

CLASS XII 2024-25
MARKING SCHEME
BUSINESS STUDIES

1	B. Management as an art	1
2	C. Delegation	1
3	B. Both A and R are true but R is not the correct explanation of A	1
4	C. Both the statements are correct	1
5	B. Staffing process	1
6	C. Technological environment	1
7	A. Long term interest of the business	1
8	A. Both A and R are true and R is the correct explanation of A	1
9	A. Placement and orientation	1
10	D. Controlling	1
11	B. Financial planning	1
12	C. Where the case has been originally filed at National Commission and the aggrieved party is not satisfied with the decision of National Commission.	1
13	B. (i), (iv), (iii), (ii)	1
14	D. Labeling	1
15	B. Democratic/Participative leadership	1

16	A. Right to safety	1
17	C. Capital structure	1
18	A. Long-term investment decision	1
19	D. None of these	1
20	C. Both the statements I and II are correct	1
21	<p>a. Planning does not guarantee success b. Planning may not work in a dynamic environment</p> <p style="text-align: center;">OR</p> <p>Steps followed under planning process: a. Setting objectives – 10% profit b. Developing premises - use of information as base for future planning</p>	3
22	<p>a. Non - monetary incentive employee recognition b. Other two incentives are (any two)</p> <p style="padding-left: 20px;">I. Organisational climate (Explain briefly) II. Career advanced opportunity (Explain briefly)</p> <p style="text-align: center;">OR</p> <p>Autocratic style of leadership :</p> <p style="padding-left: 20px;">I. It is a classical approach II. He does not consult staff, nor allow it to give any input III. The Staff is expected to obey orders without receiving any explanations IV. It is a structured set of rewards and punishments</p>	3
23.	<p>Option II :</p> <p>The company should opt for option II as rate of expected return is more .</p>	3
24	<p>(a) Technological Environment (Explain briefly) (b) Social Environment (Explain briefly) (c) Legal Environment (Explain briefly)</p>	3
25	<p>(a) Coordination (Explain briefly) (b) Importance of coordination (Explain briefly)</p>	4
26	<p>(a) Apprenticeship Training (b) Benefits which David could get on being trained. Reduces learning time Improves performance</p>	4

	<p>Attitude formation Aid in operational problems</p> <p style="text-align: center;">OR</p> <p>Remaining steps that Mr. Raman should take to complete the selection process are (a) Employment interview and reference and back ground checks (b) Selection process (Explain briefly)</p>			
27.	Employee	Type of Need	Reason	4
	Mr. Ahuja	Esteem Needs	It is advised to fulfill his esteem needs and should be further encouraged to move up to self actualisation needs	
	Mr. Bandari	Self actualisation needs	This level of needs pertains to encouraging a person realise its full potential	
	Mr. Chadha	Safety and security needs	Social security needs should be fulfilled in the form of pension, gratuity, profit fund, medical facilities	
	Mr. Dayal	Social needs	He needs to learn social skills to feel belongingness with his colleagues	

28.	<p>Planning without controlling is meaningless because planning and controlling are inseparable twins of management. A system of control presupposes the existence of certain standards. These standards of performance which serve as the basis of controlling are provided by planning. Once a plan becomes operational controlling is necessary to monitor the progress ,measure it, discover deviation and initiate corrective measures to ensure that events conform to plans.</p> <p style="text-align: center;">OR</p> <p>Plans are prepared for the future and are based on forecasts for future conditions. Therefore planning involves looking ahead and is called a forward looking function</p> <p>On the contrary controlling is like a postmortem of past activities to find out deviations from the standards in that sense controlling is a backward looking function</p> <p>However planning is guided by past experiences and the corrective action initiated by the control function hence to improve future performance. Thus planning and controlling are both backward looking as well as a forward looking function</p>	4
29.	<p>Strategy</p> <p>Reason : Strategy is based on objectives and refers to future decisions defining the organisation's direction and scope in the long run</p>	4
30.	<p>Marketing mix can be defined as a set of marketing tools that a firm uses to achieve its objective in the target market</p> <ol style="list-style-type: none"> 1. Product mix 2. Price mix 3. Place mix 4. Promotion mix 	4
31.	<p>Regulatory function (Explain briefly)</p> <p>Quoted lines (on regular inspection..... SEBI was able to detect this irregularity</p> <p>Protective function (Explain briefly)</p> <p>Quoted lines The SEBI imposed a heavy penalty on Mr. Nehra</p>	6
32.	<p>a. Delegation of Authority : (Explain briefly)</p> <p>b. Importance of delegation of authority</p> <p>Aman wished to reduce his work load so he appointed assistants and shared a part of his job to focus on overall objectives. Thus it indicates delegation of authority. Delegation takes place between a superior and subordinates at a particular level whereas decentralisation is the result of delegation at all levels in an organization but in this case there were no levels of Management as there was only one person running the</p>	6

	<p>company. Certain points are common between the importance of delegation and decentralization. Answer also could not be staffing as recruitment was necessary to reduce workload.</p> <p style="text-align: center;">OR</p> <p>a. Divisional structure b. Benefits of divisional structure</p> <ul style="list-style-type: none"> • Effective coordination • Faster decision making • Accountability • Training <p>Limitations of divisional structure</p> <ul style="list-style-type: none"> • Duplication of efforts • Costly • Underutilisation of capacities • Managerial attention 	
33.	<p>(a) Fatigue study (Explain briefly) (b) Method study : (Explain briefly) (c) Principle of fair Remuneration : (Explain briefly)</p>	6
34.	<p>Meaning of branding: Branding can be defined as the process of using a name, term, symbol, or design individually or in some combinations to identify a product. Four characteristics of a good brand name</p> <ul style="list-style-type: none"> • Brand name should be Short and simple • Brand name should be easy to pronounce • Brand name should be suggestive • Brand name should be unique and distinctive • Brand name should be selected after considering its meaning in other languages and cultures • Brand name should be capable of being registered and protected legally • Brand name should be such that it can stay in the market for a longer time <p style="text-align: center;">OR</p> <p>Factors affecting price of product : any four</p> <ol style="list-style-type: none"> 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. 	6

