

Reg. No. :

Code No. 2048

Name :

**SECOND YEAR
SAY/IMPROVEMENT
JUNE 2018**

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.
- Use the 'Cool-off time' to get familiar with questions and to plan your answers.
- Read questions carefully before answering.
- Read the instructions carefully.
- 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.

വിദ്യാർത്ഥികൾക്കുള്ള പൊതുനിർദ്ദേശങ്ങൾ :

- നിർദ്ദിഷ്ട സമയത്തിന് പുറമെ 15 മിനിറ്റ് 'കൂൾ ഓഫ് ടൈം' ഉണ്ടായിരിക്കും.
- 'കൂൾ ഓഫ് ടൈം' ചോദ്യങ്ങൾ പരിചയപ്പെടാനും ഉത്തരങ്ങൾ ആസൂത്രണം ചെയ്യാനും ഉപയോഗിക്കുക.
- ഉത്തരങ്ങൾ എഴുതുന്നതിന് മുമ്പ് ചോദ്യങ്ങൾ ശ്രദ്ധാപൂർവ്വം വായിക്കണം.
- നിർദ്ദേശങ്ങൾ മുഴുവനും ശ്രദ്ധാപൂർവ്വം വായിക്കണം.
- 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.

Answer all the questions from 1 to 7. Each question carries 1 score.

(7 × 1 = 7)

1. Which of the following is a function of middle level management ?
 - (a) Formulation of plans and policies.
 - (b) Directly oversee the efforts of workforce.
 - (c) Co-operate with other departments for smooth functioning of the organization.
 - (d) Analyse the Environment.

2. F.W. Taylor's functional foremanship is an extension of Henry Fayol's _____ function.
 - (a) Scalar chain
 - (b) Order
 - (c) Division of work
 - (d) Discipline

3. Complete the series.
Globalisation : Integration of various economies of the world into a global economy.
Liberalisation : _____ ?

4. Which of the following is not a part of Responsibility Centre ?
 - (a) Cost centre
 - (b) Profit centre
 - (c) Investment centre
 - (d) Management centre

5. The cheapest sources of finance is
 - (a) Equity share
 - (b) Retained earnings
 - (c) Preference share
 - (d) Debenture

14. Explain the importance of delegation. (any two)

15. Give any four features of marketing.

Answer any 4 questions from 16 to 20. Each carries 3 scores.

(4 × 3 = 12)

16. Gopu argued that profit is the only organizational objectives of the business.

(a) Do you agree with him ?

(b) Give reason.

17. "Though planning is an important tool of management, yet it is not a remedy to all problems." Explain this statement.

18. How can an organisation overcome the barriers to effective communication ?

19. Describe the features of a good brand name.

20. Consumer grievances are redressed by the three tier machinery under the Consumer Protection Act. Name these three agencies and their jurisdiction limit.

Answer any 4 questions from 21 to 25. Each carries 4 scores.

(4 × 4 = 16)

21. Write one example of the following plans :

(a) Rule

(b) Policy

(c) Programme

(d) Objective

22. It is important for a business enterprise to understand its environment. Why ?

23. Explain the limitations of controlling.
24. "Advertising misleads customers and increase the cost of product."
(a) Do you agree with this statement ? (1)
(b) Give reason. (3)
25. "Entrepreneurship and Management are the same." Comment your views.

Answer any 3 questions from 26 to 29. Each carries 5 scores. (3 × 5 = 15)

26. Metro Ltd. engaged in the production of soap and it has purchase, production, marketing and finance departments.
(a) Suggest a suitable organisation structure. (1)
(b) State any two merits and demerits of this organisation structure. (4)
27. "It is the market for short term funds which deals in financial assets whose period of maturity is up to one year."
(a) Identify the type of market referred above. (1)
(b) Briefly explain the various instruments used in this market. (4)
28. Hantex offers 30% discount for all their products during Onam season as a part of their promotion technique.
(a) Identify the promotion technique used by them. (1)
(b) Explain any 2 merits and demerits of this technique. (4)
29. Explain the functional foremanship technique with a diagram.

Answer any 2 questions from 30 to 32. Each carries 8 scores.

(2 × 8 = 16)

30. It is the process of identifying and choosing the best person out of a number of prospective candidates for a job.
- (a) Name the process. (1)
- (b) Explain its steps. (7)
31. Explain briefly the elements of directing function.
32. Describe the factors that affect the capital structure of a company.
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