

Second Year Higher Secondary Examination, March-2020
 Sub-Business Studies with FM, Code-SY48(Unofficial)

Maximum Score-80

Q.No	Sub Q.No	Answer Key/value points	Score	Total
I		Answer all questions from 1 to 9. Each carries 1 score (9x1=9)		
1.		(b) Globalisation		
2.		divisional		
3.		(b) Current Assets - Current Liabilities		
4.		(d) Rigidity		
5.		(a) Top Level		
6.		1986		
7.		Packaging		
8.		Program Evaluation and Review Technique - PERT		
9.		Functional Structure		9
		Answer any 4 questions from 10-14. Each carries 2 scores (4x2=8)		
10.		1) Intelligent Test 2) Aptitude test 3) Trade test 4) Personality test 5) Interest test	2	
11.		(d) Staffing Reason - others are elements of directing	2	
12.		(1) Systematised body of knowledge (2) Principles based on experimentation (3) Cause-effect relationship (4) Scientific principle	2	
13.		(a) Esprit-de-corps/union is strength (b) Order	2	
14.		Importance of Planning (a) Planning provides directions (b) Planning reduces uncertainty and risks (c) Planning promotes innovative ideas (d) Planning reduces overlapping and wasteful activities (e) Planning facilitates decision making.	2	8
		Answer any 4 questions from 15-19. Each carries 3 scores (4x3=12)		
15.		1. Be aware of various goods & services 2. Buy only standardised goods. 3. Understand the risk associated with the prod.		

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15) 1) Take initiative to form Consumer Societies
2) Insist on a Cash memo on purchase of goods and services. (Any 3 points) 3

16) 1) Short and simple 2) distinctive 3) versatile
4) Legal protection 5) Adaptable (Any 3 points) 3

17) Financial Planning refers to the process of estimation, procurement, utilisation and administration of funds. It is essentially the preparation of a financial blue print of firm's future operations. (or any meaningful answer) 3

18) i) Status
ii) Organisational climate
iii) Job Security
(Any 3 points with ordering explanation) 3

19) (a) Budget - Example - Sales budget
(b) Rule - Example - No Smoking in the factory 3

12

Answer any 5 questions from 20-25 each carries 4 Scores (5x4=20)

20.

Entrepreneur	Manager
1. Informal approach	1. Formal approach
2. Primary motivation is achievement	2. Primary motivation is power
3. He is the owner of the firm	3. He is only an employee of the firm.
4. His Reward is profit	4. His reward is salary
5. He is risk taker	5. He is risk-averse

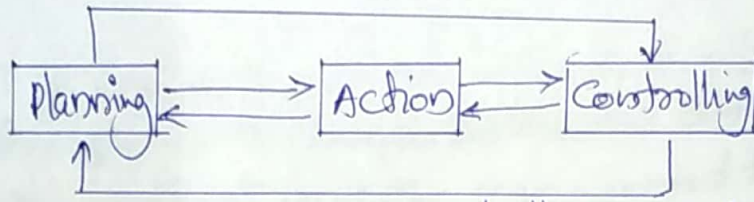
(Any 4 difference) 4

21) Marketing management Philosophies are
i) The production Concept (ii) The product Concept
(iii) The selling Concept (iv) The marketing Concept.
The production Concept - As per this Concept profit could be maximised by production on a large scale, and consumers would buy those

products which are widely available at reasonable prices.

4

22.



Planning and Controlling are inseparable twin of management. After a plan becomes operational Controlling is necessary to monitor the progress, measure the performance, locate deviations and take corrective measures to ensure conformity with the plan. Thus planning without Controlling is meaningless and Controlling without planning is blind.

4

23.

- (1) External source of recruitment
- (2)
 1. Direct recruitment
 2. Casual Calls
 3. Employment exchange
 4. Campus recruitment

4

24.

Co-ordination

Features

1. Essence of management
2. Continuous process
3. Group effort
4. (one sentence explanation needed)

4

25.

- 1) Treasury Bill
 - 2) Commercial paper
 - 3) Call money
 - 4) Certificate of Deposit
 - 5) Commercial Bill
- (Any two points with explanation)

4

20

26.

A	B
On the job training	Internship training
Transfer	Internal sources
Campus Recruitment	External sources
Selection	Negative process
Off the job training	Conferences

5

Answer any 2 questions from 27 to 29, Each Carried 5 scores (2x5=10)

27.

Mental Revolution is one of the scientific management principle forwarded by ~~Herz~~ F.W. Taylor. The basic idea behind this principle is to change the mental attitudes of the workers and the management towards each other. Taylor calls it as 'Mental Revolution'. What is needed is a Co-operation and not Competition. Both should realise that they require each other. Both party should work to increase surplus rather than think of its division.

5

28.

1) Increasing Competition (2) Necessity for change (3) Rapidly changing technological environment (4) Need for developing human resources (5) market orientation (6) more demanding customers (7) Loss of budgetary support to the public sector
(Any 5 points with meaningful explanation)

5

29.

Informal organisation.

Features

1. Personal ~~interactions~~ interaction
2. Spontaneous
3. Group norms
4. No definite structure
5. Independent channel of communication

4x1=4

(Features one sentence explanation)

5

10

Answer any 2 questions from 30-32. Each Carried 8 scores. (2x8=16)

30.

Working Capital - Working Capital is a part of Capital invested in current assets.
Factors affecting working requirements of a Company.

(1) Nature of business (2) Scale of operations
 (3) Business cycle (4) Seasonal factors
 (5) Credit allowed (6) Credit availed
 (7) Inflation (8) Growth prospectus (9) Level
 of Competition (10) operating efficiency
 (Any 8 points with meaningful explanations)

8

31.

Barriers to Communication

1. selective reception
 2. poor listening skill
 3. Credibility of source
 4. Status differences
 5. Semantic problems
 6. Complex organisational structures.
 7. Channel distortions
 8. predispositions
- (Any 8 points with meaningful explanations)

8

32.

Advantages/Merits

- (1) Mass Reach (2) Expressiveness (3) Economy
 (4) Customer satisfaction

Disadvantages/Demerits

- (1) Inflexibility (2) Low effectiveness
 (3) Less forceful (4) Lack of feed back
 (Any 4 merits and 4 demerits with meaningful
 explanation)

8

16

Total Scores

80

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