CBSE | DEPARTMENT OF SKILL EDUCATION

BUSINESS ADMINISTRATION (SUBJECT CODE-833)
CLASS XII (SESSION – 2021- 22)
MARKING SCHEME FOR TERM-II

Max. Time Allowed: 1 ½ Hours (90 min)   **Max. Marks: 35**

General Instructions:

1. Please read the instructions carefully

2. This Question Paper is divided into 03 sections, viz., Section A, Section B and Section C.

3. Section A is of 05 marks and has 06 questions on Employability Skills.

   a) Questions numbers 1 to 4 are one mark questions. Attempt any three questions.
   b) Questions numbers 05 and 06 are two marks questions. Attempt any one question.

4. Section B is of 22 marks and has 18 questions on Subject specific Skills.

   a) Questions numbers 7 to 13 are one mark questions. Attempt any five questions.
   b) Questions numbers 14 to 19 are two marks questions. Attempt any four questions.
   c) Questions numbers 20 to 24 are three marks questions. Attempt any three questions.

5. Section C is of 08 marks and has 03 competency-based questions.

   a) Questions numbers 25 to 27 are four marks questions. Attempt any two questions.

6. Do as per the instructions given in the respective sections.

7. Marks allotted are mentioned against each section/question.

SECTION-A

Answer any3 questions out of the given 4 questions on Employability Skills		(1x3=3)
1.	The driving factors which motivate a person to start a new business venture are sense of independence and personal growth.	1
2.	Falguni Nayar is the founder of the newly listed firm FSN E-Commerce Ventures Ltd.	1
3.	The important renewable energy sources are Solar energy and Hydro energy.	1
4.	Rajasthan	1
Answer any 1 question out of the given 2 questions. (2x 1=2)		
5.	The barriers faced by an entrepreneur are non availability of finances, strict laws and regulations, lack of skilled team, lack of right opportunities, etc. (the student can write any four points discussed in the class)	0.5 for each point
6.	A green job is any job or self-employment that actually contributes to a more sustainable world. Green' includes practically all sectors of society: food, energy, transportation, education, government, etc.	1 + 1

SECTION B   (5+8+9 = 22 Marks)

Answer any 5 questions out of the given 7 questions.		(1x5=5)
7.	Conciseness and concreteness	1
8.	Content theories	1
9.	Maslow	1
10.	Protection of environment can be done by the efforts of corporate, people and the government authorities.	1
11.	Counsel the employees to reduce their stress	1
12.	Free-rein leadership	1
13.	E-business refers to doing business with help of the internet. It allows the consumers to inquire and purchasing products through internet by browsing the website of the business.	1

Answer any 04 questions out of the given 06 questions. (2x4 =8)

14.	A communication barrier that inhibits the communication process. It could be anything which is an impediment in receiving and understanding the messages. The common communication barriers are physical barriers, cultural barriers, language barriers, emotional barriers, organizational barriers.	1 + 1
15.	Leadership may be defined as the process by which a manager guides and influences the work of his subordinates. It is a part of both formal and informal situations. It can be referred as the capacity to influence a group of people towards the realization of a goal. Keith Davis defines leadership as "the ability to persuade others to seek defined objectives enthusiastically.	1 + 1
16.	Characteristics of a good leader: a. A leader should have superior knowledge and expertise to handle issues. b. A leader should have good health and physical fitness. c. A leader should possess a high level of emotional quotient. d. A good leader should have friendly relations with his team members.	½+ ½+ ½+ ½
17.	Advantages of information technology (IT) in a business: a. Office automation: Information technology has paved way for automating various business processes. b. Communication: IT has improved the way for communicating by emails. c. Business Analysis: IT has lots of tools for analysis of lots of business data. d. Better organized data: Due to IT, the data can be compiled and organized for better presentation.	½ + ½ + ½ + ½
18.	Employees should be motivated due to the following reasons: a. Motivated employees contribute maximum towards the goals of the company. b. Motivated employees enhance their knowledge and skills which leads to improvement in the productivity. c. Motivated employees develop a sense of belongingness with the organization. d. Highly motivated employees have higher job satisfaction. e. Employee motivation improves the inter-personal relations.	½ + ½ + ½ + ½ + ½

19.	Business and society are related to each other. As business fulfill the needs of the society and the society gives business the resources required to it. A business provides consumers with products and services and employment.	1 + 1

Answer any 03 questions out of the given 05 questions (3x3=9)

20.	Types of Communication hurdles:- Language Hurdle The language used by the sender may not be understood by the receiver. Also, the two-people communicating may speak the same language but the jargon used to pass the information may breakdown communication if the receiver doesn't fully understand it. Emotional hurdle The emotional as well as mental state of mind of the communicators can hinder the delivery of information. If the receiver is having issues they are likely to be less attentive, which could lead to poor communication.	1.5 + 1.5
21.	Scope of E-business: a. Business to Business: It means electronic exchange of products, services or information between businesses rather than between businesses and consumers. b. Business to Consumer: Business-to-consumer (B2C) refers to a financial transaction or online sale between a business and consumer. c. Intra Business: In this type of e-business model, parties involved in the electronic transactions are from within a business firm, hence, the name Intra business.	1 + 1 + 1
22.	Different methods used for motivating employees: a. Financial Incentives Financial incentives also known as monetary incentives are needed for meeting the basic needs of the employees. The usual incentives given to employees are discussed below: 1. Pay and Allowances: Pay and allowances include salary and allowances in form of dearness allowance, house rent allowance, etc. 2. Bonus: Some organisations have a tendency to distribute bonus to the employees. b. Non Financial Incentives The management also uses non-financial incentives to motivate the employees. These are explained as follows 1. Praise: Praise is more effective than any other incentive. However, this incentive should be used with great care because praising an incompetent worker would create resentment among competent workers. 2. Group Incentives: At times, group incentives act as more effective than individual incentives to motivate the employees.	½ + ½ + ½ + ½ + ½ + ½
23.	Benefits by companies to society:- 1. Supplying goods and service to the customers. 2. Creating jobs for suppliers, co-workers, customer and distributor. This people make money to support themselves as well as their families, use their wages to purchase goods and service and pay taxes. 3. Continually developing new processes, goods and service. 4. Investment in new technologies as well as in the skills of employees. 5. Building up as well as spreading international standards, for example environmental practice. 6. Developing good practice in different areas such as environment and workplace safety.	½ + ½ + ½ + ½ + ½ + ½

24.	Difference between Autocratic Leaders and Democratic Leaders			
	S No.	Autocratic Leaders	Democratic Leaders	
	1.	Autocratic leaders dominate and get the work done through coercion, command and inculcating fear in the group members.	A democratic leader acts according to the wishes of his followers.	1 + 1 + 1
	2.	These leaders don't take inputs from their teams.	The leader encourages group members to share ideas and opinions.	
	3.	Autocratic leadership is centralized.	This type of leadership is decentralized.	

SECTION-C

COMPETENCY BASED QUESTIONS

Answer any2 questions out of the given 3questions   **(4x2=8marks)**

25.	Leadership style can also be referred as the behavior pattern exhibited by a leader for influencing his followers. Following are the popular leadership styles adopted in the organizations: a. Authoritarian or Autocratic Leadership An autocratic leader also known as authoritarian leader exercises complete control over the subordinates. He keeps power and authority with himself. He takes all the decisions without consulting the subordinates. It is generally a negative form of leadership as there is a lot of dominance from the leader b. Laissez-Faire or Free-Rein Leadership Free Rein leaders give responsibility of setting goals and finding methods to achieve them to the group members. They allow group members to carry out the work on their own. The leaders play a minor role in achieving the group goals. The free-rein leader exercises little control over his group and let the group members handle their problems and find solutions on their own.	2 + 2
26.	Potential benefits a firm can reap by being socially responsible are discussed below: a. Various customers these days strongly believe that all businesses must be socially responsible. Products and services of socially responsible companies are preferred. b. In a socially responsible company, employees also feel empowered to start contributing to the society. They might come up with new ideas about products or internal processes or innovate new problem-solving solutions. c. Socially responsible companies usually focus on reducing resource use, waste and emissions. This way they can help the environment as well as save money resulting in saving costs. d. As the socially responsible companies are able to gain trust amongst different stakeholders, it is observed that they have higher customer base than the companies which don't believe in social responsibility.	1 + 1 + 1 + 1

| 27. | Following is the detailed discussion on theories of motivation:
a. Content theories
Content theories emphasize on the idea that motivation depends upon the individual needs. These theories are also referred as needs theories, because they are focused on the significance of determining 'what' motivates us. Different types of content theories are Maslow's Hierarchy of needs and Herzberg two-factor theory.
b. Process theories
Process theories concentrate on "how" part of motivation. They describe and analyze how behavior is energised, directed and sustained. The different process theories are Expectancy theory and Equity theory.
3. Reinforcement Theory
Reinforcement theory is the process of influencing behavior by controlling the consequences of the behavior. The theory is based upon "law of effect" which means an individual tends to repeat behavior which is rewarded while the behavior which gives punishment is not repeated.
4. Behavioral theories
For understanding and improving the human behavior, McGregor and William Ouchi suggested Theory X and Y and Theory Z respectivelyfor understanding and improving the human behavior. Theory X emphasize on the importance to supervision, while theory Y stresses on rewards and recognition. | 1

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