

SECOND YEAR HIGHER SECONDARY EXAMINATION - MARCH 2020
SUBJECT- BUSINESS STUDIES CODE NO. SY 48

Qn No	Sub Qns	Answer Key-Value Points	Score	Total
1		Globalisation	1	1
2		Divisional structure	1	1
3		Current asset-current liabilities	1	1
4		Rigidity	1	1
5		Top level management	1	1
6		1986	1	1
7		Packaging	1	1
8		Programme Evaluation and Review Technique	1	1
9		Functional Structure	1	1
10		Answer any 4 questions from 10 to 14 Proficiency Test –Achievement Test, Dexterities Test Aptitude Test-intelligence Test, personalities Test, Movement Test ,Interest Test (any two)	1+1	2
11		Staffing Staffing is the function of management others are elements of directing	1+1	2
12		a)A systemised body of knowledge b) Universal application c)Principles are evolved through continuous observation d)Cause and effect relationship between various factors e)Can be verified and provide a basis for predicting future event (any two)	1+1	2
13		a)Esprit de corps (union is strength) b)order	1+1	2
14		Planning involves setting targets and predicting future events Look into future and makes choice from amongst various alternative course of action (give score for meaningful explanation)	1+1	2
15		Answer any 4 questions from 15 to 19 *Beware of various goods and services that available in market *Buy only standardized products *Understand the risk associated with products and services-follow instructions *Read labels and product informing price, weight, date of manufacture, expiry date etc.... *Try to honest on dealings * Insist cash memo *File complaint on appropriate consumer forum *Take initiative to form consumer societies *Be environmental loving (any three point)	1 1 1	3
16		a) Should be simple short and easy to pronounce b)pleasing t eyes and ears c)unique and distinctive d)should suggest benefit of product e)appropriate and suitable to product f)capable for being registered g)should have staying power (any three points)	1 1 1	3
17		Preparation of financial blue prints of firm’s future operation .process of determining the objectives policies, procedures, programmes and budgets to deal with financial activities i.e. procuring utilizing administration of fund		3
18		Status –organisational climate-opportunity of growth, job –enrichment, employee recognition programme ,job securities, employee participation –employee empowerment (any three points one score each)	3x1	3

19		Budget :Sales budget, cash budget Rules :No smoking , No admission without permission (one example each)	1+1/2 1+1/2	3
20		Answer any 5 questions from 20 to 25 Entrepreneur Assumes all risk Real owner Set up organization Profit Attempts innovation No need of prescribed qualifications Creative thinking Manager no risk bearing (employee) paid executive rendering service salary executing the plan prescribed qualifications more skills in human relation (any four differences 1 score each)	4x1	4
21		Industrial revolutions-limited number of produces demand -supply-focus on production-maximum profit by producing large scale –availability of products and affordability of price (meaningful explanation with four points)	1 1 1 1	4
22		Planning gives basis for controlling -effective system of control planned activities be properly implemented -control system provides certain standard for measuring and appraising performance which are laid by planning-control process reveals the short comings of planning - planning looking ahead controlling looking back –planning and controlling are forward looking – controlling provides past experience for future planning	1 1 1 1	4
23		1.External source 2.Advertising –employment exchange –campus recruitment -jobbers and contractors- personal consultants –field trips –unsolicited applicant ,present employee casual call (any four points with brief explanation3/4 score each)	1 4x3/4= 3	4
24		Co-ordination –feature – integrate group effort ,ensure unity of action ,continues ,pervasive (four points with brief explanation)		4
25		Treasury bill, commercial paper, call money, certificate of deposit, commercial bill (point one score explanation one score each)	1+1 1+1	4
26		Match the following On the job _____ internship Transfer _____ internal source Campus recruitment----- external source Selection _____ negative Off the job _____ conference	1 1 1 1 1	5
27		Answer any two questions from 27 to 29 Mental revolution- change in the mental attitude of workers and management-from competition to co -operation-maximum prosperity to employees-increase size surplus through increased production-creation of spirits of mutual trust and confidence-develop scientific attitude for solving problems etc. (meaningful explanation with 5 points)	5x1	5
28		Increased competition More demanding customers Rapidly changing technological environment Necessity for change Need for developing human resource Market orientation Loss of budgetary support to the public sector (any 5 points with brief explanation Points only ½ score each)	5x1	5

29	<p>Informal organization(concept) Feature spontaneously –natural process –common tastes-human relationship-social emotional and psychological personal preference –no structure –voluntary Advantage –quick communication –importance to social need –belled feedback to supervisors from subordinate (concept 1 score and any four points features/merits one score each) (GIVE SAME SCORE ALSO TO INFORMAL COMMUNICATION ,MERITS AND DEMERITS)</p>	1 4x1	5
30	<p>Answer any two questions from 30 to 32 Nature of business-scale of operations-business cycles-seasonal factors-production cycle-credit allowed-credit availed-operating efficiency-availability of raw materials –growth prospects-level of competition- inflation (8pontos with brief explanation 1 score each, point only ½ score each max 4scores)</p>	8x1	8
31	<p>Communication barriers a)Semantic barrier-badly exposed symbols with different meaning-Faulty translations-unclarified explanations b)psychological barrier-Premature evaluation-Lack of attention-Loss by transmission-Distress c)Organisational barrier- Organisational policies, rules, regulations-status-facilities d)personal barrier Fear-Lack of confidence of superior on his subordinates-unwillingness to communicate- Lack of proper incentives (brief explanation required)</p>	2 2 2 2	8
32	<p>Advantages of advertisement to manufacturer-To consumer-To Society Mass reach-enhancing customer satisfaction and confidence-expressiveness-economy Dis advantages-Less force full-Lack of feedback-Inflexibility-Low effectiveness (four merits and four demerits each. Point only ½ score each maximum of 2+2) (consider objections to advertisement also as demerits)</p>	4 4	8

TEACHERS PARTICIPATED IN SCHEME FINALISATION DISCUSSION

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