

ANSWERKEY

SECOND YEAR HIGHER SECONDARY EXAMINATION MARCH 2021

PART II BUSINESS STUDIES WITH FUNCTIONAL MANAGEMENT

CODE—SY-248

SCORE 80

TIME-2.50hrs

Q NO	ANSWER KEY/VALUE POINTS	SPLIT UP SCORE	TOTAL SCORE
1	(B) Informal organisation	1	1
2	(B) Span of Mgt/span of control	1	1
3	 (D) All of these	1	1
4	(C) Manager	1	1
5	(B) or (c) Trade test/Aptitude test	1	1
6	(A) Motivation	1	1
7	(A) Vertical	1	1
8	(A) Newspaper	1	1
9	Right to safety, Right to be informed, Right to choose, Right to be heard, Right to seek redress, Right to consumer education (Any 2 points)	2x1/2	1
10	Fatigue study determines the amount and frequency of rest intervals required in completing the work under standard working conditions	2	2

11	Any two differences on the basis of (a) participants (b) Liquidity (c) Instruments used (d) Safety (e) Expected return (f) Duration etc.	2x1	2
12	Customs, traditions etc—social environment Innovation in the method of production- technological	2x1	2
13	1 Identification and division of labour 2 Departmentalisation 3 Assignment of Duties 4 Establishing reporting relationships.	$\frac{1}{2}$ each 4x1/2	2
14	1 Organisational policy 2 Rules and regulations 3 Status of superior consciousness 4 Complexity in organizational structure 5 Lack of organizational facilities  (any 2 points)	2x1	2
15	Performance appraisal means evaluating an employee's current or past performance (work performance) against certain predetermined standards.	2	2
16	Only significant deviations from the standard must be brought to the notice of manager for saving managerial time.	2	2
17	Fixed capital Working capital	1 1	2

18	Marketing (1)Itisawiderterm (2)Itfocusesoncustomer satisfaction	Selling (1)Itisanarrowterm (2)Itfocusesontransferof possessionofgoods (3)Itaimsatmaximizingsalesand		
	(3)Itaimsatcustomer satisfactionandincreasing profitinthelongrun. (4)Marketingstartsbefore productionandcontinues evenaftersales. (5)Itincludesdeveloping marketingstrategies' (6)Marketingincludesselling (Any3Differences)	profit (4)Sellingstartsonlyafter production. (5)Itincludeseffortslke promotionandpersuasion. (6)Sellingisapartofmarketing process	3x1	3
19	Districtforum StateCommission NationalCommission		1 1 1	3

20	(A)Indicatestheabilityofanindividualtoinfluenceothers (B)Triestobringchangeinthebehaviourofothers. (C)IndicatesinterpersonalrelationsBetweenleadersandfollowers. (D)Exercisestoachievecommongoals. (E)Continuousprocess (Any3)	3x1	3
21	Itprovidesdirection Itreducestheriskofuncertainty Reducesoverlappingandwastefulactivities Promotesinnovativeideas Facilitatesdecisionmaking	3x1	3

	Establishesstandardsforcontrolling. (Any3)		
22	(a)(1)Yes (b)(1)Itisanesenceofmanagement (2)Itintegratesgroupeffort (3)Itensuresunityofaction (4)Itisacontinuousprocess (5)Itispervasive (Any2poiunts)	1 2x1	3
23	ToplevelMgt----Responsibleforgrowthandsurvivalof Organization MiddlelevelMgt___Responsibleforimplementationof Plansandstrategies LowerlevelMgt__Interactswithactualworkforce	3x1	3

24	(a)Helpsinachievinggroupgoals (b)Increasesefficiency (c)Createsadynamicorganization (d)Helpsinachievingpersonalobjectives (e)Helpsinthedevelopmentofsociety (Any4pointswithbriefexplanation) Pointsonly1/2scoreeach	4x1	4
25	(1)Policy__generalstatementsthatguidethinkingorchannelize energiestowardsaparticulardirection. (2)procedures__Seriesofstepsestablishedtoaccomplishaspecific project (3)Programmes_----Detailedstatementaboutaprojectwhich outlinestheobjectives,policiesprocedureetctoimplementany	4x1	4
	courseofaction. (4)Rules____Specificstatementsthatinformwhatshouldbeor shouldnotbedone. Oranymeaningfullexplanation		

26	Formal organization (a) Structure of authority relationship created by Mgt. (b) It is governed by specific rules and regulations (c) Communication through scalar chain. (d) It is rigid (e) It can be shown in an organizational chart. (f) Emphasis is given on authority (g) Managers are leaders (Any 4 Differences)	Informal organization (a) Created through social interaction among members (b) There are no specific rules and regulations (c) Communication through unofficial channels (d) It is flexible (e) Cannot be shown (f) Emphasis is given on personal relationship (g) Leaders may or may not be managers	4x1	4
27	(1) It enables the firm to identify opportunities and getting the first mover advantage (2) It helps the firm to identify threats and early warning signals (3) It helps in tapping useful resources. (4) Helps in improving performance. (5) Helps to assist in planning and policy formulation. (6) Helps in coping with rapid changes. (Any 4 points with brief explanation. Points only ½ score)		4x1	4

28	(a)Yes (b)(1)Helpsindiscoveringandobtainingcompetentworkforce for variousjobs (2)Helpstoputrightpersonontherightjob. (3)Ensuresurvivalandgrowthoftheenterprises (4)Ensuresoptimumutilizationofhumanresources (Any3Points)	1 3x1	4
29	(1)Maximumindividualcontribution (2)Harmonyofobjectives (3)Unityofcommand (4)Appropriatenessofdirectiontechnique (5)Managerialcommunication (6)Useofinformalorganization (7)Leadership (8)Followup (Any4principles) 	4x1	4
30	(a)Yes (b)(1)Cashflowposition (2)Interestcoverageratio (3)DebtServicecoverageratio (4)Debtequityratio (5)Taxrate (6)Costofequity (7)FlotationCost (8)Tradingonequityetc(Any3factorswithbrief explanation.Pointsonly3x½score)	1 3x1	4

31	Treasury Bill, Commercial paper, call money, certificate of deposit, commercial bill (Any 4)	4x1	4
32	(1) Economic environment-which includes interest rates, inflation rates, changes in disposable income of people, stock market indices and the value of rupee etc (2) Legal environment-which includes various legislations passed by the Govt., administrative orders issued by the Govt. authorities, court judgements, decisions rendered by various commissions, human rights, consumer rights etc. (Any other meaningful explanation)	2x21/ 2	5
33	(1) Primary function of management (2) Focuses on achieving objectives (3) Pervasive  (4) Continuous process (5) Futuristic (6) Mental exercise (any 5 with brief explanation. point only ½ marks, max. 3)	5x1	5
34	Sender---message---encoding---media---decoding---receiver-- feedback (if it is in correct order full score) (any other correct presentation)	5	5

35	Meaningful explanation regarding planning and controlling and its relationship	5	5
36	Internal sources—Transfers, promotion etc External sources—campus recruitment, direct recruitment Merit of internal sources (1) Employees are motivated	1 1	
	(2) Simplifies the process of selection (3) Cheaper than external source (Any such 3 points)	3	5
37	Top level, Middle level Lower level management with good explanation or Diagrammatic representation with explanation. (1/2 score for level of management points)	2 2 1	5

38	(1) Science not rule of thumb (2) Harmony not discord (3) Co-operation not individualism (4) Development to greatest efficiency and prosperity (5) Scientific selection and training of workers (6) Equal division of responsibility (Any 2 principles with explanation) Point only ½ score Max. 1 score	2x21/ 2	5
39	(a) Authority (b) Responsibility (c) Accountability (brief explanation about each element)	1 1 1 2	5
40	(1) Abolishing licensing (2) No restriction on expansion or contraction of business activities (3) Removal of restrictions on the movement of goods and services (4) Freedom in fixing the prices	5x1	5
	(5) Reduction in tax rates (6) Simplifying procedures for import and export (7) Attracting foreign capital and technology in India (Any 5 points)		

41	Henry Fayol's principles Division of work, Authority and responsibility, discipline, Unity of command, Unity of direction, Scalar chain, Order, Equity etc (Any 4 points with Explanation) Point only 1/2 score Max. 2	4x2	8
42	Introduction (1) setting up of objectives (2) Developing planning premises (3) Identifying alternative courses of action (4) Evaluating alternatives (5) Selecting best alternative (6) Implementing the plan (7) Follow up 7 Steps with good explanation	1 7	8
43	(a) Apprenticeship programme (b) coaching (c) Internship training (d) Job Rotation Good Explanation	1 1 1 1 4	8
44	(1) Physiological needs (2) Safety/Security needs (3) Social need	-- 1 1	8

	(4)Egoesteem needs	1	
	(5)SelfActualizationneeds	1	
	With explanation	4	
	(omit only Max.4score)		
45	(a)Price	1	
	(b)Place	1	
	(c)Product	1	8
	(d)Promotion	1	
	Detailed Explanation about any 2	22	

