

ANSWER KEY $\frac{1}{10}$

SECOND.. YEAR HIGHER SECONDARY EXAMINATION MARCH..... 2024

PART-III/III

SUBJECT: ..BUSINESS...STUDIES.....SY-548

CODE NO: SY 548

VERSION:.....Q

80... SCORES

2½. HOURS

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
1		d) All of these	1	1
2		b) 14	1	1
3		c) It should be easy to pronounce Pronounce	1	1
4		Return on Investment	1	1
5		b) Self Actualisation Needs	1	1
6		a) Taking corrective action	1	1
7		a) Informal organisation	1	1
8		c) Recruitment, Selection, Placement, Training	1	1
9		a) Planning	1	1
10		<u>Fixed Capital</u> That part of capital which is required by a business for investing in long-term assets. It is required for longer period.	1	

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
		<p><u>Working Capital</u></p> <p>That portion of capital required for meeting the day-to-day affairs of the business. It is required for a short period.</p> <p>[Any relevant differences]</p>	1	2
11	a)	Top level management	1	
	b)	<p><u>functions of top level management</u> (Any one point)</p>	1	2
12		<p><u>Any two advantages of Divisional structure</u></p> <ul style="list-style-type: none"> → Places responsibility for profit at the divisional level → facilitates growth and expansion → Quicker decision-making as each division functions as an independent unit → Development of skills through product specialisation → Promotes flexibility and initiative etc. 	2x1	2

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
13		<p><u>Organising - meaning</u></p> <p>It is the process of defining and grouping activities and establishing Authority - Responsibility relationships among them.</p> <p>(Any relevant meaning)</p>		2
14	a)	1986 / 2019	1	
	b)	2013 / 1956	1	2
15		<p><u>Relief Available to Consumers under CPA</u></p> <p>(Any two points)</p> <ul style="list-style-type: none"> • To remove the defect in goods or deficiency in service • To replace the defective product with a new one, free from any defect • To pay punitive damages in appropriate circumstances • Not to offer hazardous goods for sale. • To withdraw the hazardous goods from sale • To pay adequate costs to the appropriate party. • To issue corrective advertisement to neutralise the effect of a misleading one. • To discontinue the unfair trade practice etc. 	2x1	2

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
16	a)	Rule	1	2
	b)	Policy	1	
17		<u>The twin objectives of financial planning</u> (i) To ensure availability of funds whenever required. (ii) To see that the firm does not raise resources unnecessarily.	1 1	2
18		<u>Elements of Social Environment</u> * Life expectancy * Customs and traditions * Literacy rate	1 1 1	3
19		<u>Investment Decision</u> Allocating resources of capital among various investment alternatives <u>Financing Decision</u> Exploring and identifying different sources of funds <u>Dividend Decision</u> How much dividend is to distribute and	1 1 1	3

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
20		<p>how much is to retain. (Any meaningful explanation)</p> <p><u>Consumer Rights</u> (Points only)</p> <ol style="list-style-type: none"> 1 Right to safety 2 Right to be informed 3 Right to seek redressal 4 Right to be heard 5 Right to choose 6 Right to Consumer education 	6 x 1/2	3
21		<p><u>Importance of Controlling</u> (Any of the three points given below)</p> <ul style="list-style-type: none"> • Accomplishing organisational goals • Judging accuracy of standards • Making efficient use of resources • Improving employee motivation • Ensuring order and discipline • Facilitating Co-ordination in action <p>(If points only, give 1/2 score each upto a maximum of 1 1/2 score)</p>	3 x 1	3
22.		<p><u>Authority</u></p> <p>Rights of a superior to issue orders and instructions to the subordinates and get them obeyed</p>	1	

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
		<p><u>Responsibility</u></p> <p>Obligation of a subordinate to perform the assigned tasks to the best of his ability.</p> <p><u>Accountability</u></p> <p>Answerability imposed on a subordinate for the final outcome.</p> <p>(Any meaningful explanation)</p>	<p>1</p> <p>1</p>	<p>3</p>
23	<p>a)</p> <p>b)</p>	<p><u>Diagram</u> of scalar chain, if it is correct</p> <p><u>Brief illustration</u> of the concept, scalar chain</p> <p>(The formal line of authority from the highest executive to the lowest. It ensures unity of command and effective communication.)</p>	<p>1</p> <p>2</p>	<p>3</p>
24		<p><u>Merits of External Sources of Recruitment</u></p> <p>(Any 3 points only)</p> <ul style="list-style-type: none"> ● Qualified personnel ● Wider choice ● Fresh talent ● Competitive spirit 	<p>3x1</p>	<p>3</p>

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
25	a) b) c)	<p>F. W. Taylor</p> <p><u>Scientific management means</u> knowing exactly what you want men to do and seeing that they do it in the best and cheapest way./ It is the application of scientific methods in managerial decisions and actions. (Any relevant meaning)</p> <p><u>Techniques of Scientific Management</u></p> <ul style="list-style-type: none"> * Functional foremanship * Standardisation and Simplification of work * Method study * Motion study * Time study * Fatigue study * Differential Piece Wage System <p>(Any 2 points only)</p>	<p>1</p> <p>2</p> <p>2 (2x1)</p>	<p>5</p>
26		<p><u>Functions of Management</u></p> <ol style="list-style-type: none"> 1 Planning 2 Organising 3 Staffing 4 Directing 5 Controlling <p>(Brief explanation of the above five functions. IF points only, award 1/2 score each.)</p>	<p>5x1</p>	<p>5</p>

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
27		<p><u>Limitations of Planning</u></p> <p>(Any five points with brief explanation; if points only give 1/2 score each.)</p> <ul style="list-style-type: none"> ✓ leads to rigidity ✓ may not work in a dynamic environment ✓ Reduces creativity ✓ involves huge cost ✓ time-consuming process ✓ does not guarantee success 	5x1	5
28		<p><u>Matching Question.</u></p> <p><u>The correct order is:</u></p> <ul style="list-style-type: none"> a) Sender — (iii) the source of communication 1 b) feedback — (v) the reply or response 1 c) Media — (i) the path/route 1 d) Noise — (ii) the hindrance to communication. 1 e) Message — (iv) the content/subject matter of communication 1 		5
29		<p><u>Determinants of Working Capital Requirements</u></p> <ul style="list-style-type: none"> • Nature of business • Scale of operations • Business Cycle • Seasonal factor • Production Cycle • Level of Competition • Credit Allowed • Credit Availed • Operating efficiency • Growth prospects • Rate of inflation • Availability of raw materials <p>(A brief explanation of any five of these points. If points only, give 1/2 score each.)</p>	5x1	5

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
30	a)	<p><u>4 P's of Marketing</u></p> <p>(i) Product (ii) Price (iii) Place (iv) Promotion</p>	1 (4x 1/4)	5
	b)	<p>A brief explanation of each element of Marketing mix. - Product, Price, Place and Promotion.</p>	4 (4x1)	
31.	a)	<p><u>Meaning of Selection</u></p> <p>Selection means choosing the most suitable candidates from among a large number of applicants. (Any relevant meaning)</p>	1	8
	b)	<p>Selection involves weeding out unsuitable candidates. Hence it is regarded as a <u>negative process</u>.</p>	2	
	c)	<p><u>Important selection tests</u></p> <ul style="list-style-type: none"> * Intelligence Tests * Aptitude Tests * Personality Tests * Trade Tests * Interest Tests <p>(A brief explanation is required. If points only, give 1/2 score each.)</p>	5 (5x1)	

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
32		<p><u>Sales Promotion Activities</u></p> <p>(Any eight points with brief explanation is required. If points only give 1/2 score each upto a maximum score of 4)</p> <ul style="list-style-type: none"> i) Rebate ii) Discount iii) Refunds iv) Product Combinations v) Quantity gift vi) Instant Draws and Assigned Gift vii) Lucky Draw viii) Usable Benefit ix) Full finance @ 0% x) Sampling xi) Contests 	8x1	8
33	a)	<p><u>Meaning of Supervision</u></p> <ul style="list-style-type: none"> • Overseeing the subordinates at work. • Instructing, guiding and controlling the work force. (Any relevant meaning) 	2	8
	b)	<p><u>Role of a Supervisor</u></p> <p>(Any six points that highlight the importance of supervision) ✓ Evaluates performance.</p> <ul style="list-style-type: none"> ✓ acts as guide, friend and philosopher ✓ link between workers and management ✓ provides good on-the job training ✓ builds up high morale among workers ✓ promotes team-spirit etc... 	6 (6x1)	

ANSWER KEY

SECOND. YEAR HIGHER SECONDARY EXAMINATION ... *March* ... 2024

PART-I/II/III

SUBJECT: ... *BUSINESS... STUDIES*

CODE NO:

VERSION:.....

..... SCORES

Scheme Finalised by

..... HOURS

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
1		Jayaprakas P SRKGMHSS Puranattukara	<i>[Signature]</i>	
2		Sebastian John ST Josephs Boys HSS Kozhikode	<i>[Signature]</i>	
3		ARUNKUMAR. V.V Govt HSS Mullassery Thrissur	<i>[Signature]</i>	
4		Mowichan Matthew, SKM HSS Kumarsakam Mal	<i>[Signature]</i>	
5		Sumark, NVT Commerce, ^{perinjalam} Thrissur.	<i>[Signature]</i>	
6		PRAVEEN. A.C, KHM HSS, ALATHUR	<i>[Signature]</i>	
7		Jose Prakash, St' Michael's AHSS, Kannur 9995023375	<i>[Signature]</i>	
8		Sameerak HSS Keralassery 9446540853	<i>[Signature]</i>	
9		RAGAN LITHOMAS, GOVT HSS PANDICKAD 9446719933	<i>[Signature]</i>	
10		Breelaler V.N, Govt. HSS Kundamaloory 9496723961	<i>[Signature]</i>	
11		SITU. K., NNMHSS. chelem bra 9446669593.	<i>[Signature]</i>	