

## 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 1
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.		

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Factory Manager		3
Planning Incharge  Production Incharge  Instruction Route Clerk  Card Clerk  Disciplinarian  Workman  Production Incharge  Froduction Incharge  Gang Boss  Repairs Boss  Inspector		
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.  (Any 3 points)	3x1	3
and emotions from one person to another to create mutual understanding.		3
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.  (Any meaningful answer)		3
products are regulated by government. e. Pricing objectives. f. Marketing methods used.		3
	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.  (Any 3 points)  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  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.  (Any meaningful answer)  Factors affecting price of the product. 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.	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.  (Any 3 points)  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  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.  (Any meaningful answer)  Factors affecting price of the product. 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.



22	1	Steps of controlling	3x1	3
		<ul> <li>i. Setting performance Standards:</li> <li>To achieve the goals, standards of performance have to be determined in planning itself.</li> <li>ii. Measurement of actual performance:</li> <li>Actual performance of each activity in terms of quality and quantity should be measured.</li> <li>Iii. Comparison of actual performance with standards:</li> <li>Comparison of actual performance with the standards reveals the deviations between actual and desired results.</li> <li>(Points only half score each)</li> </ul>		
iv		Answer any 4 questions from 23 to 27. Each carries 4 scores.		
23		Management is a process of getting things done through others with the aim of achieving organizational goals effectively and efficiently.  Features of management.  1. Management is goal oriented  2. Management is Pervasive  3. Management is multidimensional  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  (any 3 features)	1	4
24	a b c d	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
25		MD  Figure Purchasing  (Any similar diagram)		4
26		Financial management deals with procurement of funds and their effective utilization in the business. i. Investment Decision. ii. Financing Decision. Iii. Dividend Decision.	1 3x1	4
27		<ul> <li>a. Right to safety:Consumers have the right to be protected against the goods which are hazardous to health and safety.</li> <li>b. Right to be informed: It implies that the producer should disclose all the facts regarding his products.</li> <li>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.</li> <li>d. Right to be heard: Every consumer would like to be assured that</li> </ul>		4

	complaints or grievances regarding a product or service will be considered.  e. Right to seek redressal: When the consumers are cheated or exploited they have the right to get compensation.  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.  (Any 4 points with brief explanation)  For points only half score each		
v	Answer any 3 questions from 28 to 31.Each carries 5 score		
28	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.  (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.  (iii) Discipline: Discipline is the obedience to organisational rules and employment agreement which are necessary for the working of the organisation.  (iv.) Unity of Command — This principle states that each employee should receive orders from one superior only.  (v) Unity of Direction: Each group of activities having the same object must have one head and one plan.  (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.  (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):	5x1	5
29	For points only half score each.maximum 2.5  (i) Setting Objectives: The first and foremost step is setting objectives. Every organisation must have certain objectives.  (ii) Developing Premises:Planning is based on certain assumptions known as planning premises.  (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.  (iv) Evaluating alternative courses: The next step is to weigh the pros and cons of each alternative.		

	<ul> <li>(v) Selecting an alternative: This is the real point of decision making. The best plan has to be adopted and implemented.</li> <li>(vi) Implementing the plan: Implementation means putting plans into action to achieve the objective.</li> <li>(vii) Follow-up action:Plans are to be evaluated regularly to check whether they are being implemented and activities are performed according to schedule.</li> <li>(Any five points) for points only half score</li> </ul>	5x1	5
30	Working capital is that part of capital required for investing in short term or current assets . Cash required for day to day affairs like salaries, wages, rent, etc. (any meaningful explanation)  Factors Affecting Working Capital Requirements a. Nature of business: b. Scale of Operations:	1 4x 1	5
	c. Business Cycle: d. Seasonal Factors: e. Production cycle: f. Credit allowed: g. Operating efficiency: h. Availability of raw materials: i. Growth prospects. j. Credit availed k.Level of competition l.Inflation  (Any 4 points)	43.1	3
31	It is the term used to describe the combination of four inputs which constitute the core of the company's marketing system, the product, the price structure, the promotional activities and the place of distribution. It is also known as four 'Ps' of marketing mix.  Elements of marketing mix.  a. Product — Product means goods or services or anything of value which is offered for sale in the market.		5
	<ul> <li>b. Price – The price of a product should be fixed that the firm is able to sell it profitably.</li> <li>c. Place – It refers to marketing efforts undertaken to make the product available at the right time in the right place.</li> <li>d. Promotion – Promotion means all those activities undertaken by a sales manager to inform the consumers about the product(s) of the company and persuade them to buy.</li> <li>(Any meaningful explanation on 4 ps of marketing mix</li> </ul>		
V1	Answer any 2 questions from 32 to 34. Each carries 8 Scores.		
32	On the job Training — Under this method training is imparted among the employees while they are engaged in their work. Here the employees learn by doing.  Off the Job Training — This is concerned with imparting training to employees outside the actual work place. The methods adopted include class room lectures, conferences, case study methods, films, TV shows, etc.	4	

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	Benefits to the employees i) Improved skills and knowledge due to training lead to better career of the individual. (ii) Increased performance by the individual help him to earn more. (iii) Training makes the employee more efficient to handle machines. Thus, less prone to accidents. (iv) Training increases the satisfaction and morale of employees.  (Any 4 points) any 4 benefits.	4x1	8
33	i) Basic Physiological Needs: These needs are most basic in the hierarchy .  Eg: Hunger, thirst, shelter, sleep and sex etc,  (ii) Safety/Security Needs: These needs provide security and protection from physical and emotional harm.  Eg: job security, stability of income, Pension plans etc.,  (iii) Affiliation/Belonging Needs: These needs refer to affection, sense of belongingness, acceptance and friendship.  iv) Esteem Needs: These include factors such as self-respect, autonomy status, 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.  Self Actualisation Needs  Esteem Needs  Affiliation/Belonging Needs  Safety/Security Needs	5x1	8
34	It refers to short-term incentives which are aimed at promoting sales such as rebates, discounts, free gifts, contests, refunds, premium etc.  1. Rebates – It is a deduction on the price to make it attractive to the buyers to buy on special occasions.  2. Discount – Offering product at less than list price.  3. Refunds – Seller offers to refund a part of price on next purchase on production of packets or wrappers etc.  4. Product combinations – It is a free offer of an article along with a product to make buyers attractive to buy more or for repeated buying (Free Pen drive with a digital camera).  5. Quantity gift – It may be an extra quantity of the same product at the same price either inside or outside the packet.  6. Instant draws and gifts – Scratch card and gifts to the customers on purchase.	7x1	8

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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.

8. Usable benefit – E.g., Purchase goods worth Rs. 5000 and get a holiday package of Rs. 2000 free.

9. Full finance @ 0% - No need to pay any amount or full amount at the time of purchase but in easy installment without interest.

10. Sampling – It refers to offering a free sample of a product to the customers on the purchase of some other products or journals.

11. Contests – Customers can participate in some competitive event and winners are given awards.

## Scheme prepared by

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9.Sreekala V N

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11.Silja S

12.Praveen A C

13 ATI N

14 DILEEP KUMAR (IN

Chovva HSS, Kannur

St Michael's AIHSS Kannur

St Joseph's Boy's HSS Kozhikode

Govt. HSS, Pandikkad, Malappuram

CPM Govt HSS, Peermadu, Idukki

GHSS, Sasthamkotta, Kollam

SRKGVM HSS, Purnatukara, Trichur

GHSS Ayyankoickal, Kollam

Govt HSS, Kudamaloor, Kottayam

SKM HSS,Kottayam

GVHSS, Pazhanji, Thichur

KHM HSS, Alathiyur, Malappuram

Govt: HSS, VeHalbur, MPRM.

GMGHs, Alappuha -1

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