

Reg. No. :

Code No. 8048

Name :

For Scheme-I & Scheme-II Candidates

**Second Year – 2015
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 in one 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.

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നിർദ്ദേശങ്ങൾ :

- നിർദ്ദിഷ്ട സമയത്തിന് പുറമെ 15 മിനിറ്റ് 'കൂലി സമയം' 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 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. "Management is the art of getting things done through other people", is a definition given by _____.
- (a) Peter F. Drucker (b) Koontz
(c) Mary Parker Follet (d) Henry Fayol (Score : 1)

2. "A group of similar product which falls within a product mix" is termed as _____.
- (a) Market Line (b) Product Mix
(c) Product Line (d) Market Mix (Score : 1)

3. Mr. Manoj Bobby is the manager of Mangostine L situated at Kozhikkode. He consider his job as a profession and works according to you consider his job as a profession ? Substantiate your argument. (Scores : 4)

Spot the odd one in the following questions : (4-7)

4. (a) Order (b) Memo
(c) Circular (d) Report (Score : 1)

5. (a) Work study (b) Time study
(c) Method study (d) Motion study (Score : 1)

6. (a) Religion (b) Customs and Tradition
(c) Educational System (d) Judicial System (Score : 1)

7. (a) Recruitment (b) Training
(c) Selection (d) Staffing (Score : 1)

8. Mr. Joel is the General Manager of a newly started cashew exporting company in Kollam. He created different departments namely purchase, production, finance, marketing, etc in his organization.

Suggest him a suitable organization structure with the help of a chart. List out important features of it. (Scores : 5)

9. "Maruti Suzuki a leading car manufacturer in India is producing different models for different class of people." Which environment of business is considered here ? Explain it. (Scores : 3)

10. Selection is essentially a _____ process.

(a) Positive

(b) Negative

(c) Motivative

(d) Incentive

(Score : 1)

11. _____ is the price at which a shareholder is prepared to sell his securities.

(a) Bid price

(b) Offer price

(c) Issue price

(d) Share price

(Score : 1)

12. _____ ensures timely and accurate completion of a job.

(a) Speed boss

(b) Gang boss

(c) Route clerk

(d) Time boss

(Score : 1)

13. Use of appropriate verbal or non-verbal language for transmitting the message is termed as _____.

(a) Encoding

(b) Communicating

(c) Decoding

(d) Pop ups

(Score : 1)

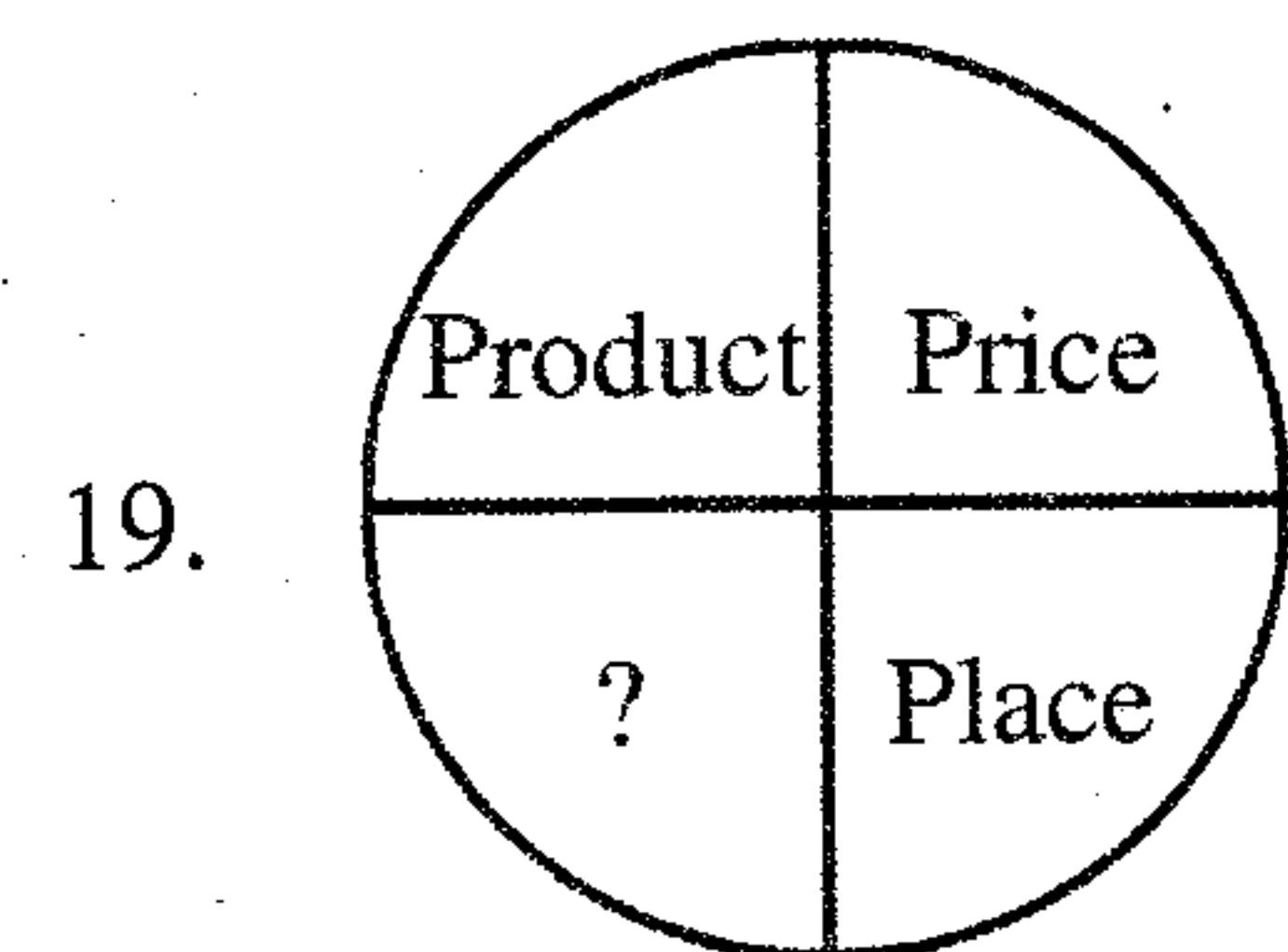
14. Name any 3 co-curricular formal organizations functioning in your school premises.
Point out any 3 merits of formal organizations. (Scores : 3)

15. Ram, Rahim and Ron are employees of 3R Ltd. Mr. Robert their immediate superior is guiding, instructing and supervising them in their work.
Which function of management is performed by Mr. Robert ? Give the importance of it. (Scores : 4)

16. Miss Meenu is the Manager of a Bank where Ali, Jacob and Sekhar are the Assistant Manager, Collection, Loan and Administration respectively. Which principle of management by Henry Fayol is applied here explain it. (Scores : 3)

17. Read the following statements related to a established hospital in Ernakulam.
(a) Mobile phones are strictly prohibited in operation theatre.
(b) We use sterilized syringes only.
Identify the type of action plans in each statement. (Scores : 2)

18. "Controlling is an important function of management". Identify and explain the importance of controlling. (Scores : 4)



Identify the missing word in the above diagram and explain its elements. (Scores : 5)

20. After completing of his MBA, Mr. Balan got selection as Personal Manager in HCL Ltd. He is entrusted with the duty of selecting 50 new sales executives in his organization.
Explain the steps he should follow in this activity. (Scores : 6)

21. (a) These are plans formulated for repeated use.
(b) These are plans made for handling non-recurring problems.
Identify the names of these plans. (Scores : 2)

22. Prepare a short note on "Book Building". (Scores : 3)

23. "Consumer is the god in the market". On basis of this statement explain different consumer rights. (Scores : 4)

24. Travancore Ltd., decides to use short term and market for meeting its working capital requirements. List out important money market instruments for raising such funds. (Scores : 3)

25. Smt. Amanda and Smt. Anaha purchased 500 shares of Wornderla Ltd. Amanda is interested in receiving maximum dividend while Anaha is interested in increase in the market value of shares.
Identify and explain the objectives of financial management in the light of Amanda's and Anaha's approach in share purchase. (Scores : 3)

26. (a) Gionee Ltd., introduced a new mobile phone with dual sim facility. The finance manager after considering several factors determined its price as ₹ 7,500/-
What factors the manager must consider while fixing ₹ 7,500 as price ? (Scores : 8)

OR

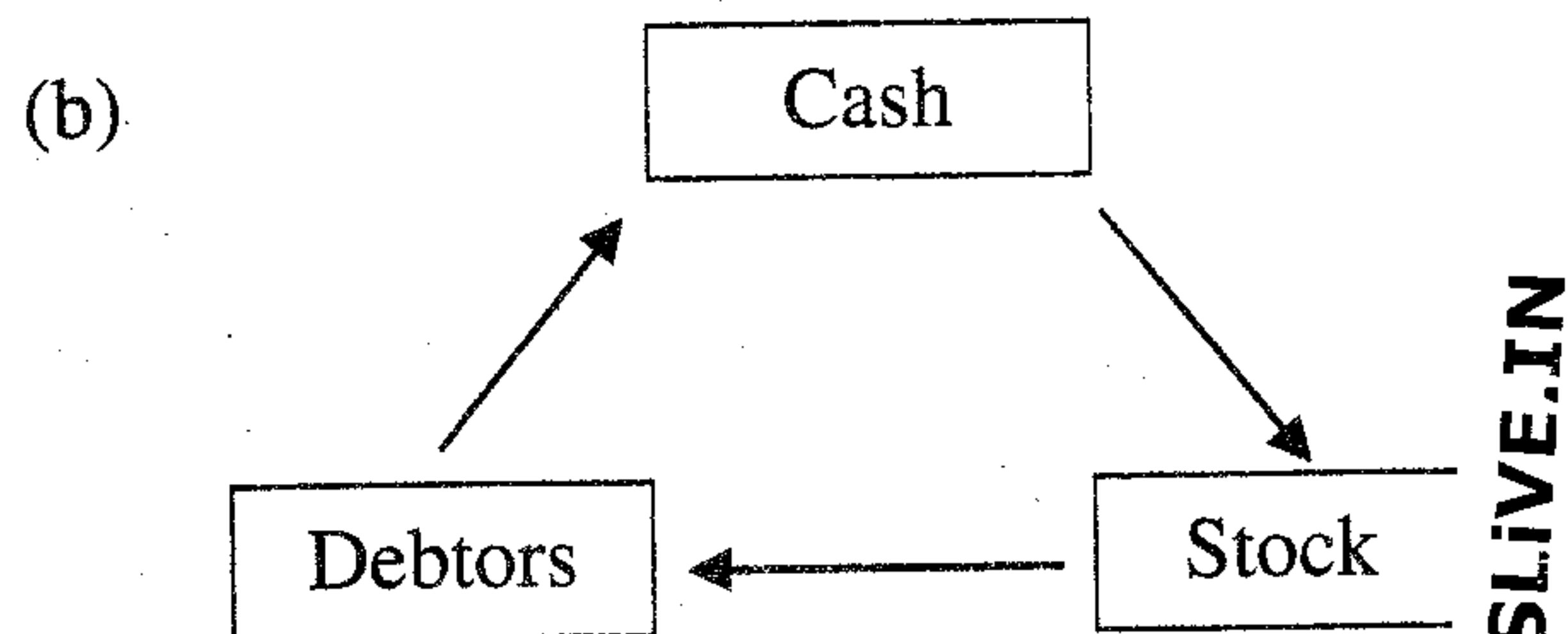
(b) "Sales promotion are those marketing activities other than personal selling advertising and publicity". Do you agree with this statement ?
What are the objectives of sales promotion ? Explain various sales promotion techniques at consumer level. (Scores : 8)

27. (a) "It is the return or reward that a shareholder gets from the company on his investment."

Identify the term defined here and explain the factors influencing its decision.

(Scores : 8)

OR



Identify the concept behind the above diagram. Write its meaning and explain the importance of it in business organizations.

(Scores : 8)

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