

**SECOND YEAR HIGHER SECONDARY SAY /IMPROVEMENT
EXAMINATION , JUNE- 2023**

PART III

SUBJECT: BUSINESS STUDIES

CODE : S-2248

80 SCORES

2 1/2 HOURS

Q.No	Sub . Q.No	Answer Key / Value Point	Score	Total Score
I.		Answer any 8 questions from 1 to 10. Each carries 1 score.		
1.		a. Top level		1
2.		c. Order.		1
3.		d. Rule.		1
4.		b. Responsibility.		1
5.		c. Staffing.		1
6.		b. Motivation.		1
7.		b. Controlling		1
8.		d. Supreme Court/ c. National commission		1
9.		a. Right issue.		1
10.		c. Price.		1
II.		Answer any 5 questions from 11 to 16. Each carries 2 scores.		
11.		Coordination refers to the process of integrating the activities of different units of an organization. It is done to achieve the organizational goals.		2 →
12.		The term 'business environment' means the sum total of all individuals, institutions and other forces that may affect the functioning of a business. (Any other meaningful explanations)		2
13.		a. Rigidity (inflexibility), b. Planning may not work in dynamic environment.,c.Planning reduces creativity.,d. Huge Cost., e. Time consuming., f. Does not guarantee success (Any two points)	2x1	2
14.		Organization structure is the established pattern of relationships among various parts of the enterprise. It states the relationship among various positions and activities.		2
15.		a. supervision. b. Motivation., c. Leadership., d. Communication. (Any two points)	2x1	2
16.		a. Difficulty in setting standards.,b. Little control on external factors. c. Resistance from employees.,d. Costly affair (Any two points)	2x1	2
III		Answer any 5 questions from 17 to 22. Each carries 3 Scores.		

17	<pre> graph TD FM[Factory Manager] --> PI[Planning Incharge] FM --> PIn[Production Incharge] PI --> ICC[Instruction Card Clerk] PI --> RC[Route Clerk] PI --> TCC[Time and Cost Clerk] PIn --> SB[Speed Boss] PIn --> GB[Gang Boss] PIn --> RB[Repairs Boss] D[Disciplinary] W[Workman] ICC --> W RC --> W TCC --> W SB --> W GB --> W RB --> W D --> W </pre>		3
18	<p>a. Direct recruitment b. Casual callers from waiting list c. Advertisement d. Employment Exchanges e. Placement Agencies and Personnel Consultants: f. Campus interviews: g. Recommendations of Present Employees: h. Labour Contractors: i. Advertising on Television j. Web Publishing.</p> <p style="text-align: right;">(Any 3 points)</p>	3x1	3
19	<p>a. Communication :It is as an exchange of ideas, facts, opinions and emotions from one person to another to create mutual understanding. b. Leadership : It is the ability of a manager to induce subordinates to work with confidence and zeal</p>	1.5 1.5	3
20	<p>It refers to the use of fixed income securities such as debentures and preference capital in the capital structure so as to increase the return on equity capital.</p> <p style="text-align: center;">(Any meaningful answer)</p>		3
21	<p>Factors affecting price of the product.</p> <p>a. Product cost – It includes cost of production, selling and distribution expenses.While fixing prices for the products or service, a margin of profit over the cost should be considered. b. Utility and demand – Pricing is affected by the elasticity of demand. In case of inelastic demand a firm can fix a higher price and vice versa. c. Extent of competition – If there is no competition in the market, a firm can fix the price for its product by its own, and they are the price makers. d. Government and legal regulations – The prices of certain products are regulated by government. e. Pricing objectives. f. Marketing methods used.</p> <p>(Any 3 points with brief explanation)Points only half score each</p>	3x1	3

22		<p>Steps of controlling</p> <p>i. Setting performance Standards: To achieve the goals, standards of performance have to be determined in planning itself.</p> <p>ii. Measurement of actual performance: Actual performance of each activity in terms of quality and quantity should be measured.</p> <p>iii. Comparison of actual performance with standards: Comparison of actual performance with the standards reveals the deviations between actual and desired results.</p> <p>(Points only half score each)</p>	3x1	3										
iv		Answer any 4 questions from 23 to 27. Each carries 4 scores.												
23		<p>Management is a process of getting things done through others with the aim of achieving organizational goals effectively and efficiently.</p> <p>Features of management.</p> <ol style="list-style-type: none"> 1. Management is goal oriented 2. Management is Pervasive 3. Management is multidimensional <ol style="list-style-type: none"> a. Management of work b. Management of people c. Management of operations 4. Management is a continuous process 5. Management is a group activity 6. Management is a Dynamic Function 7. Management is an intangible force <p>(any 3 features)</p>	1 3x1	4										
24	a b c d	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; text-align: center;">A</td> <td style="width: 50%; text-align: center;">B</td> </tr> <tr> <td>Change in life style of people -</td> <td>Social Environment</td> </tr> <tr> <td>Change in interest rate of banks -</td> <td>Economic environment</td> </tr> <tr> <td>Change in laws prevailing -</td> <td>Legal environment</td> </tr> <tr> <td>Change in govt in state-</td> <td>Political environment</td> </tr> </table>	A	B	Change in life style of people -	Social Environment	Change in interest rate of banks -	Economic environment	Change in laws prevailing -	Legal environment	Change in govt in state-	Political environment	4x1	4
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Change in life style of people -	Social Environment													
Change in interest rate of banks -	Economic environment													
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Change in govt in state-	Political environment													
25		<div style="text-align: center;"> <pre> graph TD MD[MD] --- HR[Human Resource] MD --- Marketing[Marketing] MD --- Finance[Finance] MD --- Purchasing[Purchasing] </pre> <p>(Any similar diagram)</p> </div>		4										
26		<p>Financial management deals with procurement of funds and their effective utilization in the business.</p> <p>i. Investment Decision. ii. Financing Decision. Iii. Dividend Decision.</p>	1 3x1	4										
27		<ol style="list-style-type: none"> a. Right to safety: Consumers have the right to be protected against the goods which are hazardous to health and safety. b. Right to be informed: It implies that the producer should disclose all the facts regarding his products. c. Right to choose: It implies that consumer has the chance to choose from the alternatives, the producer should not take away the right through aggressive selling techniques. d. Right to be heard: Every consumer would like to be assured that 	4x1	4										



	<p>complaints or grievances regarding a product or service will be considered.</p> <p>e. Right to seek redressal: When the consumers are cheated or exploited they have the right to get compensation.</p> <p>f. Right to consumer education: A consumer can get protected against fraud and malpractices only with the help of knowledge and proper education, he should know the rights and remedies available to him.</p> <p style="text-align: center;">(Any 4 points with brief explanation) For points only half score each</p>		
V	Answer any 3 questions from 28 to 31. Each carries 5 score		
28	<p>i) Division of Work: Work is divided into small tasks/ jobs. A trained specialist who is competent is required to perform each job. Thus, division of work leads to specialisation.</p> <p>(ii) Authority and Responsibility: Authority is the right to give orders and obtain obedience. Responsibility means obligation to perform the work in the manner desired and directed by authority. There should be balance between authority and responsibility.</p> <p>(iii) Discipline: Discipline is the obedience to organisational rules and employment agreement which are necessary for the working of the organisation.</p> <p>(iv.) Unity of Command – This principle states that each employee should receive orders from one superior only.</p> <p>(v) Unity of Direction : Each group of activities having the same object must have one head and one plan.</p> <p>(vi) Subordination of Individual Interest to General Interest: The business enterprise is superior to individuals. So the interests of an organisation should take priority over the interests of any one individual employee.</p> <p>(vii) Remuneration of Employees: (viii) Centralisation and Decentralisation: (ix) Scalar Chain: (x) Order: (xi) Equity – (Equality) (xii) Stability of Personnel: xiii) Initiative: (xiv) Esprit De Corps (Union is Strength):</p> <p style="text-align: center;">(Any five points with explanation) For points only half score each. maximum 2.5</p>	5x1	5
29	<p>(i) Setting Objectives: The first and foremost step is setting objectives. Every organisation must have certain objectives.</p> <p>(ii) Developing Premises: Planning is based on certain assumptions known as planning premises.</p> <p>(iii) Identifying alternative courses of action: Once objectives are set, assumptions are made. The next step is to identify the alternative courses of action to achieve the objectives.</p> <p>(iv) Evaluating alternative courses: The next step is to weigh the pros and cons of each alternative.</p>		

	<p>7. Lucky draw – A coupon is given to the customers, which is to be deposited in a box at the business premises by filling the name and phone number. The winner is selected by lucky draw later.</p> <p>8. Usable benefit – E.g., Purchase goods worth Rs. 5000 and get a holiday package of Rs. 2000 free.</p> <p>9. Full finance @ 0% - No need to pay any amount or full amount at the time of purchase but in easy installment without interest.</p> <p>10. Sampling – It refers to offering a free sample of a product to the customers on the purchase of some other products or journals.</p> <p>11. Contests – Customers can participate in some competitive event and winners are given awards.</p>		
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