

Second Year Higher Secondary Examination-March 2019

Subject – Business Studies Code No: SY 48

Q.No	Sub Qn.	Answer Key/Value Points	Score	Total
1		Esprit de Corps [a]	1	1
2		Procedure [a]	1	1
3		Protecting environment [c]	1	1
4		Informal communication [b]	1	1
5		Control by exception/Management by exception (One point)	1	1
6		Quantity gift/Premium (One point)	1	1
7		Casual Callers/Un Solicited applicants	1	1
8		Systematic Delegation of authority throughout all levels of management in an organisation (Sentence with similar meaning may be given score)	1	1
9		Working Capital Decision	1	1
10		Blue print of financial activities of an organisation / Make sure that, sufficient funds are available as and when needed and ensure, no surplus fund is kept idle. (Sentence with similar meaning may be given score)	2	2
11	a. b. c. d.	Literacy rate-Social environment Public debt(Internal and External) -Economic Rate of savings and investments –Economic Birth and death rate - Social	4 x 1/2	2
12		Suggest the utility/characteristics of the product Simple and easy to pronounce Distinctive Adaptable Capable of being registered Should have staying power etc. (any 2 points)	2 x 1	2
13		If the claim amount is above Rs 20 Lakhs and below 1 crore Appeal against the order of District Consumer protection forum.	2 x 1	2
14		Providing managers with useful insights into reality: Optimum utilisation of resources and effective administration: Helps in making scientific decisions Helps in fulfilling social responsibility Meeting changing environment requirements Management training, education and research (Any three relevant points)	3 x 1	3
15		Autocratic or Authoritarian leader Democratic or Participative leader Laissez faire or Free-rein leader (With brief explanation, points only ½ score each)	3 x 1	3
16		Treasury Bills – Issued by Government, In the form of a promissory note, Maturity period is less than one year, sold at discount and redeemed at par Commercial Paper-Issued by credit worthy companies, Maturity period is 15 days to 1 year, In the form of a negotiable instrument, Sold at discount and	3 x 1	3

		redeemed at par. (Any three points) [For correct meaning of both the terms 2 Score].		
17		Be aware of the goods and services available in the market Buy only standardised products Learn about the risks associated with products Read the label carefully to know the details of products Be honest in dealings Ask for cash memo etc. (Any three responsibilities)	3 x 1	3
18.		Increasing competition More demanding customers Rapidly changing technological environment Necessity for change Need for developing human resource Market orientation Loss of budgetary support to the public sector (Any three points with brief explanation, [Points only ½ score each, maximum 1 ½ score])	3 x 1	3
19	a	Vestibule Training- This is an off the job training method. Actual work environments are created in a class room and employees use the same materials, files and equipment. This is usually done when employees are required to handle sophisticated machinery and equipment. [Proper meaning of the term has to be given full score]	2	4
	b	Apprenticeship Training—Apprenticeship programmes, an on the job training method put the trainee under the guidance of a master worker. These are designed to acquire a higher level of skill. The trainees spend a prescribed time work with an experienced trainer . [Proper meaning of the term has to be given full score]	2	
20	a	Controlling	1	4
	b	1.Setting performance standards 2. Measurement of actual performance 3. Comparison of actual performance with standards (With proper explanation, [Points only ½ score each, maximum 1 ½ Score])	3 x 1	
21		Systematic Activity Lawful and Purposeful Activity Innovation Organisation of Production Risk Taking (Any two points with proper explanation. [Points only, 1 Score each, maximum 2 score])	2 x 2	4
22	a	Functional foremanship	1	4
	b	Diagrammatic presentation	3	
23		1.Registration of brokers and sub brokers and other players in the market. 2. Registration of collective investment schemes and Mutual Funds. 3. Regulation of stock brokers, portfolio exchanges, underwriters and merchant bankers. 4. Regulation of takeover bids by companies. 5. Calling for information by undertaking inspection, conducting enquiries and audits of stock exchanges and intermediaries. 6. Levying fee or other charges for carrying out the purposes of the Act.	4 x 1	4

		7. Performing and exercising such power under Securities Contracts (Regulation) Act 1956, as may be delegated by the Government of India. (Any four points)																
24		<table border="1"> <tr> <td>Marketing</td> <td>Selling</td> </tr> <tr> <td>A wider term</td> <td>Part of marketing</td> </tr> <tr> <td>Emphasis for Customer satisfaction</td> <td>Emphasis for transfer of title</td> </tr> <tr> <td>Profit through customer satisfaction</td> <td>Profit through increased sales</td> </tr> <tr> <td>Starts well before production and continues up to the life of product</td> <td>Starts only after production and ends immediately on transfer of ownership</td> </tr> <tr> <td>Strategies on 4 Ps</td> <td>Sales promotional strategies</td> </tr> <tr> <td>Caveat vendor</td> <td>Caveat emptor</td> </tr> </table> <p>Any 4 relevant points</p>	Marketing	Selling	A wider term	Part of marketing	Emphasis for Customer satisfaction	Emphasis for transfer of title	Profit through customer satisfaction	Profit through increased sales	Starts well before production and continues up to the life of product	Starts only after production and ends immediately on transfer of ownership	Strategies on 4 Ps	Sales promotional strategies	Caveat vendor	Caveat emptor	4 x 1	4
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25	a	Middle level manager	1	5														
	b	(i) interpret the policies framed by top management, (ii) ensure that their department has the necessary personnel, (iii) assign necessary duties and responsibilities to them, (iv) motivate them to achieve desired objectives, (v) co operate with other departments for smooth functioning of the organisation. (Any 4 points)	4 x 1															
26	a	Planning	1	5														
	b	Planning provides directions Planning reduces the risks of uncertainty Planning reduces overlapping and wasteful activities Planning promotes innovative ideas: Planning facilitates decision making Planning establishes standards for controlling (Any 4 points with brief explanation[Points only ½ Score each, maximum 2 score]) (There is a difference between Malayalam and English version of question texts so that any meaning ful answer related with planning shall be given 2 score)	4 x 1															
27	a	Staffing	1	5														
	b	Estimating the Manpower Requirements Recruitment Selection Placement and orientation (With explanation, [points only ½ score each, maximum 2 score])	4 x 1															
28	a	Divisional structure	1	5														
	B	Diagram of divisional structure with three products in the question	2															
	c	Helps in product specialisation Divisional heads are accountable for profits, It promotes flexibility, initiative and faster decision making It facilitates expansion and growth (Any 2. points)	2 x 1															
29	a	Dividend decision	1															

Qn No	Sub Qns	Answer Key/Value Points	Score	Total
1.		K.M. Riyazudeen HSS for Boys Punalur, Kollam 9447905993		
2.		PRAMOD.C MRVHSS Padne 9447880590 Kasaragod		
3.		Abdul Ageel. MK 88HSS Moorbarad 944689710		
4.		P. Akhilasam. NHSS, Vakayad. 9497161632		
5.		Abraham. E.V. 8NHSS Poothady. 9447316365		
6.		Jenny Varghese. M. 80: Ignatius VHS, 9497278842 Kanjicramattor, Kozhikode		
7.		Prince men. V.P. CVHSS Chemnad 9446282312 Kararagol		
8.		Narayanan B 9442008890 St. Mary's HSS, Jelland, Tum (1057)		
9.		REJI MATHEW. St. Mary's H.S.S. Manarad (9446562603) Kottayam		
10.		Jaya kumar. B, Abraham m m HSS, 790706 Edayaramulla, Pathanamthitta.	4975	
11.		Thomas. P.V HSST (Commerce) 9447368693 GITHS Chavassery, Kannur		
12.		SIRJA.S, NVP Commerce, CVHSS Puthur, Thiruv 9495466010		
13.		Jaya. M.T, NVT in Commerce, CVHSS, Koodal 9447468673 Pathanamthitta 94470506		
14.		Beje. K, NVT Commerce CVHSS Kottankulangara 9446830976-Kollam		
15.		Vijayalakshmi. CC. NVT Commerce, CMVHSS, (9495708007) Theeravattur		
16.		Sreedhar. G, NVT in Commerce, JDTI VHS, Calicut		

17. Byju Antony, HSST Commerce, CVHSS Puthenchira
9605059267
18. Haridas, MNKM HSS, Chittilanchery.
Mob: 7907266486