



DELHI PUBLIC SCHOOL SURAT

BUSINESS STUDIES

Roll No:

Class: XI

Marks:90

Time Allowed: 3Hrs.

Instructions:

- i. Answers to questions carrying 1 mark may be from one word to one sentence.
- ii. Answers to questions carrying 3 Marks may be from 50 to 75 words.
- iii. Answers to questions carrying 4-5 marks may be about 150 words
- iv. Answers to questions carrying 6 marks may be about 200 words.
- v. Attempt all parts of a question together.

Answer the following:

1. Standard Chartered began its journey in India in 1858, its local operations coinciding with the start of the Crown rule in subcontinent. The London-listed bank, had leveraged its 150- year history in India while pitching to investors the opportunity to part-own the bank and participate in its global growth by issue of shares in Indian Capital Market. Identify the depository receipt through which it can raise funds from Indian capital market. [1]
 2. In which year was DIC programme launched? [1]
- OR**
- What is the full form of SEBI?
3. Name the bank account, which interlinks saving account with fixed deposit account. [1]
 4. Define bank overdraft. [1]
 5. The eldest member in Joint Hindu Family is known as_____. [1]
- OR**
- What is the minimum number of directors required to form a public company?
6. Define insurance. [1]
- OR**
- Define retained earning.
7. Differentiate between Debit Note and Credit Note. [1]
 8. Which organization was replaced by WTO? [1]
 9. Explain the social responsibility of business towards three different interest groups. [3]
- OR**
- Explain any three arguments in the favour of Social Responsibility.
10. Airtel is one of the most prominent telecom companies in the world with its services spanning to 19 countries in South Asia and Africa. It's bouquet of fixed lines services, mobile services and broadband have positioned it in a league of its own. Airtel outsources its IT processes to IBM, entire network operations to Ericsson and Siemens and transmission towers to another company.

- On the basis of given information identify the feature of outsourcing and explain others. [3]
11. Hindustan Uniliver Limited (HUL) is India's largest FMCG company. Uniliver, spent large amount on marketing globally, of which one-third was on digital marketing. It announced its recent commitment that it will not advertise its brand on social media such as Facebook , Google, Twitter alongside content that creates divisions, exploits children and hurt religious sentiments. On the basis of the given information explain any three elements of business ethics. [3]
12. Fast and Fashion Ltd. is a well-known manufacturers in the field of automobiles. It manufactures different models of sports bikes. The company officials interact with the suppliers on regular basis through internet . Kravitas Steel Ltd. is the leading supplier of steel to them. Fast and Fashion Ltd. uses internet for placing order, keeping track of different suppliers, delivery of components, payments etc. The company personnel finds the use of internet very convenient and time saving. Moreover, use of internet provides the company with a wide range of suppliers to choose from. Thus, internet has not only widened their market but has given them much wider choice as well. [3]
- In which direction Fast and Fashion Ltd., electronic transactions scope can be visualized to be extending?
 - Explain any other two transactions of the same concept.
13. Explain the functions of NSIC. [3]

OR

Explain the role of small business in Rural India

14. Kahri General Stores, the distributors of cakes and biscuits sells its products on cash and credit basis. On the basis of the following information given below identify the term of trade involved in each case. [3]
- North Delhi Merchandise Stores order cakes and biscuits and preferred to make payment on delivery of the goods at their stores.
 - South Delhi Merchandise Stores order cakes and biscuits and preferred to pay higher price inclusive of risk premium and cartage charges.
 - At the bottom of all the invoices, Kahri General Stores specified an acronym about considering the omission , if any. [3]
15. Explain any four intellectual property rights. [4]

OR

Explain last four steps of the process of entrepreneurship development.

16. Mahesh after doing his B. Pharma degree from a reputed government college, started two chemist shops in two different localities of his home town. Encouraged with the success of these shops, he started six more shops in different cities of the state. His strategy was to cut price, focus on lower and middle class patients and open shops near hospitals. He earned good profit margins. But the staff of the shop did not pay much attention to the customers. Because of this mis-management he started incurring huge losses and his business failed. [4]
- On the basis of the given information about Mahesh, answer the following questions:
- Identify and quote the main cause behind the business failure of Mahesh.
 - Explain any other two causes, which Mahesh is likely to face in his business.
17. Differentiate between Departmental Undertaking and Statutory Corporation on the following basis : [4]
- Formation
 - Management
 - Staff
 - Finance

18. Explain any four roles/ functions of commerce. [4]

OR

Differentiate between Business and Profession on the following basis:

- a. Meaning
- b. Transferability of ownership
- c. Qualification
- d. Reward.

19. Star Bazaar ventured into providing an assortment of products made available at the lowest prices. The store offers customers array of products that include staple food, beverages, health and beauty product, vegetables, dairy products, consumer electronics and household items at the most affordable prices. Star bazar also provides a large range of fashionable in-house garments for men, women and children.

On the basis of given information about Star Bazar, answer the following questions: [4]

- a. Identify and explain the type of fixed shop retailing used by Star Bazar.
- b. Explain any of its three features.

20. Daffodils Tech. Ltd is a software engineering company, a technology partner to many dynamic organizations across the globe. The company's ability to look beyond technologies and deliver innovation and progressive solutions has been lauded by its clients as well as the tech community worldwide. The company wants to borrow funds to solve its short-term inadequacy. The company experiment with the latest technologies, design approaches and development methodologies to build cutting edge software products. [2+3]

- a. Identify and explain the borrowed fund mentioned in the above paragraph.
- b. Explain its types.

21. Differentiate between Memorandum of Association and Articles of Association on the following basis: [5]

- a. Objectives
- b. Position
- c. Alteration
- d. Validity
- e. Relationship.

22. Define and explain the benefits of a Joint Venture. [5]

OR

Explain any five features of Multinational Corporation.

23. International business is important for both 'Nations' and 'Business Firms'. In the light of the statement explain any three benefits to the Nation and two benefits to the Business firms. [5]

24. Mr. Manan is exporting his goods from India to Canada. Explain the first six necessary steps required to be followed by him. [6]

25. Explain the features of debentures. [6]

OR

Explain the features of equity shares

26. Answer the following questions: [6]

- a. Sameer insured his factory for ₹45 lacs against factory. Due to fire, he suffered loss of stock worth ₹20 lacs. How much amount can he recover from the insurance company? Why? Explain the relevant insurance principle in this regard.
- b. Explain the principle of subrogation with an example.

27. Answer the following questions:

[2+4]

- a. After reading an email about the upcoming public issue of equity shares of National Solar Power Company, Rajeev made up his mind to invest money in this issue. He discusses his plan with his uncle Mr. Ajay Menon who is a stock broker. He advised Rajeev to invest in upcoming public issue of preference shares of National Building Corporation of India. Give any two reasons due to which Mr. Ajay Menon wants Rajiv to invest in preference shares over equity shares.
- b. Steel India Ltd. is a manufacturing steel company in India. The demand for its product is high with growth of about 7%-8% and the demand for steel is ever growing. It is planning to set up a new steel plant to cash on increased demand it is facing. It is estimated that the company will require about ₹5000 crores to set up the plant and ₹50 crores for power, fuel and operation of new plant. Identify and explain the two types of financial requirements specified above by quoting lines from the case.

END OF EXAMINATION