



**SECOND YEAR HIGHER SECONDARY
MODEL EXAMINATION, FEBRUARY – 2024**

Part – III

Time : 2½ Hours

Cool-off time : 15 Minutes

BUSINESS STUDIES

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.
- രേഖാശാലകൾ ചെയ്യാനാകാത്ത കാൽക്കുലേറ്ററുകൾ ഒഴികെയുള്ള ഒരു ഇലക്ട്രോണിക് ഉപകരണവും പരീക്ഷാഹാളിൽ ഉപയോഗിക്കുവാൻ പാടില്ല.

Answer any 7 questions from 1 to 9. Each carries 1 score.

(7 × 1 = 7)

1. The essence of management is _____.
(A) Planning (B) Organising
(C) Staffing (D) Coordination

2. Find the odd one out.
(A) Gang boss (B) Route clerk
(C) Repair boss (D) Inspector

3. The function of management which bridges the gap between where we are and where we want to go is _____.
(A) Organising (B) Staffing
(C) Planning (D) Directing

4. Identify the organisational structure that groups similar or related jobs together.
(A) Functional (B) Divisional
(C) Informal (D) None of these

5. Training given outside the work place is known as _____.

6. Which of the following is an element of directing ?
(A) Motivation (B) Communication
(C) Supervision (D) All of these

7. Identify the wrong statement related to controlling.
(A) Controlling is forward looking.
(B) Controlling is backward looking.
(C) Controlling is one time function.
(D) Controlling is pervasive function.

8. Capital required for the day to day working of an organisation is known as _____.
- (A) Working capital (B) Fixed capital
(C) Long term capital (D) None of these
9. Clothes, Shoes, Jewellery etc are the examples of _____ products.
- (A) Non durable (B) Shopping
(C) Convenience (D) None of these

Answer any 7 questions from 10 to 17. Each carries 2 scores.

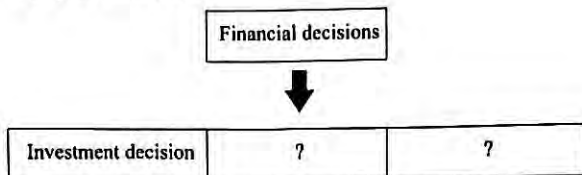
(7 × 2 = 14)

10. What is coordination ?
11. Complete the table :

Customers taste and preferences	Social environment
Interest rate	?
Elected Government	?

12. What is planning premises ?
13. What is Span of Management ?
14. Draw an organisational chart of divisional structure.
15. Differentiate Net Working Capital from Gross Working Capital.

16. Complete the diagram :



17. Name any two redressal agencies under the Consumer Protection Act to protect the consumers.

Answer any 6 questions from 18 to 24. Each carries 3 scores.

(6 × 3 = 18)

18. Briefly explain the following :

- (A) Time study
- (B) Motion study
- (C) Fatigue study

19. Briefly explain any three importance of business environment.

20. Write any three differences between formal organization and informal organization.

21. What are internal sources of recruitment? Give two examples.

22. Briefly explain any three limitations of controlling.

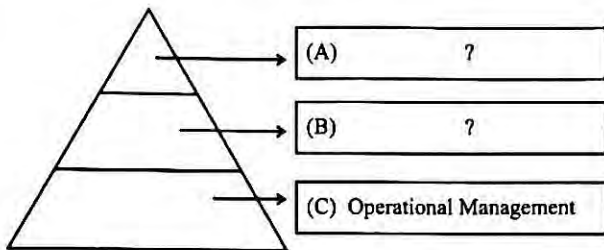
23. What is fixed capital ? Write any four factors affecting the requirement of fixed capital.

24. Briefly explain any three rights of consumers provided by the Consumer Protection Act.

Answer any 5 questions from 25 to 30. Each carries 5 scores.

(5 × 5 = 25)

25. Complete the diagram of levels of management and write a short note about three levels of management with an example.



26. Explain any five principles of Management propounded by Henry Fayol.
27. Match the following :

Column - A	Column - B
(A) Financial plan for future	(a) Setting objectives
(B) Plans not repeated in future	(b) Planning premises
(C) Plans for regular activity	(c) Budget
(D) Assumptions about the future	(d) Single-use Plan
(E) First step in planning	(e) Standing Plan

28. According to Prof. Abraham Maslow, within every human being, there exists a hierarchy of five needs. Briefly explain these five needs.
29. What is Capital structure ? Explain any three factors affecting the choice of capital structure.
30. What are the considerations should be kept in mind while choosing a brand name ?

Answer any 2 questions from 31 to 33. Each carries 8 scores.

(2 × 8 = 16)

31. Explain the important steps in the process of selection.
 32. Briefly explain any four monetary and four non-monetary incentives.
 33. What is Marketing mix ? Explain four elements of Marketing mix.
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