

ISC SEMESTER 2 EXAMINATION
SPECIMEN PAPER
BUSINESS STUDIES

Maximum Marks: 40

Time allowed: One and a half hour

(Candidates are allowed additional 10 minutes for only reading the paper.)

*Answer **all** questions in Section A, Section B and Section C.*

The intended marks for questions or parts of questions are given in brackets. []

SECTION A – 8 MARKS

Question 1

[8]

- (i) _____ method of communication involves the use of graphs, charts, and diagrams.
- (ii) _____ is also known as mercantile credit.
- (iii) Ploughing back of profit is an _____ source of financing.
- (iv) As per the Companies Act, what is the minimum and maximum number of members in a Public Limited Company?
- (v) Which of the following types of barriers arises due to problems in language?
 - (a) Physical barrier
 - (b) Semantic barrier
 - (a) Status barrier
 - (b) Socio-psychological barrier
- (vi) State *any one* feature of Globalisation.
- (vii) What is meant by *Intermediary*?
- (viii) Expand the following:
 - (a) P 2 P
 - (b) B 2 B

SECTION B – 12 MARKS

Question 2 [2]

Define *communication*.

Question 3 [2]

Briefly explain *grapevine* vis a vis communication.

Question 4 [2]

List *any two* situations where a complaint letter may be written by the buyer.

Question 5 [2]

Define *sole proprietorship*.

Question 6 [2]

State *any two* advantages of video conferencing.

Question 7 [2]

(i) Briefly explain *crowd funding*.

OR

(ii) Briefly explain LPO.

SECTION C – 20 MARKS

Question 8 [4]

“In spite of oral communication having no legal validity, it is the most common method of communication.”

Give *four* reasons to justify the above statement.

Question 9 [4]

Discuss *any two* problems that may arise due to *Globalisation*.

Question 10 [4]

Ram, a reputed, freelance journalist has been hired by a well-known newspaper *Sampurna* to write a weekly column.

Justify how this arrangement benefits both, Ram and *Sampurna*. Give *two* reasons for each.

Question 11

[4]

Explain *any four* roles that RBI plays as a regulator.

Question 12

[4]

- (i) Glory, a well-established company is listed on the stock exchange. Ramesh and Suresh want to invest in the company. While Ramesh decides to buy equity shares, Suresh wants to buy preference shares in the company.

Justify the decisions made by Ramesh and Suresh.

OR

- (ii) Mulberry Bags Ltd. is a leading manufacturer of designer handbags and there is a continuous demand for their products. Bags and More, a retail firm is interested in buying Mulberry Bags Ltd. products. They send an enquiry letter to Mulberry Bags Ltd. for the same.

In due course, Bags and More receive its consignment from Mulberry Bags Ltd. They realise that the order was for 100 black tote bags and 200 blue hobo bags. However, they have received 100 blue tote bags and 150 black hobo bags.

Name and explain in brief *the two* letters that were exchanged between the two companies after the enquiry letter was sent and before the consignment was received.