

UNOFFICIAL ANSWER KEY

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SECOND YEAR HIGHER SECONDARY EXAMINATION ,MARCH 2025

PART III

SUBJECT: BUSINESS STUDIES WITH FM

SY. 448

80 SCORES

2 1/2 HOURS

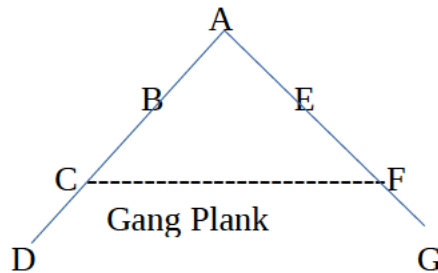
Qn No	Sub. Qns	Answer Key / Value Point	Score	Total Score
		Answer any 8 questions from 1 to 10. Each carries 1 score. (8x1=8)		
1.		c. Informal organisation.	1	
2.	b.	Production Manager / sales manager / H.R. Manager Or any other meaningful point.	1/2	
	c.	Foremen , supervisors , superintendent, Or any other meaningful point.	1/2	
3.		LPG = Liberalisation Privatisation Globalisation.	1	
4.		b. Setting objectives.	1	
5.		(iv) (b) and (d).	1	
6.		b. Encoding.	1	
7.	a.	Measurement of actual performance.	1	
	b.	Analysing deviations.	1	
8.		b. Current assets	1	
9.		a. Branding.	1	
10.		c. Speciality product.	1	
		Answer any 5 questions from 11 to 16. Each carries 2 score. (5X2=10)		
11.		Co-ordination. Coordination refers to the process of integrating the activities of different units of an organization to achieve the organizational goals. (Or any meaningful answer).	1	
12.		Overtime ,Long working hours, doing unsuitable work, bad working conditions (Any 2 points)	1/2 1/2	
13.		If Yes. Precaution of a manager to use a plan effectively. (or Meaningful answer) If No. Explain the limitations of planning : Planning may not work in dynamic environment : (The business environment is dynamic, nothing is constant. (Any 1 point)	2 or 2	
14.		Laissez faire or Free-rein leader -- 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. (Any meaningful answer)	2	
15.		Sales promotion refers to short term incentives, which are designed to encourage the buyers to make immediate purchase of a product or service. It includes rebates, discounts, free gifts, contests, refunds, premium etc.	2	
16.		(Meaningful answer) The person who buys any goods for a consideration.	2	
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Answer any five of the following questions from 17 to 22. Each carries 3 score (5 x 3= 15)

17.

Scalar chain refers to the line of authority or the chain of superiors starting from the highest and moving towards the lowest rank.

(Any meaningful answer)



Short-circuiting the chain of command where emergency decisions are to be taken is known as Gang Plank.

18.

Authority, Responsibility, Accountability (Explain).

19

	Training	Development
1	It is a process of increasing knowledge and skills.	It is a process of learning and growth
2	It is to enable the employee to do the job better.	It is to enable the overall growth of the employee.
3	It is a job oriented process	It is a career oriented process.

20.

- a) Badly expressed message
- b) Symbols with different meanings
- c) Faulty translations
- d) unclarified assumptions
- e) Technical jargon
- f) Body language and gesture decoding. (Any 3 points with explanation)

21.

Profit maximization : The financial management should ensure maximum return on investment to the shareholders.

Wealth maximization : The ultimate objective of decision makers must be to increase the wealth of shareholders or investors.

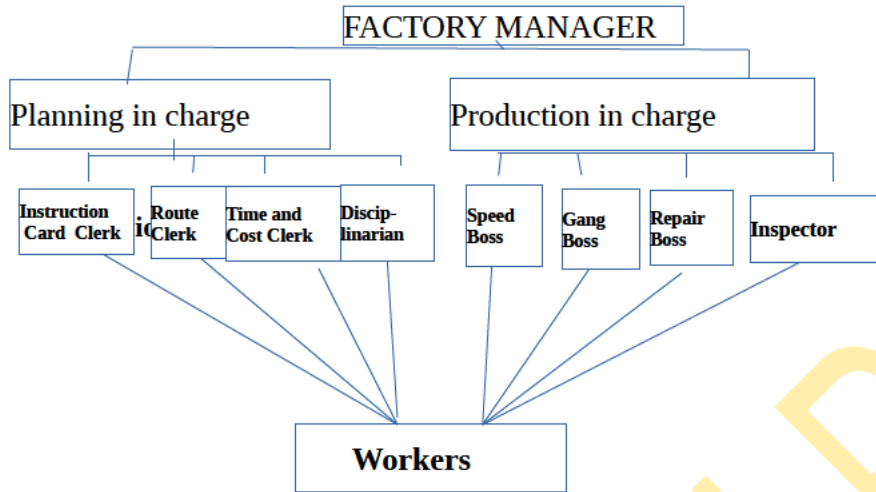
22.

1. District Forum
2. State Commission
3. National Commission **(Explain)**

Answer any four of the following questions from 23 to 27. Each carries 4 score (4 x 4= 16).

Meaningful answer of functional formanship.

23.



1

3

24.

(i) Business environment means the political, social, economic, technological and cultural forces outside a business firm with which the entity deals.

(any meaningful answer)

(ii) (i) Identification of business opportunities and getting the first mover advantage :

(ii) Identifying threats and early warning signals.

(iii) Tapping useful resources

(iv) Coping with rapid changes

(v) Assisting in formulation

(vi) Helps in improving performance. **(Any 2 points with explanation)**

2

2x1

4x1

25.

1. Difficulty in setting standards

2. Little control on external factors

3. Resistance from employees

4. Costly affair

(explanation)

4

26.

The proportion of debt in the capital structure is called financial leverage or capital gearing or trading on equity. **(Any meaningful answer)**

When the proportion of owners' funds in capital structure is very small, it is said to be high geared, whereas, if borrowed fund is less than equities, it is called a low geared company **(Any meaningful answer)**

Product cost, Utility and demand , Extent of competition , Government and legal regulations , Pricing objectives, Marketing methods used

(Any 4 points with explanation)

4x1

27.

Answer any 3 of the following questions from 28 to 31. Each carries 5 score (3 x 5= 15)

Any meaningful answer about decentralisation.

5

28. Functions of management explain (Planning, Organising, Staffing, directing and controlling)

5x1

29.

30.

(1) Policy	(e) General Statement
(2) Procedure	(d) Routine steps
(3) Rule	(a) Specific statements
(4) Programme	(b) Detailed statements
(5) Method	(c) Prescribed way

5x1

31

- a) Amount of earnings
- b) Stability of earnings
- c) Stability of dividend
- d) Growth opportunities
- e) Cash flow position
- f) Shareholders' preference
- g) Taxation Policy
- h) Stock Market Reaction
- i) Access to Capital Market
- j) Legal Constraints
- k) Contractual Constraints **(Any 5 points with explanation)**

5x1

Answer any 2 questions from 32 to 34. Each carries 8 score. (2X8=16)

32.

- (i) Preliminary screening
- (ii) Selection Test :
 - a. Intelligence test
 - b. Trade Test
 - c. Aptitude test
 - d. Interest test.
 - e. Personality test.
- (iii) Interview
- (iv) Checking References
- (v) Selection decision
- (vi) Medical Examination
- (vii) Job offer
- (viii) Contract of employment

8x1

(Explain)

33.	<p>Type of financial incentives</p> <ol style="list-style-type: none"> 1. Pay and allowances 2. Productivity linked wage incentives 3. Bonus 4. Profit sharing 5. Co-partnership/stock option 6. Retirement Benefits 7. Perquisites <p>Type of Non-monetary incentives</p> <ol style="list-style-type: none"> 1. Status 2. Recognition 3. Job Enrichment 4. Career Advancement opportunity 5. Job security: 6. Employee participation 7. Employee empowerment (Explain any 8 points) 	8x1	
34.	<p>Marketing means all activities that are facilitating the movement of goods and services from producer to the ultimate consumer.</p> <p>Functions marketing</p> <ol style="list-style-type: none"> 1. Gathering and analyzing market information 2. Marketing plan 3. Product designing and development 4. Standardization and grading 5. Packaging and Labelling 6. Branding 7. Customer support service 8. Pricing 9. Promotion 10. Physical distribution 11. Transportation 12. Storage or warehousing (Explain any 7 points) 	1	7x1

For ASSOCIATION OF COMMERCE TEACHERS (ACT) KOLLAM

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