

SECOND YEAR HIGHER SECONDARY EXAMINATION (SAY) JUNE 2019

Subject: BUSINESS STUDIES

Code No: SY 48

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
01		Ⓒ Literacy rate	1	1
02		Ⓑ Strategy	1	1
03		Ⓓ Equity share	1	1
04		Entrepreneurship	1	1
05		Societal Marketing concept	1	1
06		Ⓓ Stock option	1	1
07		Ⓓ Co-ordination	1	1
08		Implementing plans- Middle level Mgt	1	1
09		Social objective	1	1
10		- It is a positive process because it is concerned with attracting qualified and competent individuals to apply- for a job	2	2
11		1. offer through prospectus 2. offer for sale 3. private placement 4. Right issue 5. e-IPO's (Any two)	1 1	2
12		Attractive packaging encourage people to buy a product like a salesman Or any reasonable explanation	2	2

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13		Management of work, Mgt of people, Management of operations (Any two)	1+1	2
14		Controlling is like a postmortem of past activities and find out deviations from the standards. So, it is a backward looking function	2	2
15		<p>(a) Functional structure</p> <p>(b) Advantages</p> <ul style="list-style-type: none"> <li>(i) It promotes control &amp; co-ordinate different departments</li> <li>(ii) It helps to increase in the managerial &amp; operational efficiency</li> <li>(iii) It minimise duplication of efforts</li> <li>(iv) It makes training easier</li> </ul> <p>(Any two)</p>	1     $\frac{1}{2} + \frac{1}{2}$	2
16		<p>Return on investment</p> <p>Ratio Analysis</p> <p>Responsibility Accounting</p> <p>Managerial Auditing</p> <p>PERT &amp; CPM</p> <p>Management information system</p> <p>(Any three with explanation otherwise <math>\frac{1}{2}</math> score)</p>	1      1	3
17		<p>a. prohibition of fraudulent &amp; Unfair - trade practices</p> <p>b. Controlling insider trading &amp; imposing penalties for such practises</p> <p>c. Undertaking steps for investor protection</p> <p>d. promotion of fair practises &amp; code of conduct in securities market</p> <p>(Any 3, 1 score each)</p>	1   1	3

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18		<p>Yes, any two advantages of internal source</p> <p>Or</p> <p>No, any two limitations of internal source or two advantages of external source of recruitment</p> <p>(Any reasonable explanation)</p>	1  2	3
19	a b	<p>Dividend decision</p> <p><u>Factors</u></p> <ol style="list-style-type: none"> <li>1. amount of earnings</li> <li>2. Stability of earnings</li> <li>3. Stability of dividend</li> <li>4. Growth opportunities</li> <li>5. Cash flow position</li> <li>6. share holders preferences</li> <li>7. Taxation policy</li> <li>8. Stock mkt reaction</li> <li>9. Access to capital market</li> <li>10. legal constraints</li> <li>11. Contractual constraints</li> </ol> <p>(Any 2 point with explanation, 2 scores) points only 1/2 score, maximum 1 score)</p>	1  2	3
20		<p>Need for Autonomy - : It is defined as a desire for independence, individuals with a high need for autonomy want to work alone prefer to control their own work place and do not to be <del>compars</del> hampered by excessive rules or procedeses</p> <p>(Any other meaningful explanation give full score)</p>	3	3
21				

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21	a	Informal organisation	1	4
	b	Features		
		1. It originates from within the formal organisation as a result of personal interactions.	1	
		2. It does not have official rules & regulations	1	
		3. The flow of information are developed by group members.	1	
		4. It generates spontaneously	1	
		5. It has no definite structure or form (Any 3 points)		
22	a	legal environment - Consumer Protection Act 1986	1	4
	b.	Economic environment - liberalisation	1	
	c	Social environment - Composition of family	1	
	d.	Political Environment - Stability of Government	1	
23		Write any Four differences between Advertising & personal selling	1 1 1 1	4
24		Any two arguments to confirm Mgt as a profession	2	4
		Any two features of profession not possessed by management	2	

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Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
25	a	yes	1	4
	b	Any three importance of leadership (Qualities of a good leader is also considered)	3	
26	a	No	1	5
	b	<u>Basis</u>		
		<u>Henry Fayol</u>		
		<u>FW. Taylor</u>		
	1	Perspective Top level of Mgt shop floor Mgt		
	2	Unity of- Command Staunch proponent Functional Foremanship		
	3	Applicability Universal Applicability Specific Application		
	4	Formation personal experience Observation & experimentation		
	5	Focus Overall administration Increasing Productivity		
	6.	personality practitioner Scientist		
	7.	Expression General Mgt Scientific Mgt (Any any Four- each carries 1 score)		
27		<u>Ways &amp; means of consumer protection</u>		
		1. Self regulation by business	1	5
		2. Business Associations	1	
		3. Consumer awareness	1	
		4. Consumer organisations	1	
		5. Government	1	
		(Each item with explanation 1 score each, points only 1/2 score)		

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Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
28		1. Objectives 2. policy 3. procedure 4. Strategy 5. Rule 6. Methods 7. Programmes 8. Budgets... (Explaining <sup>any</sup> 5 points 1 score each) points only 1/2 score, Max 2 1/2 score)	1 1 1 1	5
29	a On the Job Training b 1. Apprenticeship Training 2. Coaching 3. Internship, Re job Rotation (Any four with explanation 1 score each) points only 1/2 score)	1 1x4	5	
30	1. Rebate 2. discount 3. Refund 4. product combination 5. quantity gift 6. Instant draws 7. ducky draw 8. Usable benefit 9. Full finance @ 0%, 10% sampling 11. Contest. (Any Eight with explanation 1 score each) points only 1/2 score	1x8	8	
31	a Motivation b <u>Features</u> 1. Internal feeling 2. Goal oriented behaviour 3. It can be either positive or negative 4. Complex process ( <del>with explanation</del> <sup>Any three</sup> 1 score) <u>Importance</u> 1. It helps to improve performance of employees.	1 3		

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32	2.	It helps to change the attitude of employees	1	8
	3.	Reduces employees turnover & absenteeism	1	
	4.	Helps the managers to introduce changes	1	
			1	
	a	Capital structure	1	8
	b	<u>Factors</u>		
	1.	Cash flow position		
	2.	Interest coverage ratio		
	3.	Debt service coverage ratio		
	4.	Return on investment		
	5.	Cost of debt		
	6.	Tax rate		
	7.	Cost of equity		
	8.	Flotation cost		
9.	Risk consideration			
10.	flexibility			
11.	Control			
12.	Regulatory framework			
13.	Stock market conditions			
14.	Capital structure of <sup>other</sup> companies		1x7	
	(7 points with explanation carries 1 score each)			