

UNOFFICIAL ANSWER KEY

SECOND YEAR HIGHER SECONDARY MODEL EXAMINATION ,FEBRUARY 2025

PART III

SUBJECT: BUSINESS STUDIES WITH FM

SY.648

80 SCORES

2 1/2 HOURS

| Qn. No | Sub. Qns | Answer Key / Value Point | Score | Total Score |
|--------|----------|---|-------|-------------|
| 1 | | Answer any 8 questions from 1 to 10. Each carries 1 score. (8x1=8) | 1 | 10 |
| 2 | | c. co-ordination. | 1 | |
| 3 | | d. Mental Exercise. | 1 | |
| 4 | | b. Accountability. | 1 | |
| 5 | | c. Vestibule Training. | 1 | |
| 6 | | Globalisation. | 1 | |
| 7 | | d. Discipline. | 1 | |
| 8 | | Current Asset. | 1 | |
| 9 | | a. Trade mark. | 1 | |
| 10 | | Product. | | |
| 11. | | Answer any 5 questions from 11 to 16. Each carries 2 score. (5X2=10) i. He integrate diverse elements and coordinate the activities of different departments according to the overall objectives of the organisation. ii. He is responsible for the welfare and survival of the organisation. Iii. He formulate overall organisational goals and strategies. iv. He is responsible for all the activities of the business. v. He analyse the business environment and its implications for the survival of the firm. (Any 2 points) | 2 | 12 |
| 12. | | (i) Science not Rule of Thumb, (ii) Harmony, Not Discord, (iii) Cooperation, Not Individualism , (iv) Development of each and every person to his or her greatest Efficiency and Prosperity. (Any 2 points) | 2 | |
| 13. | | <p>Prepared by PRAKASH.P.N, Govt.HSS Nedumgolam, Kollam, 9447226258, 7012881563</p> | 2 | |

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|---|--|--|------------|------------------|----------------------|--------------|---------------|------------|--------------------------------------|--|----------------|
| 14 | <p>i. Right to Safety ii. Right to be informed iii. Right to be assured iv. Right to be heard v. Right to seek redressal vi. Right to Consumer Education</p> <p>(Any 4 points)</p> | 2 | | | | | | | | | |
| 15 | <p>i) Product Identification. (ii) Product Protection. (iii) Facilitating Use of the Product. (iv) Product Promotion.</p> | 2 | | | | | | | | | |
| 16. | <p>Rule are the guidelines for conducting an action. They specify what should be done or not to be done in a given situation. Methods provide detailed and specific guidance for day to day action.</p> <p>Answer any five of the following questions from 17 to 22. Each carries 3 score (5 x 3= 15)</p> | 1 1 | | | | | | | | | |
| 17. | <pre>graph TD FM[FACTORY MANAGER] --> PI[Planning in charge] FM --> PO[Production in charge] PI --> ICC[Instruction Card Clerk] PI --> RC[Route Clerk] PI --> TCC[Time and Cost Clerk] PI --> D[Disciplinarian] PO --> SB[Speed Boss] PO --> GB[Gang Boss] PO --> RB[Repair Boss] PO --> I[Inspector] ICC --> W[Workers] RC --> W TCC --> W D --> W SB --> W GB --> W RB --> W I --> W</pre> | 3x1 | | | | | | | | | |
| 18. | <table><tr><td>Basis</td><td>Delegation</td><td>Decentralisation</td></tr><tr><td>a. Freedom of action</td><td>More control</td><td>Less control.</td></tr><tr><td>b. Purpose</td><td>To reduce the burden of the manager.</td><td>To increase the role of the subordinates in the organisation by giving them more autonomy.</td></tr></table> | Basis | Delegation | Decentralisation | a. Freedom of action | More control | Less control. | b. Purpose | To reduce the burden of the manager. | To increase the role of the subordinates in the organisation by giving them more autonomy. | 1 1/2 1 1/2 |
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|-----|--|---------|----|
| 19. | <p>i. Preliminary screening ii. Selection Test. iii. Interview. iv. Checking References. v. Selection decision. vi. Medical Examination. vii. Job offer. viii. Contract of employment. (Any 6 points)</p> | 6 x 1/2 | 15 |
| 20. | <p>(i) <u>Autocratic or Authoritarian leader</u>: An autocratic leader gives orders and expects his subordinates to obey those orders. This leader is dogmatic, i.e., does not change or wish to be contradicted.</p> | 3x1 | |
| 21. | <p>(ii) <u>Democratic or Participative leader</u>: A democratic leader will develop action plans and makes decisions in consultation with his subordinates. He will encourage them to participate in decision-making.</p> | | |
| | <p>(iii) <u>Laissez faire or Free-rein leader</u>: Such a leader does not believe in the use of power unless it is absolutely essential. The followers are given a high degree of independence to formulate their own objectives and ways to achieve them.</p> | | |
| | <p>The financial management focuses on three major financial decision areas namely investment, financing and dividend decisions. They are collectively known as the finance functions of business.</p> | | |
| 22. | <p><u>i. District Forum :</u> It is established by State Govt. in all the Districts. It has to entertain complaints where value of goods or services paid as consideration does not exceed Rs. 20 lakhs. In case the aggrieved part is not satisfied with the order of the District Forum , he can appeal to State Commission within 30 days of passing of the order. It consists of a President and two other members , one of them must be a women.</p> | 3 | |
| | <p><u>ii. State Commission :</u> It is established by each State Govt. It has to entertain complaints where value of goods or services above Rs. 20 lakhs but does not exceed Rs. 1 crore. . In case the aggrieved part is not satisfied with the order of the State commission , he can appeal to National Commission within 30 days of passing of the order. It consists of a President and not less than two other members , one of them must be a women.</p> | 4x1 | |
| | <p><u>iii. National Commission</u> It is established by Central Govt. It consists of a President and at least 4 other members , one of them must be a women. It has to entertain complaints where value of goods or services above 1 crore. In case the aggrieved part is not satisfied with the order of the National Commission , he can appeal to the Supreme Court within 30 days of passing of the order.</p> | | |
| | <p>Prepared by PRAKASH.P.N, Govt.HSS Nedumgolam, Kollam, 9447226258, 7012881563</p> | | 16 |

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|-----|----|---|-----|--|
| 23 | a. | <p>Answer any four of the following questions from 23 to 27.</p> <p>Each carries 4 score (4 x 4= 16)</p> <p><u>Unity of Command</u> : According to this principle there should be one and only one boss for every individual employee. It states that each employee should receive orders from one superior only. If he receives more than one person, it will create confusion.</p> <p><u>Esprit De Corps</u>: Management should promote a team spirit of unity and harmony among employees. The contribution of a team is more significant than that of an individual.</p> <p><u>Scalar Chain</u> : It refers to the line of authority or the chain of superiors starting from the highest and moving towards the lowest rank.</p> <p><u>Order</u> : “Have a place for everything and keep everything in its place”.</p> <p><u>Material Order</u> : All materials are to be kept in proper place.</p> <p><u>Social Order</u> : The right man is to be assigned the right job.</p> | 4x1 | |
| 24. | | <p>(i)Economic Environment :Economic Interest rates, inflation rates, changes in disposable income of people, stock market indices and the value of rupee etc..</p> <p>(ii) Social Environment:Birth and death rates, customs and traditions, values, social trends, society’s expectations from business,Life expectancy etc..</p> <p>(iii) Technological Environment: scientific improvements and innovations, new methods and techniques , ATM, Vending machine etc.</p> <p>(iv) Political Environment: political conditions, Political stability, The level of political morality etc.</p> <p>(v) Legal Environment: Companies Act 2013, Trade Union Act; 1926, Workmen’s Compensation Act, 1923, etc.</p> | 4x1 | |
| 25. | | <p><u>i. Setting Performance Standards</u>: The first step in the controlling process is setting up of performance standards. Standards are the criteria against which actual performance would be measured. Standards can be set in both quantitative as well as qualitative terms.</p> <p><u>ii. Measurement of Actual Performance</u>: Once performance standards are set, the next step is measurement of actual performance. Performance should be measured in an objective and reliable manner.</p> <p><u>Iii. Comparing Actual Performance with Standards</u>: This step involves comparison of actual performance with the standard. Such comparison will reveal the deviation between actual and desired results.</p> | 4x1 | |
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| 26. | <p>Analysing Deviations: Some deviation in performance can be expected in all activities. Critical point control and management by exception should be used by a manager in this regard.</p> <p><u>iv. Taking Corrective Action:</u> The final step in the controlling process is taking corrective action. No corrective action is required when the deviations are within acceptable limits.</p> <p>A long-term investment decision is also called a Capital Budgeting decision. It involves committing the finance on a long term basis. These decisions are very crucial for any business since they affect its earning capacity in the long run. The size of assets, profitability and competitiveness are all affected by capital budgeting decisions. Moreover, these decisions normally involve huge amounts of investment and are irreversible except at a huge cost.</p> <p>(Any other meaningful answer)</p> | | | | | | | | | | | | | | | | | | | | | | |
|-----|--|-------------------------|------------------------|--|---|---|-------------|----|------------|---|-----------------|----|-----------------|---|------------------|----|-----------------|---|------------------|----|------------------------|---|--|
| 27. | <table border="1" data-bbox="319 703 1268 976"> <thead> <tr> <th></th><th>A</th><th></th><th>B</th></tr> </thead> <tbody> <tr> <td>a</td><td>Advertising</td><td>c.</td><td>Mass reach</td></tr> <tr> <td>b</td><td>Sales Promotion</td><td>d)</td><td>Attention value</td></tr> <tr> <td>c</td><td>Personal selling</td><td>a)</td><td>Direct feedback</td></tr> <tr> <td>d</td><td>Public relations</td><td>b)</td><td>Stimulates sales force</td></tr> </tbody> </table> | | A | | B | a | Advertising | c. | Mass reach | b | Sales Promotion | d) | Attention value | c | Personal selling | a) | Direct feedback | d | Public relations | b) | Stimulates sales force | 4 | |
| | A | | B | | | | | | | | | | | | | | | | | | | | |
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| d | Public relations | b) | Stimulates sales force | | | | | | | | | | | | | | | | | | | | |
| 28. | <p>Answer any 3 of the following questions from 28 to 31.</p> <p>Each carries 5 score (3 x 5= 15)</p> <p>a)Management is goal oriented – Management aims at achieving certain specified objectives (goals) of the enterprise.</p> <p>b). Management is Pervasive – Management activities are universally applicable in all types organizations anywhere in the world.</p> <p>c). Management is multidimensional – Management has three dimensions:</p> <p><i>i. Management of work</i> – All organizations are engaged in doing some work such as school for education, factory for production of goods, hospitals for treatment etc.</p> <p><i>ii. Management of people</i> – Managing human resource as individual and group.</p> <p><i>iii. Management of operations</i> – Management is also focusing in the production process by which the inputs are transformed into output with help of technology.</p> <p>d. Management is a continuous process - which involves planning, organizing, staffing, directing and controlling.</p> <p>e. Management is a group activity – Management cannot exist independent of the group or organization it manages. Goals and objectives of an organization can be effectively attained by a group rather than by an individual.</p> | 1 1 1 1 5x1 | | | | | | | | | | | | | | | | | | | | | |
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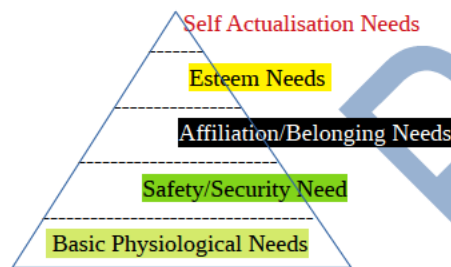
| 29. | <p>f. Management is a Dynamic Function – Management principles are not static in all situations. It must be adopted according to the changing needs of the organization.</p> <p>g. Management is an intangible force – Its presence is felt by the result of the organization e.g. increase in profit. (any 5)</p> <p>i. Rigidity (inflexibility) – Planning restricts the individual skill, initiative and creativity, because employees are required to work strictly in accordance with the plans.</p> <p>ii. Planning may not work in dynamic environment – The scope for planning is limited up to a certain extent especially in the organizations having rapid changing situations e.g. Fashionable products.</p> <p>iii. Planning reduces creativity – Managers at middle and lower levels are just implementing the plans formulated by the top management, thus it reduces the creativity among them.</p> <p>iv. Huge Cost – Planning is a very expensive and time consuming process which involves the collection of data, analysis, interpretation etc. Hence it is not suitable for quick decisions as well as for small concerns.</p> <p>v. Time consuming – Sometimes plans to be drawn up take so much time, but there is no much time left for their implementation.</p> <p>vi. Does not guarantee success – Planning may create a false sense of security in the organization that everything is going smooth; it affects independent thinking and creativity of managers.</p> | 5x1 | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|--|--|---------------------|-----------------------|---------|--|--|--------|--|--|-----------|--|----------------------------------|----------|-------------------------|-----------------------------------|-----------------------|--|------------------------------------|--------|-------|----------|------------|-----------------------|---|-----|
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| 31. | <p>Prepared by PRAKASH.P.N, Govt.HSS Nedumgolam, Kollam, 9447226258, 7012881563</p> | 16 | | | | | | | | | | | | | | | | | | | | | | | | |

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| 32 | <p>(iii) Advertisement : It is the most effective means to search potential employees from outside the organization.</p> <p>(iv) Employment Exchange: Employment exchanges run by the Government are regarded as a good source of recruitment for unskilled and skilled operative jobs.</p> <p>(v) Placement Agencies and Management Consultants: In technical and professional areas, private agencies and professional bodies appear to be doing substantive work. Placement agencies provide a nationwide service in matching personnel demand and supply. These agencies compile bio-data of a large number of candidates and recommend suitable names to their clients.</p> <p>(vi) Campus Recruitment: Recruitment from educational institutions is a well-established practice of businesses. This is referred to as campus recruitment.</p> <p>(vii) Recommendations of Employees: Applicants introduced by present employees, or their friends and relatives may prove to be a good source of recruitment.</p> <p>viii) Labour Contractors: Labour contractors maintain close contacts with labourers and they can provide the required number of unskilled workers at short notice. Workers are recruited through labour contractors who are themselves employees of the organisation.</p> <p>(ix) Advertising on Television: This method of recruitment is gaining importance these days. The detailed requirements of the job and the qualities required to do the job are published by the organisations through television.</p> <p>(x) Web Publishing: There are certain web sites specifically designed and dedicated for the purpose of providing information to the job seekers.</p> <p><u>Basic Physiological Needs:</u> These needs are most basic in the hierarchy . Eg: Hunger, thirst, shelter, sleep and sex etc., Individual example : food, health care etc. Organisational examples : basic salary</p> | |
| 33. | <p><u>(ii) Safety/Security Needs:</u> These needs provide security and protection from physical and emotional harm. Eg: job security, stability of income, Pension plans etc., individual examples : Steady incomes, savings account. Organisational examples : Pension plans.</p> | 8 |

(iii) Affiliation/Belonging Needs: These needs refer to affection, sense of belongingness, acceptance and friendship.
Individual examples : affection
Organisational examples : acceptance and friendship.

iv) Esteem Needs: These include factors such as self-respect, autonomy status, recognition and attention.
Individual examples : regular promotion, bonus,
Organisational examples : recognition and attention.

(v) Self Actualisation Needs: It is the highest level of need in the hierarchy. Self actualization is the need to maximize one's potential, whatever it may be



1. Gathering and Analysing Market Information: - One of the important functions of a marketer is to gather and analyse market information.

2. Marketing Planning: - Another important activity or area of work of a marketer is to develop appropriate marketing plans so that the marketing objectives of the organisation can be achieved.

3. Product designing and development: - The design of the product contributes to making the product attractive to the target customers. A good design can improve performance of a product and also give it a competitive advantage in the market.

4. Standardisation and Grading: - Standardisation refers to producing goods of predetermined specifications, which helps in achieving uniformity and consistency in the output.

Grading is the process of classification of products into different groups, on the basis of some of its important characteristics such as quality, size, etc

5. Packaging and Labelling: - Packaging refers to designing and developing the package for the products.

Labelling refers to designing and developing the label to be put on the package.

6. Branding: A brand is a name, term, symbol or design or a combination of them which is intended to identify the goods of one seller or group of sellers and to differentiate them from those of the competitors.

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| | | <p>7. Customer support services: - Customer support services are very effective in bringing repeat sales from the customers and developing brand loyalty for a product.</p> <p>8. Pricing: Price of a product is depending on the cost of production, profit margin, prices fixed by competitive firms, govt. policy, etc.</p> <p>9. Promotion: - The four important methods of promotion include advertising, Personal Selling, Publicity and Sales Promotion.</p> <p>10. Physical distribution: - The two major decision areas under this function include (a) decision regarding channels of distribution or the marketing intermediaries and (b) physical movement of the product from where it is produced to a place where it is required by the customers for their consumption or use.</p> <p>11. Transportation: Transportation helps in bringing the raw material to the place of production and making available the finished product at the point of consumption. It removes the hindrance of place of production and consumption.</p> <p>12. Storage: - Storage is the place of keeping the goods from damage or spoilage in a storage place called warehouses till it is sold.</p> | | |
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