

SECOND YEAR HIGHER SECONDARY SAY/IMP. EXAMINATION, JUNE 2016.  
(Finalised Scheme of Valuation)

Subject: Business Studies

Code No: 2148

Qn.No	Scoring Indicators	Split Score	Total Score
1	(b) Co-ordination		1
2	(d) order		1
3	(c) social environment		1
4	(a) Rules		1
5	(c) Job rotation		1
6	(a) Planning		1
7	(b) MIS		1
8	(d) status		1
9	1) To ensure availability of funds	1	2
	2) To see that the firm does not raise resources unnecessarily	1	
10	(a) offer for sale		1
11	(b) Sales promotion		1
12	a) opportunity scouting	1	
	b) Identification of specific Product offering	1	

Qn.No	Scoring Indicators	Split Score	Total Score
	e) Feasibility Analysis (Points only)	1	3
13	Consumer - Any meaningful explanation a) District Forum b) State Commission c) National Commission (Consider points only)	1  1 1 1	4
14	a) Primary Package b) Secondary Package c) Transportation Packaging (Brief explanation for each)	$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $1\frac{1}{2}$	3
15	a) Identification of D.P. b) Account opening forms and documentations c) Presentation of physical certificate <sup>to</sup> <del>number</del> D.P. d) Crediting to demand A/c. (Purchase/ allotment of shares)		

Qn.No	Scoring Indicators	Split Score	Total Score
	e) Debiting Demat A/c (Sales) f) Delivery of shares g) Delivery of shares to the Stock Exchanges h) Broker receives payment i) T+2 basis Settlement (Any 4 points one mark each)		4
16	Importance of Controlling OR (3 points) Considers relationship between Planning and Controlling.		3
17	i) Physical features ii) Knowledge iii) Integrity iv) Initiative v) Communication skills vi) Motivation skills vii) Self Confidence viii) Decisiveness ix) Social skills		5

(Any 5 points with explanation, one score each)  
 (Points only 1/2 score)

Qn.No	Scoring Indicators	Split Score	Total Score
18	Meaning of formal and Informal communication give full score OR Any 3 differences between formal and Informal communication		3
19	i) Apprenticeship Programmes ii) Coaching iii) Internship Training iv) Job Rotation (Points only)	1 1 1 1	4
20	Meaning of Recruitment and Selection give full score OR Any 3 differences between Recruitment and Selection		3
21	Delegation / De-centralisation - any 5 advantages		

Qn.No	Scoring Indicators OR	Split Score	Total Score
	<p><u>Delegation</u></p> <ul style="list-style-type: none"> <li>i) Effective mgt.</li> <li>ii) Employee development</li> <li>iii) Motivation of employees</li> <li>iv) Facilitation of growth</li> <li>v) Basis of mgt. hierarchy</li> <li>vi) Better co-ordination</li> </ul>		5
22	<p><u>Decentralisation</u></p> <ul style="list-style-type: none"> <li>i) Develops initiative among subordinate</li> <li>ii) Develops managerial talent for the future</li> <li>iii) Quick decision-making</li> <li>iv) Facilitate growth</li> <li>vi) Better control</li> </ul> <ul style="list-style-type: none"> <li>i) Setting objectives</li> <li>ii) Developing premises</li> <li>iii) Identifying alternative courses of action</li> <li>iv) Evaluating alternative courses</li> <li>v) Selecting an alternatives</li> <li>vi) Implementing the plan</li> <li>vii) Follow-up action</li> </ul> <p>(Any 4 points with explanation or any 7 points)</p>		4
23	<p>Globalisation }          Liberalization } meaning          Privatisation }</p>	1 1 1	3

Qn.No	Scoring Indicators	Split Score	Total Score
24	i) Functional Foremanship ii) Standardisation and Simplification of work iii) Method Study iv) Motion Study v) Time Study vi) Fatigue Study vii) Differential Piece Wage System (Any 5 points with brief - Explanation)		5
25	Any meaningful arguments relating to effectiveness and efficiency		2
26	Yes, i) Systematised body of knowledge ii) Principles based on experimentation iii) universal validity	$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$	2
27(a)	Factors affecting Fixed Capital Nature of <del>Company</del> Business Scale of operation, choice of technique, Technology up gradation, Growth prospects, Diversification, Financing alternatives, Level of collaboration (Any 7 points with brief - Explanation)		7
Points only $\frac{1}{2}$ score			

Qn.No	Scoring Indicators	Split Score	Total Score
27(b)	<p style="text-align: center;">OR</p> <p><u>Importance of Financial Mgt.</u></p> <ol style="list-style-type: none"> <li>i) The size and the composition of fixed assets of business</li> <li>ii) The quantum of current assets and its break-up</li> <li>iii) The amt. of short and long term funds used.</li> <li>iv) Break-up of long term financing into debt, equity etc</li> <li>v) All <del>the</del> <sup>items</sup> in the P&amp;L A/c - eg. interest, expenses etc.</li> </ol> <p style="text-align: center;">OR</p> <p><u>Financial Decisions</u></p> <ul style="list-style-type: none"> <li>- Investment Decision</li> <li>- Financing "</li> <li>- Dividend "</li> </ul> <p style="text-align: center;">(— with Explanations)</p>		7
28(a)	<p><u>Functions of Marketing</u> :-</p> <ol style="list-style-type: none"> <li>i) Gathering and analysing - Market information</li> <li>ii) Marketing planning</li> <li>iii) Product designing &amp; development</li> <li>iv) Std. and grading</li> <li>v) Packaging &amp; Labelling</li> </ol>		

