

**SY-548**

Reg. No. : .....

Name : .....


**SECOND YEAR HIGHER SECONDARY EXAMINATION, MARCH – 2024**

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 ചുട്ടലുകൾ, ചിത്രങ്ങൾ, ഗ്രാഫുകൾ, എന്നിവ ഉത്തരപേപ്പറിൽ തന്നെ ഉണ്ടായിരിക്കണം.
- ചോദ്യങ്ങൾ മലയാളത്തിലും നല്കിയിട്ടുണ്ട്.
- ആവശ്യമുള്ള സ്ഥലത്ത് സമവാക്യങ്ങൾ കൊടുക്കണം.
- പ്രോഗ്രാമുകൾ ചെയ്യാനാകാത്ത ക്യാൽക്കുലേറ്ററുകൾ ഒഴികെയുള്ള ഒരു ഇലക്ട്രോണിക് ഉപകരണവും പരീക്ഷാഛായയിൽ ഉപയോഗിക്കുവാൻ പാടില്ല.

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

(7 × 1 = 7)

1. Which of the following best describes the nature of management as an art ?  
(a) Personalized application                      (b) Perfection through practice  
(c) Role of creativity                                (d) All of these
  
2. How many principles of management are given by Henri Fayol in his famous book published in 1917 ?  
(a) 7                                                              (b) 14  
(c) 11                                                            (d) 4
  
3. Choose the characteristic of a good brand name.  
(a) It should be long.  
(b) It should be difficult to recognize.  
(c) It should be easy to pronounce.  
(d) It should be identical to another brand name.
  
4. Give the full form of RoI.
  
5. The highest level of need in the Maslow's Need Hierarchy Theory is :  
(a) Basic Physiological Needs                      (b) Self Actualisation Needs  
(c) Esteem Needs                                        (d) Safety/Security Needs
  
6. The last step in controlling function is :  
(a) Taking corrective action  
(b) Taking disciplinary action  
(c) Assessing the standards of performance  
(d) Assessing the business environment
  
7. Which one of the following does not follow scalar chain ?  
(a) Informal organisation                              (b) Functional structure  
(c) Formal organisation                                (d) Divisional structure

8. In staffing function, which combination of activities in sequential order is correct ?
- Recruitment, Selection, Training, Placement
  - Selection, Training, Recruitment, Placement
  - Recruitment, Selection, Placement, Training
  - Recruitment, Training, Selection, Placement
9. Which function of management brings the gap between where we are and where we want to go ?
- Planning
  - Co-ordination
  - Controlling
  - Organising

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

(7 × 2 = 14)

10. Distinguish between Fixed Capital and Working Capital.
11. A visiting card with imaginary details is given below :

|                                    |
|------------------------------------|
| <b>ALPHA SYNTHETICS LTD.</b>       |
| <b>DR. SWAASTHYA DILEEP</b>        |
| <b>[CEO]</b>                       |
| <b>KK LANE, ERNAKULAM – 688525</b> |
| <b>Mobile : 9168121997</b>         |

- Identify the level of management Dr. Swaasthya Dileep belongs to.
  - Mention any one function of that level of management.
12. Point out any two advantages of divisional structure.
13. Give the meaning of Organising function.
14. Fill up the missing item as per the hint given.

|                             |             |
|-----------------------------|-------------|
| <b>Hint : Factories Act</b> | <b>1948</b> |
| (a) Consumer Protection Act | ?           |
| (b) Companies Act           | ?           |

15. State any two relief available to consumers under CPA.

16. Identify the type of plan in each of the following :

- (a) No admission without permission.
- (b) Promotion is based on merit only.

17. Write the twin objectives of financial planning.

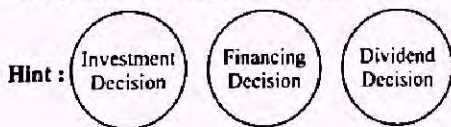
**Answer any 6 questions from 18 to 24. Each carries 3 scores.**

**(6 × 3 = 18)**

18. Pick out the elements (factors) suitable to social environment of business.

- Life expectancy
- Bureaucracy
- Customs and traditions
- Tax rate
- Literacy rate
- Market situation

19. Briefly explain the important financial decisions.



20. Prepare a slide on the six consumer rights under the Consumer Protection Act. [Points only]

21. Bring out the importance of controlling by explaining any three points.

22. Write short notes on :

- (a) Authority
- (b) Responsibility
- (c) Accountability

23. Illustrate scalar chain with the help of a diagram.

24. List out any three merits of external sources of recruitment.

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

**(5 × 5 = 25)**

25. (a) Who is known as the father of Scientific Management ? (1)  
(b) Give the meaning of Scientific Management. (2)  
(c) Name any two techniques of Scientific Management. (2)

26. Discuss the five major functions of Management.

27. Outline any five limitations of planning in detail.

28. Match the following :

[Hint : Meaning of elements in Communication process]

| A            | B                                                   |
|--------------|-----------------------------------------------------|
| (a) Sender   | (i) the path/route for communication                |
| (b) Feedback | (ii)* the hindrance to communication                |
| (c) Media    | (iii) the source of communication                   |
| (d) Noise    | (iv) the content or subject matter of communication |
| (e) Message  | (v) the reply or response of the receiver           |

29. Discuss any five important determinants of working capital requirements.

30. (a) Name the four 'P's of marketing. (1)  
(b) Explain the elements in Marketing Mix. (4)

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

**(2 × 8 = 16)**

31. (a) What is Selection ? (1)  
(b) Why is it called a negative process ? (2)  
(c) Explain the important tests used for selecting employees. (5)

32. Briefly explain any eight commonly used sales promotion activities.

33. (a) What is supervision ? (2)

(b) Examine any six multiple roles performed by a supervisor. (6)

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