

SECOND YEAR HIGHER SECONDARY EXAMINATION, JUNE 2017  
(Finalised Scheme of Valuation)

Subject: Business Studies

Code No: 7048

Qn.No	Scoring Indicators	Split Score	Total Score
1	B. Persuasiveness	1	1
2	c. Scalar Chain	1	1
3	D. Political / social environment	1	1
4	A. Budget	1	1
5	B. Promotions	1	1
6	c. Esteem	1	1
7	B. Call money	1	1
8	A. Promotions	1	1
9	D. Solvency Ratio	1	1
10.	<ol style="list-style-type: none"> <li>1. Clarify the idea before communication</li> <li>2. Communicate according to the needs of the receiver</li> <li>3. Consult others before communication</li> <li>4. Be aware of language, tone and content of message</li> <li>5. Convey things of help and value to listeners</li> <li>6. Ensure proper feedback</li> </ol>	6 x 1/2	3

Any other points - Maximum Six  
(1/2 x 6)

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Qn. No	Sub Qns	Answer Key / Value points	Score	Total
11	a	Participating leader	1	1
12.		a, Resource Mobilization Scanning of the Environment Feasibility of the idea Appraisal by the funding agency Project Commission and launch Adaptation and Mngt. growth (Any six points)	6x $\frac{1}{2}$	3
13		For explaining relations with planning and controlling (Any six points)	6x $\frac{1}{2}$	3
14		Any six differences	6x $\frac{1}{2}$	3
15		1. Acquiring of Fund at time 2. Effective utilization without waste.	1x2	2
16		For explaining organisational Objectives (Survival, growth, profit)		2
17		Foyol's any 10 principles with brief explanation	10x $\frac{1}{2}$	5

(points only Maximum - 3 score)

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Qn. No	Sub Qns	Answer Key / Value points	Score	Total
18		<p>Importance of Business envt.</p> <ol style="list-style-type: none"> <li>1. Identifying business opportunities</li> <li>2. Getting first mover advantage</li> <li>3. Identifying the threats</li> <li>4. Early warning signals</li> <li>5. Help in tapping useful resources</li> <li>6. Coping with changes</li> <li>7. Helps in planning &amp; policy formulation</li> <li>8. Helps improving performance (Any six points)</li> </ol>	6x½	3
19		<p>Yes/No. Justify the answer with two points favouring the argument.</p>	2x1	2
20		<p>Meaning - Four points with explanation (4x1) Points only (½ Mark each) (Max. 4 Score)</p>	4	5
21		<p>Limitations of planning &amp; limitation with brief explanation (Points only ½ score - Max. 2)</p>	1x4	4

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Qn. No	Sub Qns	Answer Key / Value points	Score	Total
22		For Identifying - training / training and development - <del>For</del> explanation of any training, Development (or any two training methods with explanation)	1 2	3
23		Advantages of Formal and Informal organisations (Formal - 2 1/2 + Informal 2 1/2)		5
24		Explaining any four Selected test (1 mark each) (points only 1/2 score Max. 2 score)	4x1	4
25		Explain any stocks exchange and advantages or Functions or Capital Market Advantages or functions	3	4
		Identification of Capital Market/ Stock exchange / OTCET	1	
26		<del>Any</del> Safe guards @ defective goods @ defective service ③ Unfair trade practice		

- 26 Contd. Consumer Rights - Right to Safety, to be informed, to be heard, to choose, to seek redressal, to Consumer education  
 Combination of any Eight points from the above. (8 x 1/2) 8 x 1/2 4
- 27 A. Any Six factors determining Capital Structure. Relevance of Capital Structure or 6 x 1 7
- 27 B. Profit Maximisation & Wealth Maximisation or Financial decisions 7 7
- 28 A. 4 Merits and 4 demerits of advt. (4 Merits - 4 x 1) (4 Demerits - 4 x 1) 8 x 1 8
- 28 B. 1. Generic Name  
 2. Brand  
 3. Brand Name  
 4. Brand Mark  
 5. Trade Mark } Any Four terms  
 1 Mark each (4 x 1) 4
- Characteristics of a good Brand Name  
 1. Short and Simple  
 2. Distinctive  
 3. Adaptable  
 4. Versatile  
 5. Staying power } Any Four terms  
 1 Mark each (4 x 1) 4

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