

ANSWER KEY
SECOND YEAR HSE MARCH / APRIL 2022
PART III
SUBJECT : BUSINESS STUDIES (HI)
CODE No: ~~NSM~~ VERSION : T

3471

80 Scores

2 ½ Hrs

Qn No	Sub Qns	Value Points	Score	Total Score
1		(a) Top management	1	1
2		(a) Planning	1	1
3		(d) Technological environment	1	1
4		(c) Marketing decision	1	1
5		(b) Staffing	1	1
6		(b) Social environment	1	1
7		(b) Aptitude test	1	1
8		a) Budget	1	1
9		(c) Order	1	1
10		(d) Controlling	1	1
11		Right to Safety, Right to be informed, Right to be assured, Right to be heard, and Right to seek redressal (any 2)	1 + 1	2
12		Providing Liquidity and Marketability to Existing Securities. Pricing of Securities (any two)	1 1	2
13		(a) Pervasive (b) Dynamic	1 1	2
14		Capital market – Debenture, Share Money market – Commercial paper , Treasury bill	1 1	2
15		(b) Responsibility (c) Accountability	1 each	2
16		a. Liberalisation b. Privatisation c Globalisation	1 each	2
17		Autocratic, Democratic, Free-rein (any two)		2
18		Employees are motivated Simplifies the process of selection and placement etc.	1 each	2
19		It helps the firm to identify threats and early warning signals It helps in tapping useful resources It helps in coping with rapid changes It helps in assisting in planning and policy formulation It helps in improving performance (any four)	1 each	4
20		Product, Price, Place, Promotion mixes (with explanation)	1 each	4
21		1 Setting Standards	1 each	4

	2 Measuring Performance 3 Compare results with standards 4 Analysing deviations 5 Taking corrective Actions		
22	Any four qualities of a good leader	1 each	4
23	On the job - Internship training, Apprenticeship training Off the job - Vestibule training, Case study	1 each	4
24	Well-defined body of knowledge Restricted entry Professional association Ethical code of conduct (any four)	1 each	4
25	steps in planning (Panning Process) 1. Setting Objectives 2. Developing premises 3. Identifying alternative courses of action 4. Evaluating alternative Courses 5. Selecting an alternative 6. Implement the plan 7. Follow up action	$\frac{1}{2}$ each	4
26	Net working capital may be defined as the excess of current assets over current liabilities. Capital for day to day operations. Factors : Nature of business, Scale of operations, Business cycle, Seasonal factors, production cycle etc (any 4)	2 4	6
27	Explanation of theory with or without diagram (5 needs)	1 each	6
28	For any three difference with explanation	2 each	6
29	Management helps in achieving group goals Management increases efficiency Management creates a dynamic organisation Management helps in achieving personal objectives Management helps in the development of society (any four)	$1\frac{1}{2}$ each	6
30	Rebate, Discounts, Refunds, product combination, Quantity gift, instant draw, Lucky draw etc.. (any six)	1 each	6
31	Financial incentives - (i) Bonus, (iii) Perquisites , (v) Stock option plan Non-Financial incentives - (ii) Job Security (iv) Responsibility (vi) Recognition	1 each	6
32	Stating any three differeces with explanation	2 each	6
33	Correct explanation of the principles	2 each	8
34	Any four features of planning with explanation	2 each	8
35	Any four external sources of recruitment with explanation	2 each	8