

Part – III

Time : 2½ Hours

**BUSINESS STUDIES**

Cool-off time : 15 Minutes

Maximum : 80 Scores

**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.

**വിദ്യാർത്ഥികൾക്കുള്ള പൊതുനിർദ്ദേശങ്ങൾ :**

- നിർദ്ദിഷ്ട സമയത്തിന് പുറമെ 15 മിനിറ്റ് 'കൂൾ ഓഫ് ടൈം' ഉണ്ടായിരിക്കും.
- 'കൂൾ ഓഫ് ടൈം' ചോദ്യങ്ങൾ പരിചയപ്പെടാനും ഉത്തരങ്ങൾ ആസൂത്രണം ചെയ്യാനും ഉപയോഗിക്കുക.
- ഉത്തരങ്ങൾ എഴുതുന്നതിന് മുമ്പ് ചോദ്യങ്ങൾ ശ്രദ്ധാപൂർവ്വം വായിക്കണം.
- നിർദ്ദേശങ്ങൾ മുഴുവനും ശ്രദ്ധാപൂർവ്വം വായിക്കണം.
- കണക്ക് കൂട്ടലുകൾ, ചിത്രങ്ങൾ, ഗ്രാഫുകൾ, എന്നിവ ഉത്തരപേപ്പറിൽ തന്നെ ഉണ്ടായിരിക്കണം.
- ചോദ്യങ്ങൾ മലയാളത്തിലും നല്കിയിട്ടുണ്ട്.
- ആവശ്യമുള്ള സ്ഥലത്ത് സമവാക്യങ്ങൾ കൊടുക്കണം.
- പ്രോഗ്രാമുകൾ ചെയ്യാനാകാത്ത കാൽക്കുലേറ്ററുകൾ ഒഴികെയുള്ള ഒരു ഇലക്ട്രോണിക് ഉപകരണവും പരീക്ഷാഹാളിൽ ഉപയോഗിക്കുവാൻ പാടില്ല.

I. Answer any 8 questions from 1 to 10, each carries 1 score.

(8 × 1 = 8)

1. Achievement of goals with minimum resources is called :

- (a) Efficiency (b) Effectiveness  
(c) Goal setting (d) All of these

2. Study of movement like lifting, changing position etc. are called \_\_\_\_\_

- (a) Time study (b) Fatigue study  
(c) Motion study (d) None of these

3. A plan developed for a one time event is called \_\_\_\_\_.

- (a) Standing plans (b) Single use plans  
(c) Both (a) and (b) (d) None of these

4. Complete the series :

(a) Formation is based on functions	Functional Structure
(b) Formation is based on product lines	?

5. The process of finding possible candidates for a job is \_\_\_\_\_.

- (a) Selection (b) Training  
(c) Recruitment (d) None of these

6. Pay and allowance is an example of \_\_\_\_\_.

- (a) Financial incentive (b) Non-financial incentive  
(c) Both (a) & (b) (d) None of these

7. The process of ensuring that, the activities in an organisation are performed as per the plans is \_\_\_\_\_.

- (a) Planning (b) Organising  
(c) Controlling (d) Directing

8. The quantum of finance to be raised from various long-term sources is related to :

- (a) Investment Decisions (b) Financing Decisions  
(c) Dividend Decisions (d) None of these

9. The amount of money that the customers have to pay to obtain the product is \_\_\_\_\_.

- (a) Price
- (c) Loss

- (b) Profit
- (d) Margin

10. Which among the following is the apex authority as per Consumer Protection Act ?

- (a) District Forum
- (c) State Commission

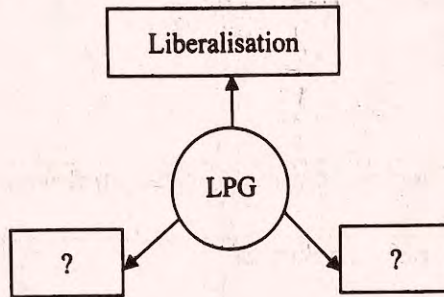
- (b) National Commission
- (d) High Court

II. Answer any 5 questions from 11 to 16, each carries 2 scores.

(5 × 2 = 10)

11. Briefly explain the concept of management.

12. Complete the following chart :



13. Write a note on 'Planning Premises'.

14. Explain the meaning of formal organisation.

15. List out the four elements of direction.

16. Write the four steps of controlling process.

III. Answer any 5 questions from 17 to 22, each carries 3 scores.

(5 × 3 = 15)

17. Briefly explain any three techniques of Scientific Management.

18. Describe the three important elements of staffing.

19. Illustrate any three features of directing.

20. Briefly explain any three importance of controlling.

21. Finance is the life blood of business. Explain.

22. How is a brand name different from trade mark ? Explain.

**IV. Answer any 4 questions from 23 to 27, each carries 4 scores.**

**(4 × 4 = 16)**

23. Write any four functions of middle level management.

24. Match the following :

(a) Inflation rate	(i) Political Environment
(b) Customs & Traditions	(ii) Technological Environment
(c) Scientific improvements	(iii) Economic Environment
(d) Ideology of Government	(iv) Social Environment

25. Write any four differences between functional and divisional structure of organisation.

26. Explain any four factors affecting the requirement of Fixed Capital.

27. Give a brief idea about any four consumer rights.

**V. Answer any 3 questions from 28 to 31, each carries 5 scores.**

**(3 × 5 = 15)**

28. Henry Fayol propounded 14 principles of management. Explain any five among them.

29. Explain any five features of Planning.

30. Dividend decision of the Financial Management is based on certain factors. Explain any five such factors.

31. Briefly explain any five sales promotion techniques.

**VI. Answer any 2 questions from 32 to 34, each carries 8 scores.**

**(2 × 8 = 16)**

32. Staffing is not a simple process, it involves various steps. Explain.

33. Explain the elements of communication by drawing a diagram.

34. What are the key elements of four 'Ps' of marketing ? Explain.