country.
- It helps in raising the standard of living of people in general by providing loans for purchasing of consumer durable goods, houses, automobiles, ect.

(1 x 5 = 5)

22. A Corporate business vehicle that enables professional expertise and entrepreneurial initiative to combine and operate in flexible, innovative and efficient manager, providing benefits of limited liability while allowing its members the flexibility for organizing their internal structure as a partnership is called LLP.

The salient features of the LLP Act 2008 inter alia are as follows :-

- The LLP shall be a body corporate and a legal entity separate from its partners.
- The mutual rights and duties of partners of an LLP inter se and those of the LLP and its partners shall be governed by an agreement.
- Every LLP shall have at least two partners and shall also have at least two individuals as Designated Partners, of whom at least one shall be resident in India.

(2 + 3 = 5)

23. Business Process outsourcing can be defined as the act of giving a other party responsibility of running what would otherwise be an internal system or services.

Advantages of BPO (Any three)

- (a) Achieve cost reduction
- (b) Key on company main business
- (c) Obtain outside expertise
- (d) Meet constantly changing customer demands.
- (e) Achieving revenue increases

(2 + 3 = 5)

24. Functions of wholesalers (Any five with brief explanation)

- (a) Collection of goods
- (b) Storage of goods
- (c) Distribution
- (d) Financing
- (e) Risk Taking
- (f) Grading
- (g) Pricing

(1 x 5 = 5)

25. Jurisdiction of consumer courts in our country to the protection of consumers :-

The judicial system set up under the Consumer Protection Act, 1986, consists of consume courts at the district level, state level and national level. These are known as District Forum, State Consumer Disputes Redressal Commission (State Commission) and National Consumer Diputes Redressal Commission (National Commission). Any individual consumer or association of consumers can lodge a complaint in writing with the district, State or National level Forum, depending on the value of goods and claim for compensation, if any.

The district forum has the jurisdiction to deal with all complaint where the value of the goods or services of the compensation claimed does not exceed does not exceed Rs. 20 lakhs. The State Commissions is empowered to deal with cases where the value or amount involved exceed Rs. 20 lakh but does not exceed Rs. One crore. This State Commission also deal with appeals the against orders of the district forum.

The National Commission has the juistisdiction to take up all claims and grievances exceeding the value of Rs. One crore. It has also appellate jurisdiction, that is, power to deal with appeals against orders passed by State Commissions. An aggrieved party can appeal to the Supreme Court against the orders of the National Commission

(5)

26. No profit maximation is not the only objective of business, as the business has many more objectives, which are as follows (Any three with brief explanation) :-

- (a) Creation of Customers
- (b) Regular Innovations
- (c) Best possible use of resources
- (d) Production and supply of quality goods and services
- (e) Economic well being of the employees.

(2 x 3 = 6)



27. Common Barriers to effective communication are (Any six points with brief explanation) :-
- (a) Badly Expressed Message
  - (b) Screening or Filtering
  - (c) Inattention
  - (d) Unclarified Assumption
  - (e) Resistance to changes
  - (f) Mutual Distrust
  - (g) States and Position (1 x 6 = 6)
28. Suitable of Media of Advertisement from Newspaper, Periodicals, Radio, Television etc. Keeping in view the following points. (with brief explanation).
- (a) Nature of the product or service
  - (b) The target customer
  - (c) Cost of advertisement
  - (d) Availability of space and time (1 ½ x 4 = 6)
29. Responsibilities of consumers (with brief explanation)
- (a) Responsibility of self help
  - (b) Proof of transaction
  - (c) Proper claim
  - (d) Proper use of product/service (1 ½ X 4 = 6)
30. Entrepreneurship is the act of being an entrepreneur, which can be defined as one who undertakes innovations, finance and business acumen in an effort to transform innovations into economic goods.
- Qualities of a successful Entrepreneur (Any four with brief explanation)
- (a) Initiative
  - (b) Willingness to assume risk
  - (c) Ability to learn from the experience
  - (d) Motivation
  - (e) Self-confidence
  - (f) Decision making ability (2 + {1 x 4} = 6)