

Assignment-1
Class- X1 commerce
Subject- Business studies (054)
Ch- 1 Nature and purpose of business

1 marks Questions

- Q1. Name the economic activity in which specialised knowledge is required.
- Q2. _____ is primary objective of business
- Q3. ABC Ltd. is planting trees on roadside. It is trying to achieve _____ objective of the business.
- Q4. Conversion of cotton into Cloth is an example of genetic industry. True/ False

3 marks Questions

- Q5. The insurance sector is referred to as the tertiary industry. Explain.
- Q6. A company's primary goal cannot be only profit maximisation. Explain
- Q7. Dr . Rajiv Mishra is working against the post of a senior doctor in a government hospital . He does not discriminate between the rich and poor while treating his patients medically . When he returns home from the hospital , he attends to the poor patients at home free of cost between 6 pm to 8 pm. Besides , he gives them the information about the employment opportunities . He advises many young people to go into the fields of advertising and transportation . They went into these fields and remarkably succeeded there.
- (i) What type of activities does Dr. Rajiv Mishra perform in the hospital and home ?
- (ii) Explain the auxiliaries to trade mentioned in the above para.

4 marks Questions

- Q8. After completing their graduation, Salman and Ram decided to set up a flour mill to earn income. Their main job is to purchase wheat from the market and have ground it into flour. Their flour is available in the packets of 5 kg, 10 kg and 20 kg . They sell these under the brand name 'Desh ka Atta', and earn a reasonable profit of 10% on cost. They worked very hard to flourish the business on a regular basis, and hence in no time their brand became very popular in the market . The main reasons for the success of their business are superior quality and low price. Their business was running very well. But one day, the flour mill caught fire, and as a result they had to suffer a heavy loss. However, Salman and Ram did not lose their heart, and worked even harder. Gradually, their business was back to normal. Now, they are fully satisfied with their business.
- Quoting the lines from the above para, explain any four characteristics of business.
- Q9. What is business risk? What is its Nature? Explain
- Q10. Ramesh sells winter wear in the month of December, January and February but he is not able to sell his complete stock.
- A. Identify the hindrance
- B. How can he resolve this hindrance?
- C. Will this hindrance always occur? Why?