

Reg. No. :

Code No. 7048

Name : **HSSLIVE**

**Second Year – JUNE 2017
SAY/IMPROVEMENT**

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 മിനിറ്റ് 15 '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 ചോദ്യ നമ്പറിൽ നിന്ന് തന്നെ തെരഞ്ഞെടുക്കേണ്ടതാണ്.
- കണക്ക് കൂട്ടലുകൾ, ചിത്രങ്ങൾ, ഗ്രാഫുകൾ, എന്നിവ ഉത്തരപേപ്പറിൽ തന്നെ ഉണ്ടായിരിക്കണം.
- ചോദ്യങ്ങൾ മലയാളത്തിലും നൽകിയിട്ടുണ്ട്.
- ആവശ്യമുള്ള സ്ഥലത്ത് സമവാക്യങ്ങൾ കൊടുക്കണം.
- പ്രോഗ്രാമുകൾ ചെയ്യാനാകാത്ത കാൽക്കുലേറ്ററുകൾ ഒഴികെയുള്ള ഒരു ഇലക്ട്രോണിക് ഉപകരണവും പരീക്ഷാഹാളിൽ ഉപയോഗിക്കുവാൻ പാടില്ല.

1. What a manager does in India is the same as what a manager practices in US ? Which characteristic of management well justifies the above statement ?
 - (a) Goal orientation
 - (b) Pervasiveness
 - (c) Multidimensional approach
 - (d) Continuous nature

(Score : 1)

2. Which among the following is not a contribution by F.W. Taylor ?
 - (a) Differential Piece Rate
 - (b) Time Study
 - (c) Scalar Chain
 - (d) Functional Foremanship

(Score : 1)

3. Stability and peace prevailing in the country are examples of
 - (a) Legal environment
 - (b) Economic environment
 - (c) Social environment
 - (d) Political environment

(Score : 1)

4. A statement of expected results expressed in numerical terms is known as :
 - (a) Budget
 - (b) Programme
 - (c) Policy
 - (d) Strategy

(Score : 1)

5. Which one of the following sources of recruitment is not an external source ?
 - (a) Employment Exchange
 - (b) Promotion
 - (c) Casual Callers
 - (d) Campus Recruitment

(Score : 1)

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6. Autonomy status requirement of an individual is a factor, under which category of needs identified by Abraham Maslow :
- (a) Affiliation
 - (b) Self Actualisation
 - (c) Esteem
 - (d) Safety

(Score : 1)

7. Pick out from the following a short term money market instrument having a maturity period of one day to fifteen days used for meeting cash reserve ratio requirement by commercial bank :

- (a) Treasury Bills
- (b) Call Money
- (c) Commercial Paper
- (d) Certificate of Deposits

(Score : 1)

8. Advertising falls under which one of the following elements of marketing mix ?

- (a) Promotion
- (b) Place
- (c) Price
- (d) Product

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(Score : 1)

9. Ratios which help in determining the ability of the enterprise to service its long term debts are :

- (a) Liquidity
- (b) Profitability
- (c) Turnover
- (d) Solvency

(Score : 1)

10. Organisations keen on developing effective communication should adopt suitable measures to overcome the barriers. Suggest any six measures to overcome the barriers of communication.

(Scores : 3)

11. A democratic leader is otherwise known as :
- (a) Participative leader
 - (b) Free-rein leader
 - (c) Autocratic leader
 - (d) Laissez faire leader
- (Score : 1)**
12. Naveen wants to establish a business enterprise of his own. Appraise him about the various steps he needs to go through in the process of setting up the business. **(Scores : 3)**
13. A system of control pre-supposes the existence of certain standards of performance which eventually are provided by planning. In the light of the above, establish that planning and controlling are inter-related. **(Scores : 3)**
14. There exists confusion while using the terms 'marketing' and 'selling'. Help in differentiating the terms. **(Scores : 3)**
15. Financial planning strive to achieve mainly two objectives. State these objectives. **(Scores : 2)**
16. Management is responsible for efficient utilisation of men and material resources for fulfilling the economic objectives of the business. Explain about these economic objectives. **(Scores : 2)**
17. Briefly explain about any 10 principles of management as contributed by Henry Fayol. **(Scores : 5)**
18. State the various grounds. Why understanding the importance of business environment is so vital for business managers ? **(Scores : 3)**

19. Madan and Sidan got into an argument 'whether management is a profession or not' ?
Help them to resolve the conflict. (Scores : 2)
20. Explain the term directing in the context of management. (Score : 1)
Briefly explain the salient principles of directing. (Scores : 4)
21. Briefly explain the various limitations of planning the business managers need to overcome. (Scores : 4)
22. The extent to which sophistication and complexity is increasing, it demands for refined skill sets among existing employees. Explain the two different ways by which an organisation can achieve this. (Scores : 3)
23. It is often accepted that, instead of having a confronting attitude, management should skillfully take the advantages of both formal and informal organisations. Substantiate. (Scores : 5)
24. Zodiac Ltd. is contemplating to recruit employees and workers for its proposed overseas project. Write a brief note indicating the various tests used for selection of employees. (Scores : 4)
25. Agni Ltd. is a medium scale enterprise engaged in the manufacture of match boxes in Kerala. For funding its modernisation requirement, it wanted to access capital market with the least cost that is possible.
Identify the stock exchange format most suited to the company. (Score : 1)
Give any six advantage of the above market. (Scores : 3)
26. List out the safeguards and rights provided to customers by the Consumers' Protection Act, 1986. (Scores : 4)

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27. (A) Mr. Amitabh has been appointed as the Finance Manager of a newly floated manufacturing and trading concern. Help him in preparing a note addressed to the Board of Directors citing the relevance of capital structure decision for the concern and any six prominent factors that determine the choice of capital structure. (Scores : 7)

OR

- (B) The Managing Director of Ellexi Ltd. is not same about the primary objective of financial management and the broad decision making horizons of it. Assist him for getting a better idea in this regard. (Scores : 7)

28. (A) Mr. Alphi, the Head of Marketing Division in a Private Ltd. company is confronted with the issue of pushing the demand of its major product. As part of the promotion of the product, he has made up his mind to go for intense advertising campaign. Before committing to the decision, he wants to weigh the merits and demerits of advertising. Assist him in enlisting the merits and demerits of advertising. (Scores : 8)

OR

- (B) One of the most important decisions that a marketer has to take with regard to a product is its branding. Explain the various terms associated with branding process. (Scores : 4)

Also narrate the characteristics, a good brand name is required to possess.

(Scores : 4)

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