

5. Shenoy and Gurpreet were good friends. Both have done their masters together from the same college. After completing their masters Gurpreet has done CA. Shenoy had taken up a job at managerial level and Gurpreet had started his consultancy firm to provide financial assistance to other business persons. Beside job, Shenoy has also joined an NGO and worked hard to realise its objective related to providing free education so that specially abled person can get job easily. On the other hand, Gurpreet had started to give free assistance to those person who are illiterate but possessing skills, so that they can utilise their skills and can contribute towards mission taken by Government of India of SKILL INDIA. Name and explain the activities undertaken by Shenoy and Gurpreet by quoting the lines. (4)

Ans. Shenoy: Economic activities

(b) Processing industry. (11-12)

15. Ram, Mohan and Sohan are good friends. Ram is working as a doctor in a private hospital and getting salary ₹ 1,50,000 per month. Mohan is a farmer and producing 50 quintals wheat for his own consumptions. Sohan is working as a teacher in a school and getting salary ₹ 40,000 per month. In addition to that Sohan teaches some slum area children in the evening and does not charge anything from them. It gives him a psychological and mental satisfaction. (5)
- (a) Which type of human activity is performed by Ram.
 - (b) Which type of human activity is performed by Mohan?
 - (c) Quoted from the lines from the above paragraph which types of human activities are performed by Sohan.

1. Sunaina and Suma Reddy are best friends. After completing a course in Fashion Designing, five years back, both of them started their own separate outlets in Delhi and Chennai respectively to earn their livelihood.

Sunaina buys readymade garments from various manufacturers and sells them in her store. However, Seema Reddy designs her own range of clothing. She gets them made through her team of designers and sells them directly under the brand name 'Forever Young'. Although, both of them are making good returns on their investments but in past they have also incurred huge losses due to changes in the taste and preference of consumer and fashion. Also, despite being in business for such a long time they cannot say with certainty as to what amount of profit will be earned by them in future.

Identify and state any four features of business highlighted in the above case. (6)

12. Phoenix Technologies Ltd. have developed such a washing machine through years of research which requires very less water for washing clothes and cleans them without damaging the cloth, as compared to other washing machines presently sold in the market. The profit margins are kept low to motivate people from lower middle class to buy the product. The company wants to provide information about new features, price, availability and brand name to the target market. Name and state the service/facility/aids to trade which the company can utilise and what hindrance does it remove? (3)

- and retail properties. which type of industry DLF belongs to?
10. Bhoomika moves from one place to another selling vegetables. She earns from the work and meets her daily requirements. She saved money and opened a shop where she sold vegetables and also provided home delivery services.
- Identify the type of economic activity she is involved in. (3)
 - State any two features of the activity identified in (i) above.
11. Anil, Sunil and Payal are friends. They are pursuing their MBA from IIMT, Banaras. While having a coffee during break time, they were discussing their future plans. Anil said he is planning to help his father by joining his printing press after completing MBA, Sunil on the other hand, wanted to get a job in some big company through institutions placement cell. Since Payal loves children, she shared her willingness to join an NGO and use her knowledge and skill to help the underprivileged children.
- Identify and give two points of difference on any two basis between Anil's and Sunil's plans? (4)
 - How would you classify the activity which Payal is willing to pursue after college? (4)
12. Guruansh's job involved travelling. As he was very fond of reading, he requested his father to buy him some books. His father sold his old laptop on OLX.com and bought him a new 'kindle' from Amazon.com. While buying the 'kindle', he noticed a message on the screen of the website that 1% of every purchase would be sent by the company to 'Alag Foundation' an NGO for underprivileged children.
- Can the transactions by Guruansh's father be termed as business activity? Give reason with the help of relevant characteristic of business.
 - Which objective of business is Amazon fulfilling?
 - State the industry in which online business organisations deal.
 - Write any one value being achieved by Amazon by contributing a part of sales towards 'Alag Foundation'. (5)