

SECOND YEAR HIGHER SECONDARY EXAMINATION MARCH 2017

SUBJECT : BUSINESS STUDIES

CODE. NO: 5048

Qn No	Sub Qns	Answer Key/Value Points	Score	Total
1		(a) 1992 / (b) 1994 / (c) 1993	1	1
2		(b) Durable Product / (c) Shopping product	1	1
3		(c) Current Asset = Current liability	1	1
4		(a) Increases competition (b) Creation of more Demand (c) Rapidly changing tech- Environment (d) Necessity for change (e) Need For developing Human resources (f) Market orientation (g) Loss of budgetary support to the public sector		
		[Any six points only give 1/2 score each]	6 x 1/2	3
		[Any three points with brief explanation]	3 x 1	.
5		(a) Functional Formanship (b) Standardisation & Simplification (c) Method study (d) Motion study (e) Time study (f) Fatigue study (g) Differential piece rate (h) Mental Revolution (Give brief explanation)	5	5

Qn No	Sub Qns	Answer Key/Value Points	Score	Total
11		<p>Staffing</p> <p>(a) Estimating man power Requirements (b) Recruitment (c) Selection (d) Placement and orientation (e) Training & devel development (f) performance appraisal (g) promotion and career planning (h) compensation</p>	1	*
12		<pre> graph LR Sender[Sender] --> Message[Message] Message --> Media[Media] Media --> Receiver[Receiver] Receiver --> Feedback[Feed back] Feedback --> Sender Media --> Receiver </pre> <p>[Any meaningful presentation]</p>	2	2
13		<p>Dividend Decision</p> <p>(a) Amount of Earnings (b) Stability of Earnings (c) Stability of Dividend (d) Growth opportunity (e) Cash Flow position (f) Share holder performance (g) Taxation policy (h) Stock Market Reaction (i) Access to capital market (j) legal constraints (k) Contractual constraints</p> <p>[Any eight points only Four Mark] [Any Four points with Explanation Four Mark]</p>	1	5

8x1/2
4

2

4

Qn No	Sub Qns	Answer Key/Value Points	Score	Total
14		Planning Premises / Standards	1	1
15		a) Campus Recruitment → External Source → Fresh Talent b) promotion → Internal Source → High Responsibility c) Internship → Training → on the job	1 1 1	3
16		(a) organisational objectives (b) Social objectives, (c) personal objectives [Explanation to the above]	5	5
17		(a) product identification (b) product protection (c) Facilitating use of the product (d) product promotion [Any three points]	3x1	3
18		Divisional / Functional structure <u>Merits</u> → Divisional → product specialisation, Flexibility <u>Demerits</u> → " → conflict, Increase cost Functional - Merit - occupational specialisation. Increase Managerial Efficiency. Demerit → less emphasis on overall objective, problems in co-ordination [Any two Merits & Demerits of any one]	1 2+2	5
19		(a) offer through prospectus (b) offer for sale (c) private placement (d) Right issue [Points only 1/2 Mark] (e) IPO [Any four with Brief Explain]	4x1	4

Qn No	Sub Qns	Answer Key/Value Points	Score	Total
20		<p>Controlling</p> <p>(a) Accomplishing organisation objective (b) Judging Accuracy of standard (c) Making efficient use of resources (d) Improving employee motivation (e) Ensuring order and Discipline (f) Facilitating co-ordination in action</p> <p>[Six points $\frac{1}{2}$ Marks each, Any three points with Explanation one score each]</p>	1 3	4
21		<p>Yes</p> <p>(a) Aware of various Goods (b) Buy standardised Goods (c) Follow manufacturer instructions (d) Read Labels Carefully (e) Insist cash memo (f) Honest in dealings (g) File complaint properly (h) Respect the environment</p> <p>[Any ^{three} six points ^{one} two score each]</p>	1 3x1	4
22	(a)	<p><u>Financial Incentives</u></p> <p>Pay and allowance, productivity linked wage, Bonus, profit sharing, Co-partnership Retirement Benefit, Perquisites</p> <p><u>Non financial Incentive</u></p> <p>status, organisational climate, career advancement opportunity, Job enrichment, employee Recognition</p>	4 4	

Qn No	Sub Qns	Answer Key/Value Points	Score	Total
		Job security, Employee participation. Employee Empowerment [Brief Explanation Required]		8
22	(b)	Leadership - Meaning Qualities - Physical Feature, knowledge, Integrity, Initiative, Communication skill, Motivation skill, social skill. Self confidence, Decisiveness, Empathy <u>Leadership Styles</u> - Autocratic, Democratic, Laissez Fair with brief explanation	1 4 3	8
23	(a)	1. Product concept 2. Product concept 3. Selling concept 4. Marketing concept	8	8
		s. societal market concept [Brief explanation] [Any meaningful explanation about Marketing Give 2 marks]		
	(b)	Branding <u>Advantages to Marketers</u> Product Differentiation Advertising and Display Differential pricing Introduction of New product	1 7	8
		<u>Consumers:</u> Product Identification Ensures quality Status symbol		