

Reg. No. :

Code No. 5048

Name :

Second Year – March 2017

Time : 2½ Hours
Cool-off time : 15 Minutes

Part – III

BUSINESS STUDIES

Maximum : 80 Scores

General Instructions to Candidates :

- There is a 'cool-off time' of 15 minutes in addition to the writing time of 2½ hrs.
- You are not allowed to write your answers nor to discuss anything with others during the 'cool-off time'.
- Use the 'cool-off time' to get familiar with questions and to plan your answers.
- Read questions carefully before answering.
- All questions are compulsory and only internal choice is allowed.
- When you select a question, all the sub-questions must be answered from the same question itself.
- Calculations, figures and graphs should be shown in the answer sheet itself.
- Malayalam version of the questions is also provided.
- Give equations wherever necessary.
- Electronic devices except non-programmable calculators are not allowed in the Examination Hall.

നിർദ്ദേശങ്ങൾ :

- നിർദ്ദിഷ്ട സമയത്തിന് പുറമെ 15 മിനിറ്റ് 'കൂൾ ഓഫ് ടൈം' ഉണ്ടായിരിക്കും. ഈ സമയത്ത് ചോദ്യങ്ങൾക്ക് ഉത്തരം എഴുതാനോ, മറ്റുള്ളവരുമായി ആശയവിനിമയം നടത്താനോ പാടില്ല.
- ഉത്തരങ്ങൾ എഴുതുന്നതിന് മുമ്പ് ചോദ്യങ്ങൾ ശ്രദ്ധാപൂർവ്വം വായിക്കണം.
- എല്ലാ ചോദ്യങ്ങൾക്കും ഉത്തരം എഴുതണം.
- ഒരു ചോദ്യനമ്പർ ഉത്തരമെഴുതാൻ തെരഞ്ഞെടുത്തു കഴിഞ്ഞാൽ ഉപചോദ്യങ്ങളും അതേ ചോദ്യനമ്പറിൽ നിന്ന് തന്നെ തെരഞ്ഞെടുക്കേണ്ടതാണ്.
- കണക്ക് കുട്ടലുകൾ, ചിത്രങ്ങൾ, ഗ്രാഫുകൾ എന്നിവ ഉത്തരപേപ്പറിൽ തന്നെ ഉണ്ടായിരിക്കണം.
- ചോദ്യങ്ങൾ മലയാളത്തിലും നൽകിയിട്ടുണ്ട്.
- ആവശ്യമുള്ള സ്ഥലത്ത് സമവാക്യങ്ങൾ കൊടുക്കണം.
- പ്രോഗ്രാമുകൾ ചെയ്യാനാകാത്ത കാൽക്കുലേറ്ററുകൾ ഒഴികെയുള്ള ഒരു ഇലക്ട്രോണിക് ഉപകരണവും പരീക്ഷാഹാളിൽ ഉപയോഗിക്കുവാൻ പാടില്ല.

1. National Stock Exchange of India (NSE) started its operations in
- (a) 1992
 - (b) 1994
 - (c) 1993
 - (d) 2000

(Score : 1)

2. Jewellery is an example of

- (a) Convenience Product
- (b) Durable Product
- (c) Shopping Product
- (d) Non-durable Product

(Score : 1)

3. Zero working capital means

- (a) Current Asset > Current Liability
- (b) Current Asset < Current Liability
- (c) Current Asset = Current Liability
- (d) Current Asset \neq Current Liability

(Score : 1)

4. "In spite of global economic crisis India is expected to achieve a growth rate of 6.8% in the F.Y. 2015-16." In the light of the above statement briefly explain the impact of Government policy changes in business and Industry.

(Scores : 3)

5. Explain briefly the techniques of Scientific Management as propounded by F.W. Taylor.

(Scores : 5)

6. Capital structure is the ratio between owned capital and borrowed capital. Several factors are to be considered in determining an appropriate capital structure. Prepare a chart showing the factors affecting capital structure.

(Scores : 3)

7. Spot the odd one :

- (a) Production Manager
- (b) Marketing Manager
- (c) General Manager
- (d) Personal Manager

(Score : 1)

8. The integration of the various economies of the world leading towards the emergence of a cohesive global economy is known as _____.

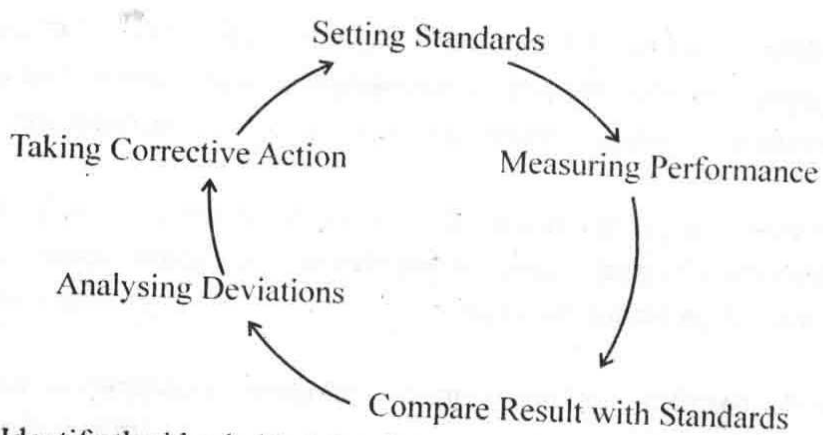
(Score : 1)

9. State the important characteristics of entrepreneurship.

(Scores : 3)

10. "Planning is certainly important as it tells us where to go; it provide direction and reduces the risk of uncertainty." Briefly explain the importance of planning in the light of above statement. (Scores : 4)
11. "It's a managerial function of filling and keeping filled the positions in the organizations structure." Identify the management function and state different steps followed in it. (Scores : 5)
12. Diagrammatically present communication process involved in a telephonic conversation between X and Y. (Scores : 2)
13. "It is a decision regarding the distribution of profit to shareholders." Identify the decision and explain the factors affecting such decision. (Scores : 5)
14. The basic material upon which plans are drawn is known as _____. (Score : 1)
15. Match the following :
- | A | B | C |
|------------------------|-----------------|---------------------|
| (a) Campus Recruitment | Training | High responsibility |
| (b) Promotion | Internal Source | Fresh Talents |
| (c) Internship | External Source | On the Job |
- (Scores : 3)
16. Volks Wagen a famous car manufacturing company decided to call back some of its models due to poor pollution standards. By doing so they upheld one of the objectives of management. Briefly explain the objectives of management in the light of above action. (Scores : 5)
17. "Packaging performs a number of functions in the marketing of Goods." Give the important functions of Packaging. (Scores : 3)
18. V. Guard Ltd. a leading company in Kerala is engaged in diversified business namely electricals, textiles, amusement parks etc. Each of this have different departments namely marketing, Production finance Research and Development etc. Suggest a suitable organizational structure to this company and list its merits and demerits. (Scores : 5)
19. Briefly explain different methods of floating new issues in the primary market. (Scores : 4)

20.



Identify the idea behind the diagram and explain its importance.

(Scores : 4)

21. Consumers also have some responsibility while purchasing and consuming goods and services. Do you agree with this ? State any four consumer responsibility in this regard.

(Scores : 4)

22. (a) Pecuniary and non-pecuniary incentives are used to motivate employees to improve their performance. Explain the pecuniary and non-pecuniary incentives used by organizations now-a-days.

(Scores : 8)

OR

- (b) What is leadership ? What qualities should a leader possess to become a successful one ? Briefly explain its different styles.

(Scores : 8)

23. (a) After completing her Post Graduate Diploma in Marketing, Smt. Jayasree was appointed as the Marketing Manager of Alpha Ltd. She is of the opinion that marketing effort of her organization should be formulated after analysing the concept behind it. Explain different marketing management concepts she should consider before formulating her marketing strategies.

(Scores : 8)

OR

- (b) "It is a process of giving name or sign or symbol to a product." Identify the definition and explain its advantages to the marketers and consumers.

(Scores : 8)