

## **SECOND YEAR HIGHER SECONDARY EXAMINATIONS**

### **BUSINESS STUDIES**

**TOTAL SCORE: 80**

**TIME :2.30 HRS**

#### **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.**

**Answer all 8 questions from 1 to 8. Each question carries 1 mark.**

1) Supervisor belongs to -----level of management

- a) Top
- b) Middle
- c) Lower

2)----- is the art of getting things done through others

- a) Controlling
- b) Management
- c) Planning
- d) Co-ordination

3) Identify the management principle which states "union is strength".

- a) Order

- b) Unity of command
- c) Esprit de corps
- d) Discipline

4) which of the following is an example of social environment.

- a) Stability of government
- b) Labour laws
- c) Literacy rate
- d) Disinvestment policy

5) The assumption on the future up on which plan are based are called -----

6) ----- States that only significant deviation should be brought into the notice of management

7) Which is called as silent salesman in market.

- a) Grading
- b) Trade mark
- c) packaging
- d) Branding

8) In which year consumer protection act was enacted?

**Answer any 5 questions. Each question carries two marks(5\*2)**

9) Explain the term "Co-ordination?"

10) what is super vision?

11) Mention any two steps in controlling process?

12) Describe the concept of trading on equity?

13) what are the elements of marketing mix?

14) Any two difference between selling and marketing?

**Answer any 5 questions. Each question carries 3 marks. (5\*3=15)**

15). Briefly explain the objectives of management ?

16). "Planning is looking ahead while controlling is looking back" comment ?

17). Every manager has to take three major decisions while performing finance decision of a business. Briefly explain these functions.?

18) What is financial planning? State its two importance.?

19). Explain the three elements of delegation. ?

20). Draw the diagram showing communication process. ?

**Answer any 4 questions from the following questions. Each question scores 4 marks. ( 4 x 4 = 16 )**

21) Draw an example for Divisional Structure of an organisation ? And point out its two Merits?

22). Explain any four commonly used Sales promotional technique ?

23) Briefly explain different on the job training methods?

24). Planning does not guarantee success to a business. Do you agree ? Justify your Answer?

25). state any four non financial incentives ?

**Answer any three questions from the following. Each question carries 5 marks. (3×5=15)**

26) .Match the following

A

B

1. Change in the life style of people

a. Legal environment

2. ATM

b. Social environment

3. Companies Act

c. Political environment

4. Change in tax rate

d. Technological environment

5. Ideology of govt.

e. Economical environment

27).Consumer Protection Act1986 envisages certain rights to consumer. Illustrate them

28)Briefly explain Maslow's need hierarchy theory ?

29).Explain any 5 factors affecting working capital requirements of a company ?

**Answer any 2 questions from the following. Each question carries 8 marks. (2×8=16)**

30).Describe Henry Fayol's Modern Management principles. ?

31).Explain about various functions of marketing. ?

32). Which are the various methods used while selecting an employee?

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