

Reg. No. :

Code No. 2048

Name :

**Second Year – JUNE 2016
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 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.

2048

1

P.T.O.

1. The process by which a manager synchronises the activities of departments is known as
- (a) Controlling (b) Co-ordination
(c) Directing (d) Organizing (Score : 1)
2. Which one of the following principles of Fayol justifies the statement "a place for everything and everything in its place".
- (a) Equity (b) Stability of personnel
(c) Esprit De Corps (d) Order (Score : 1)
3. Life expectancy is one of the key elements that influences :
- (a) Legal environment (b) Economic environment
(c) Social environment (d) Political environment (Score : 1)
4. Specific statements that tell you about what is to be done are
- (a) Rules (b) Procedures
(c) Policy (d) Strategy (Score : 1)
5. Shifting the employee from one department to another or from one job to another as part of training is known as
- (a) Internship (b) Coaching
(c) Job rotation (d) Apprenticeship (Score : 1)

2048

2

6. Which one of the following is not an element of directing ?
- (a) Planning (b) Supervision
(c) Leadership (d) Communication (Score : 1)
7. Pick out a modern technique of managerial control from the following :
- (a) Statistical reports (b) MIS
(c) Break even analysis (d) Budgetary control (Score : 1)
8. Which one of the following is not a semantic barrier of communication ?
- (a) Technical Jargons (b) Gesture decoding
(c) Badly expressed messages (d) Status (Score : 1)
9. List out the twin objectives of financial planning. (Scores : 2)
10. The method of issuing securities through intermediaries like issue houses or stock brokers is
- (a) Offer for sale (b) Offer through prospectus
(c) Private placement (d) Rights issue (Score : 1)
11. Short term incentives designed to encourage the buyers to make immediate purchase of a product or service is known by the name
- (a) Personal selling (b) Sales promotion
(c) Branding (d) Labelling (Score : 1)

12. "An entrepreneur is not only the composer of the musical score and the conductor of orchestra but also a one man band." In light of the above statement, explain the role of entrepreneurs in relation to an enterprise. (Scores : 3)
13. Define a consumer as defined by Consumer Protection Act, 1986. Briefly explain how the consumer grievances are redressed in India. (Scores : 1+3)
14. Briefly explain the various levels of packaging of products available. (Score : 3)
15. The SEBI has made it mandatory for the settlement procedure to take place in demat form in certain selected securities. For the benefit of an investor in the capital market, explain how does the demat system work. (Scores : 4)
16. "Without control systems in place, the best of plans can go awry." Substantiate. (Scores : 3)
17. Explain briefly the various qualities to be possessed by a good leader. (Scores : 5)
18. Differentiate between formal and informal communication. (Scores : 3)
19. Briefly explain the various methods of on-the-job training. (Scores : 4)
20. Differentiate between recruitment and selection. (Scores : 3)

21. Briefly describe any five advantages of effective delegation in the case of a business enterprise. (Scores : 5)
22. What are the steps the management need to take in the process of planning ? (Scores : 4)
23. What is your understanding about the terms (i) Globalization, (ii) Liberalization and (iii) Privatisation ? (Scores : 3)
24. Discuss about any five techniques of scientific management as specified F.W. Taylor. (Scores : 5)
25. Effectiveness and efficiency of management are two sides of the same coin. What are your arguments about the above statement ? (Scores : 2)
26. Do you agree that management has some characteristics of sciences ? Substantiate. (Scores : 2)
27. (a) Mr. Ankit is a newly appointed Finance Manager of Neo Ltd., a manufacturing and trading enterprise. His first assignment with the new employer is about allocation of its capital among projects/assets with long-term implications. Explain the various factors he needs to consider in this regard. (Scores : 7)

OR

- (b) "Overall financial health of a business enterprise is determined by the quality of its financial management." Justify the above statement with suitable examples.

(Scores : 7)

28. (a) "Marketing is concerned with exchange of goods and services from producers to consumers by enhancing the satisfaction level of consumers." Describe the various functions to be addressed by marketing in order to fulfill the above objective. (Scores : 8)

OR

- (b) No product or service can be launched without a proper and accurate price tag in place. Discuss about the importance of fixation of prices and the various factors affecting price determination. (Scores : 8)