



# ÉCOLE GLOBALE

INTERNATIONAL GIRLS' SCHOOL  
Dehradun

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## **HOLIDAY HOMEWORK - CLASS XI-A [AS LEVEL]-BUSINESS STUDIES**

- a.** Write the answers of the questions given in the question bank provided. [Question Bank Attached]
- b.** Revise all the chapters taught in the class. [Chapters 1 to 5; 10 to 12; 16 to 19 and 22]
- c.** Practise past papers of years : 2015,2016 and 2017.

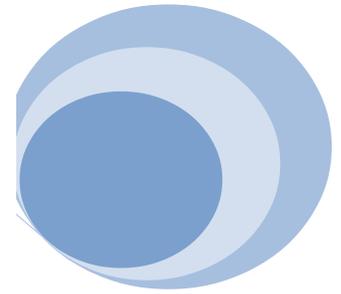
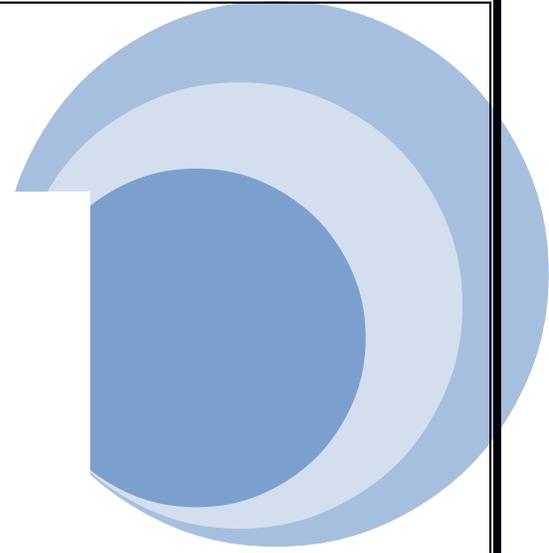


# Question Bank

**Subject: Business Studies**

**Class: XI-A**

**Prepared by : MS. Bhawna  
Anand**





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# Worksheet – Chapter 1

## Enterprise

Gan and Arisa plan to set up their own business making printed T-shirts. They know that they will need resources before they can start production. Gan has savings of \$3,000 and Arisa, who is an experienced shirt-maker, has \$1,000 to invest in the business.

- 1 Explain why Gan and Arisa can be termed 'entrepreneurs'. [2]

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- 2 List **three** resources that Gan and Arisa will need to start the business. [3]

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- 3 Explain **three** decisions that Gan and Arisa will have to make before the business can start trading. [6]

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- 4 Explain **three** qualities that Gan and Arisa should have in order to be successful entrepreneurs. [6]

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- 5 A friend has offered them an old cloth-printing machine for \$500. If Gan and Arisa decide to buy this, explain to them what the opportunity cost might be. [3]

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6 Explain **three** reasons why Gan and Arisa's business might fail.

[6]

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7 If they decide to set up the business as a social enterprise, explain **two** objectives that Gan and Arisa might have for the business, other than profit.

[4]

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# Worksheet – Chapter 2

## Business structure

Gan and Arisa's business had a successful first six months. They now buy in ready-made T-shirts and print them in a variety of colours and designs. They have just opened their own small shop and sell their products through this outlet. Originally, they had a partnership but Gan wants to set up a limited company.

- 1 Explain why Gan and Arisa's business can be identified as operating in both the secondary sector and tertiary sector. [4]

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- 2 Is their business operating in the private sector or public sector? Explain your answer. [3]

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- 3 Explain the term 'limited liability'. [2]

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- 4 Do you think a private limited company is the best form of legal structure for Gan and Arisa's business? Justify your answer. [6]

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- 5 Gan and Arisa have been asked by a well-known clothing retail company if they would like to set up another shop – but as a franchise operation. They would have to sell the clothes supplied to them by the retail company. Explain **two** advantages and **two** disadvantages of this franchise offer to Gan and Arisa. [8]

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6 Explain what is meant by a 'cooperative'.

[2]

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7 After two years of success, Gan and Arisa decide to investigate selling T-shirts to another country. Do you think they should form a joint venture with a retail business in that country?

[5]

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# Worksheet – Chapter 3

## Size of business

Gan and Arisa's business is small compared to many other businesses in their country. 'We only have four employees but some of the largest clothing manufacturers and retailers employ thousands of workers' Gan commented to a customer.

1 Explain **two** other ways of comparing business size, other than number of employees. [4]

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2 Explain **two** advantages to Gan and Arisa of operating a small business. [4]

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3 Explain **two** disadvantages of operating a small business in the clothing industry. [4]

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4 Gan used to work in the family construction business but his brother was appointed managing director – a role he wanted for himself. Explain **two** advantages and **two** disadvantages of family businesses. [8]

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5 The government in Gan and Arisa's country has recently set up a 'Small Business Support Service'. Explain **two** benefits of successful small businesses to the country. [4]

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6 What does 'internal business growth' mean?

[2]

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7 Explain **two** reasons why Gan and Arisa might choose to expand their business internally.

[4]

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# Worksheet – Chapter 4

## Business objectives

After six years of owning their business, Gan and Arisa decided to discuss 'where the business goes now'. It was now a limited company called G and A Clothing Co. They had both worked very hard to make sure the business survived its first years of operation. Now they wanted to plan for the future.

- 1 Why is business survival an important objective for new businesses? [2]

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- 2 Explain **two** objectives Gan and Arisa could now set for G and A Clothing. [4]

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- 3 Suggest a mission statement for G and A Clothing. [2]

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- 4 Explain the potential benefits of the mission statement that you have suggested. [4]

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- 5 Explain the importance of clear objectives for G and A Clothing when the owners take important decisions. [6]

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- 6 Explain why it will be important to Gan and Arisa to communicate the company's objectives to the employees – who now number 15. [4]

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- 7 Gan wants to make the company more ethical: 'I want us to buy only cotton and other materials that have been produced sustainably and I want our workers to have excellent conditions.' Arisa wanted to focus on achieving higher profits: 'We have put so much into this business it is time we paid ourselves a higher income from profits.' Do you think G and A Clothing should become more ethical? Justify your answer. [8]

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# Worksheet – Chapter 5

## Stakeholders in a business

G and A Clothing Co currently owns one factory and three shops. Gan and Arisa agreed to borrow capital to finance expansion. Customers want clear labels on all clothing products – care instructions, source of materials, materials used.

- 1 Explain **two** other responsibilities, other than clear labelling, that G and A Clothing has to its customers. [4]

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- 2 Identify **two** other stakeholder groups of G and A Clothing and explain what the company's responsibilities are to them. [6]

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- 3 Explain **four** benefits to G and A Clothing of fulfilling its responsibilities to its stakeholders. [8]

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- 4 G and A Clothing plans to develop a new factory near parkland and a school. The factory will produce high quality clothing using the latest technology at prices no higher than clothing is currently sold for. Examine **two** possible conflicts between stakeholder groups as a result of this decision. [6]

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- 5 If G and A Clothing changed its objectives and based them on a more ethical code of conduct, explain the possible impact on **two** stakeholder groups. [6]

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# Worksheet – Chapter 10

## Management and leadership

1 State **two** functions of the manager of a hotel. [2]

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2 Explain **two** roles of management, as outlined by Mintzberg. [4]

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3 Rakesh has just been appointed as managing director of a clothing retail business called Dressrite. It is making a loss. Many employees leave the business each year. Explain **two** qualities that Rakesh should have if he is to be a good leader. [4]

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4 State **two** other leadership roles that are likely to exist within Dressrite. [2]

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5 Rakesh wants to involve shop workers in some decisions about the business, such as which styles of clothing to sell. Identify and explain this style of leadership. [2]

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6 Explain **two** possible advantages and **two** possible disadvantages for Dressrite from this style of leadership. [8]

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7 Discuss two business situations in which other styles of leadership might be appropriate. [8]

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# Worksheet – Chapter 11

## Motivation

1 Explain why motivated employees are important to a bank. [4]

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2 Give **two** examples of Maslow's human needs and explain how they could be satisfied at work. [6]

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3 Dressrite is a clothing retailer. Rakesh has introduced a democratic leadership style that allows employees some control over their working lives – such as deciding shift patterns – and business decisions. Motivation has improved and few workers leave each year. Explain this improvement by referring to views of Herzberg. [6]

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4 Outline the main ideas of **either** Vroom **or** McClelland. [4]

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5 Explain the link between piece rate payment systems and the views of Taylor. [4]

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6 Discuss whether a hotel manager should focus mainly on financial or non-financial methods when attempting to improve motivation of the employees of the business. [6]

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# Worksheet – Chapter 12

## Human resource management

1 Outline **three** roles of human resource management in a bank. [6]

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2 Explain why a high level of labour turnover could result from poor recruitment and selection methods. [4]

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3 Explain **two** common features of an employment contract. [4]

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4 Explain **two** ways in which an HRM manager could attempt to increase employee morale in a factory. [4]

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5 Explain the difference between redundancy and dismissal. [4]

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6 Discuss the importance of employee training in different business situations. [8]

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# Worksheet – Chapter 16

## What is marketing?

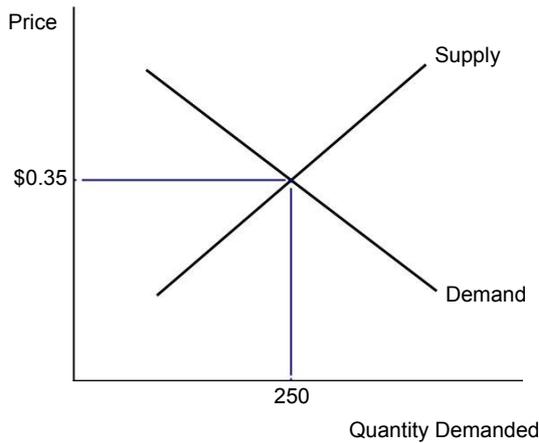
1 Explain why marketing objectives should be linked to corporate objectives. [3]

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2 Explain the concept of equilibrium price. [4]



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3 Explain why it is important for a business to be aware of whether it operates in consumer markets or industrial markets. [4]

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4 Explain the differences that are likely to exist between a product-oriented business and a market/customer-oriented business. [4]

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5 The Nero Soft Drinks business (NSD) produces three flavours of its popular drinks. They are widely available and are not aimed at any particular group of consumers. NSD has to price its drinks at quite low levels as there is a lot of competition. Is NSD using niche marketing or mass marketing? Explain your answer. [3]

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6 Explain **two** possible ways in which NSD could differentiate its products. [4]

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7 Evaluate whether NSD will increase profit if it adopts market segmentation strategies. [8]

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# Worksheet – Chapter 17

## Market research

1 Explain **two** reasons why an entrepreneur planning to set up a hair and beauty salon might undertake market research. [4]

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2 Explain whether this entrepreneur is likely to gain more useful data from primary research or secondary research. [6]

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3 Explain the benefits of using IT/online methods to gather market research data. [4]

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4 Explain **two** forms of sampling that the entrepreneur is likely to use when conducting primary market research. [4]

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5 Explain **two** factors that can determine the reliability of market research data. [4]

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6 State **two** ways in which data about the views of consumers regarding the quality of service offered by a shop could be presented. [2]

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7 Assess the importance of market research to the success of a new chain of coffee shops. [6]

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# Worksheet – Chapter 18

## The marketing mix – product and price

ASTA is a supermarket business. It has a reputation for low prices, especially for its ‘own label’ brand of products. Customers often have to wait a long time at check-outs. It does not operate a home delivery system.

1 Explain **two** possible benefits to ASTA from focusing on improving customer relations. [4]

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2 State the 4Cs. [4]

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3 Explain **two** potential benefits to ASTA from product differentiation. [4]

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4 ASTA has just launched a new range of ready meals. Explain how the marketing of these might be different to the marketing of a long-established range of canned foods. [6]

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5 Explain **two** pricing strategies ASTA could use for its range of frozen vegetables. [4]

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6 Define price elasticity of demand.

[2]

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7 Evaluate which factor is likely to be more important to ASTA's future success if it operated in your country – low prices or new product development. [6]

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# Worksheet – Chapter 19

## Marketing mix – promotion and place

ASTA is a supermarket business. It has a reputation for low prices, especially for its 'own label' brand of products.

1 Explain the differences between above the line and below the line promotion methods that ASTA could use. [4]

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2 Explain **two** of the functions of packaging of ASTA's products. [4]

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3 As well as selling its 'own label' range of products, ASTA sells some branded products from well-known manufacturers. Explain the importance of branding for some food products. [4]

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4 ASTA buys some of its products from food wholesalers and some directly from growers and producers. Explain **two** potential benefits of the more direct channel of distribution for ASTA. [4]

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5 Explain **three** ways in which ASTA could use the internet for the 4Ps or 4Cs. [6]

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6 Define the term 'marketing mix'. [2]

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7 Discuss the importance of consistency in the marketing mix for a business such as ASTA or another business of your choice. [6]

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# Worksheet – Chapter 22

## The nature of operations

1 Explain the transformation process in production/operations. [4]

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2 Explain the **three** main resources needed in production and give examples of each one. [6]

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3 Explain, with examples, the differences between operational efficiency and operational effectiveness. [4]

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4 Explain how high productivity can influence the competitiveness of a business. [4]

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5 Explain the links between marketing and the operations process when a business attempts to increase value added (create further value). [4]

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- 6 PR is a pottery business. It is well-known for making hand-decorated pots and vases. These are sold in craft stores and art galleries. A new managing director wants to develop new markets and plans to increase production by using equipment that will replace most of the jobs of skilled workers. Explain whether the new managing director is trying to make PR more labour intensive or more capital intensive. [2]

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- 7 Evaluate the benefits and limitations of the change to the operations process being planned by the managing director. [6]

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