
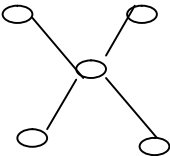
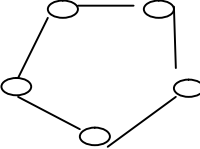
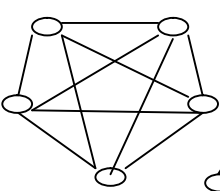
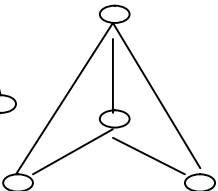


Directorate of Higher Secondary Education

Second Year SAY Improvement Examination 2018 June

Answer Key – Business Studies

Q.No	Sub	Value Points and Scoring indicators	Sub Total	Total
1		c. Co-operate with other departments for smooth functioning of the organization	1	1
2		c. Division of work	1	1
3.		Minimize the governmental restrictions/ Free the licensing system/ Similar meaning	1	1
4.		d. Management centre	1	1
5.		b. Retained earnings	1	1
6.		c. T+2	1	1
7.		b. Market concept. (a. Product concept may also given score)	1	1
8.		1 Two personal objectives- Salaries and perks, Personal growth and development Peer recognition OR Any two objectives of staffing as part of personal management may also given Score.	2 X 1	2
9		(a) Scalar chain (b) Gang plank	1 1	2
10		1. Intelligence Tests 2. Aptitude Test 3. Personality Test 4. Trade Test 5. Interest Test 6. Dexterity test [Any four]	4 X ½	2
11		Trading on Equity refers to the increase in profit earned by the equity Share holders due to the presence of fixed financial charges like interest. Or Employing cheaper debt or other fixed income bearing securities for enhancing The earnings of equity shareholders is called Trading on Equity. [Statement with the same meaning may be given full score]		2
12.		Chain  Wheel  Circular  Free Flow  Inverted V  [Any two patterns]	2 X 1	2
13.		Consumer Protection Act 1986, Indian Contract Act 1872, The Sale of Goods Act 1930, Essential Commodities Act 1955, Agricultural Products (Grading and Marketing) Act 1937, Prevention of Food Adulteration Act 1954, The Standards of Weights and Measures Act 1976, The Trade Marks Act 1999, The Competition ct 2002, The Bureau of Indian Standards Act 1986 or any two similar Acts related to Consumer Protection. [Any two only needed]	2 X 1	2
14.		Effective management, Employee development, Motivation of employees, Facilitation of growth, Basis of management hierarchy, Better coordination, Reduce the work load of managers [Any two points with brief explanation- 2X1 =2 Score] [Points only, ½ score each, maximum 2X1/2 =1 Score]	2 X 1	2
15		Needs and wants, Creating a market offering, Customer value, Exchange mechanism,	4 X ½	2
16	(a) (b)	No/disagree Survival and growth are other two organisational objectives of management. [With meaningful explanation]	1 2	3
17.		Limitations of planning Leads to rigidity, May not work in a dynamic environment, Reduces creativity Involves huge cost, It is time consuming process, Does not guarantee success [Any three points with brief explanation 3X1 Score]	3 X 1	3

		Points without explanation ½ score each only, maximum 1 1/2 score]		
18.		Clarify the ideas before communication, Communicate according to the needs of the receiver, Consult others before communicating, Be aware of the tone, languages and content of messages, convey thing of help and value to listeners Ensure proper feedback, Communicate for present as well as future, Follow up Communications, Be a good listener [Any three points with brief explanation 3X1 Score] [Points without explanation ½ score each only, maximum 1 1/2 score]	3 X 1	3
19.		1. Short, easy to pronounce, spell, recognize and remember, 2. Suggest the product's benefits, functions and qualities, 3. Should be distinctive, 4. Sufficiently versatile to accommodate new products, 5. Capable of being registered and legally protected, 6. Should be lasting and have staying power [Any three points with brief explanation 3X1 Score] [Points without explanation ½ score each only, maximum 1 1/2 score]	3 X 1	3
20.		1. District Consumer Protection Forum- Complaints of value up to Rs 20 Lakhs 2. State Commission – Complaints above the value ofRs 20 Lakhs up to Rs 1 Crore and appeal against the order of District Forum 3.National Commission – Complaints of value above Rs1 Crore and appeal against The order of State Commission . [Name only ½ Score each – 3 X ½ = 1 ½]	3 X 1	3
21.		One example each for Rule, Policy, Programme and Objective Eg; Rule – No smoking Policy – Promotion is based on merit only Programme – Training programme to employees Objectives – Attain 100% result. [Any relevant examples shall be given score]	4 X 1	4
22.		1. It enables the firm to identify opportunities and getting the first mover Advantage 2. It helps the firm to identify threats and early warning signals 3. It helps in tapping useful resources 4. It helps in coping with rapid changes 5. It helps in assisting in planning and policy formulation 6. It helps in improving performance [Any four points with brief explanation 4X1 Score] [Points without explanation ½ score each only]	4 X 1	4
23		1. Difficulty in setting quantitative standards 2. Little control on external factors 3. Resistance from employees 4. Costly affair [Points with brief explanation, 1 Score each] [Points without explanation ½ score each only]	4 X 1	4
24		Yes / No If Yes, Demerits of advertisement 1. Less Forceful, 2. Lack of Feedback, 3. Inflexibility, 4. Low Effectiveness Or Objections to advertisement 1. Adds to Cost, 2. Undermines Social Values, 3. Confuses the Buyers, 4. Encourages Sale of Inferior Products, 5. Some Advertisements are in Bad taste If No, Merits of advertisement 1. Mass Reach, 2. Enhancing Customer Satisfaction and Confidence, 3. Expressiveness, 4. Economy. [Any three points with brief explanation 3X1 Score] [Points without explanation ½ score each only]	1 3 X 1	 4
25.		Disagree Differences between entrepreneurship and Management on the following basis In table form or otherwise 1.Focus, 2. Resource orientation, 3. Approach to task, 4. Primary motivation,	1 3	4

	5. Status vis-à-vis enterprise, 6. Primary economic reward, 7. Innovation orientation, 8. Risk orientation, 9. Approach to decision making, 10. Scale of operations, 11. Primary skill requirement, 12. Specialization orientation [Any 3 differences]		
26.	(a) Functional Structure (b) Merits – 1. Leads to occupational specialization, 2. Promotes control and Coordination among departments, 3. Increase managerial and operational Efficiency, 4. Minimal duplication of effort resulting lower cost, 5. Facilitate Training of employees. Demerits- 1. Less emphasis to over all enterprise objective and more to Personal or departmental objective, 2. Leads to problems in coordination, 3.Conflicts of interest between departments, 4. Lead to inflexibility [Any two merits and two demerits 4X1 =4 Score] [Advantages or disadvantages only maximum 2 score]	1 2 2	5
27	(a) Money Market (b) 1. Treasury Bill, 2. Commercial Paper, 3. Call Money, 4. Certificate of Deposit, 5. Commercial Bill, [Any four instruments with brief explanation 4 X 1 = 4 Score] [Instrument's name without explanation, ½ Score each]	1 4	5
28.	(a) Sales Promotion [Discount/Rebate] (b) Merits - 1. Attention Value, 2. Useful in New Product Launch, 3.Synergy in Total Promotional Efforts. Demerits – 1. Reflects Crisis, 2. Spoils product image [Any two merits and two demerits with brief explanation 4X1 =4 Score] [Without explanation, ½ Score each] [Merits or demerits only, maximum 2 Score]	1 2 2	5
29.	Explanation of functional foremanship in brief Diagram of functional foremanship <pre> graph TD FM[Factory Manager] --> PI[Planning In charge] FM --> PIn[Production In charge] PI --> ICC[Instruction Card Clerk] PI --> RC[Route Clerk] PI --> TCC[Time and cost Clerk] PI --> D[Disciplinarian] PIn --> SB[Speed Boss] PIn --> GB[Gang Boss] PIn --> RB[Repair Boss] PIn --> I[Inspector] ICC --> W[Worker] RC --> W TCC --> W D --> W SB --> W GB --> W RB --> W I --> W </pre>	2 3	5
30.	(a) Selection (b) 1. Preliminary Screening, 2. Selection Tests, 3. Employment Interview 4. Reference and Background Checks, 5. Selection Decision, 6. Medical Examination, 7. Job Offer, 8. Contract of Employment [Points with brief explanation – Full Score 7 X 1 = 7] [Points only without explanation ½ Score each]	1 7 X 1	8
31.	1. Supervision, 2. Motivation, 3. Leadership, 4. Communication [With proper explanation 4 X 2 = 8 Score] [Points only without explanation ½ Score each]	4 X 2	8
32.	1. Cash Flow Position, 2. Interest Coverage Ratio (ICR), 3. Debt Service Coverage Ratio. 4. Return on Investment (RoI), 5. Cost of debt, 6. Tax Rate, 7. Cost of Equity, 8. Floatation Cost, 9. Risk Consideration 10. Flexibility, 11. Control 12. Regulatory Framework, 13. Stock Market	8 X 1	8

		Conditions, 14. Capital Structure of other companies. [Any 8 points with brief explanation – Full Score 8 X 1 = 8] [Points only without explanation ½ Score each]		
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Business Studies 2018 June SAY / Improvement

Answer Key prepared by

1. U Haridas, MNKM HSS, Chittilamchery, Palakkad – 9249988613
2. Byju Antony, Govt. VHSS, Puthanchira, Thrissur – 9605059267
3. Rajeev K, KPC HSS, Pattannur, Kannur – 9020941551
4. Boban J E, St. Joseph's HSS, Thiruvananthapuram –
5. Abdul Manaf E, St. Jude's VHSS., Ummannur, Kollam – 9447135832
6. Muhammed Haneefa V A., Lajnathul Muhammadiya HSS, Alappuzha – 9447787897
7. Abdul Hakkeem E, Govt. HSS, Kizhuparamba, Malappuram – 9495102596
8. Suma K, NVT Commerce, RM VHSS, Perinjanam, Thrissur -9495668650
9. Manjusha M K, SN HSS, Okkal, Eranakulam- 9495257279