

SECOND.. YEAR HIGHER SECONDARY EXAMINATION **MARCH..... 2024**PART ~~II~~ IIISUBJECT: **BUSINESS...STUDIES.....SY- 548**CODE NO: **SY 548**VERSION:.....**Q****80... SCORES****2½. HOURS**

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
1		d) All of these	1	1
2		b) 14	1	1
3		c) It should be easy to pronounce ^{Pronounce}	1	1
4		Return on Investment	1	1
5		b) Self Actualisation Needs	1	1
6		a) Taking corrective ^{collective} action	1	1
7		a) Informal organisation	1	1
8		c) Recruitment, Selection, Placement, Training	1	1
9		a) Planning	1	1
10		<u>Fixed Capital</u> That part of capital which is required by a business for investing in long-term assets. It is required for longer period.	1	

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
		<u>Working Capital</u> That portion of capital required for meeting the day-to-day affairs of the business. It is required for a short period. [Any relevant differences]	1	2
11	a)	Top level management	1	2
	b)	<u>functions of top level management</u> (Any one point) → Determining objectives of the business → Formulating overall policies and plans → Taking important decisions → Issuing guidelines to middle level mgt → Interact with the outside world. etc..	1	
12		<u>Any two advantages of Divisional structure</u> → Places responsibility for profit at the divisional level → Facilitates growth and expansion → Quicker decision-making as each division functions as an independent unit → Development of skills through product specialisation → Promotes flexibility and initiative etc.	2x1	2

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
13		<u>Organising - meaning</u> It is the process of defining and grouping activities and establishing Authority - Responsibility relationships among them. (Any relevant meaning)		2
14	a)	1986 / 2019	1	2
	b)	2013 / 1956	1	
15		<u>Relief Available to Consumers under CPA</u> (Any two points) - To remove the defect in goods or deficiency in service - To replace the defective product with a new one, free from any defect - To pay punitive damages in appropriate circumstances - Not to offer hazardous goods for sale. - To withdraw the hazardous goods from sale - To pay adequate costs to the appropriate party. - To issue corrective advertisement to neutralise the effect of a misleading one. - To discontinue the unfair trade practice etc.	2x1	2

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
16	a)	Rule	1	2
	b)	Policy	1	
17		<u>The twin objectives of financial planning</u> (i) To ensure availability of funds whenever required. (ii) To see that the firm does not raise resources unnecessarily.	1 1	2
18		<u>Elements of Social Environment</u> * Life expectancy * Customs and traditions * Literacy rate	1 1 1	3
19		<u>Investment Decision</u> Allocating resources or capital among various investment alternatives <u>Financing Decision</u> Exploring and identifying different sources of funds <u>Dividend Decision</u> How much dividend is to distribute and	1 1 1	3

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
20		how much is to retain. (Any meaningful explanation) <u>Consumer Rights</u> (Points only) 1 Right to safety 2 Right to be informed 3 Right to seek redressal 4 Right to be heard 5 Right to choose 6 Right to Consumer education	6 × ½	3
21		<u>Importance of Controlling</u> (Any of the three points given below) • Accomplishing organisational goals • Judging accuracy of standards • Making efficient use of resources • Improving employee motivation • Ensuring order and discipline • Facilitating Co-ordination in action (If points only, give ½ score each upto a maximum of 1½ score)	3 × 1	3
22.		<u>Authority</u> Right of a superior to issue orders and instructions to the subordinates and get them obeyed	1	

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
		<u>Responsibility</u> Obligation of a subordinate to perform the assigned tasks to the best of his ability.	1	3
		<u>Accountability</u> Answerability imposed on a subordinate for the final outcome. (Any meaningful explanation)	1	
23	a)	<u>Diagram</u> of scalar chain, if it is correct	1	3
	b)	<u>Brief illustration of the concept, scalar chain</u> (The formal line of authority from the highest executive to the lowest. It ensures unity of command and effective communication.)	2	
24		<u>Merits of External Sources of Recruitment</u> (Any 3 points only)		
		● Qualified personnel ● Wider choice ● Fresh talent ● Competitive spirit	3x1	3

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
25	a)	F. W. Taylor	1	5
	b)	<u>Scientific management means</u> knowing exactly what you want men to do and seeing that they do it in the best and cheapest way./ It is the application of scientific methods in managerial decisions and actions. (Any relevant meaning)	2	
	c)	<u>Techniques of Scientific Management</u> * Functional Foremanship * Standardisation and Simplification of work * Method study * Motion study * Time study * Fatigue study * Differential Piece Wage System (Any 2 points only)	2 (2x1)	
26		<u>Functions of Management</u> 1 Planning 2 Organising 3 Staffing 4 Directing 5 Controlling (Brief explanation of the above five functions. IF points only, award 1/2 score each.)	5x1	5

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
27		<u>Limitations of Planning</u> (Any five points with brief explanation; if points only give 1/2 score each.) ✓ leads to rigidity ✓ may not work in a dynamic environment ✓ Reduces Creativity ✓ involves huge cost ✓ time-consuming process ✓ does not guarantee success	5x1	5
28		<u>Matching Question.</u> <u>The correct order is:</u> a) Sender — (iii) the source of communication b) Feedback — (v) the reply or response c) Media — (i) the path/route d) Noise — (ii) the hindrance to communication. e) Message — (iv) the content/subject matter of communication	1 1 1 1 1	5
29		<u>Determinants of Working Capital Requirements</u> • Nature of business • Scale of operations • Business Cycle • Seasonal factor • Production Cycle • Level of Competition • Credit Allowed • Credit Availed • Operating efficiency • Growth prospects • Rate of inflation • Availability of raw materials (A brief explanation of any five of these points. If points only, give 1/2 score each.)	5x1	5

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
30	a)	<u>4 P's of Marketing</u> (i) Product (ii) Price (iii) Place (iv) Promotion	1 (4x 1/4)	5
	b)	A brief explanation of each element of Marketing mix. — Product, Price, Place and Promotion.	4 (4x1)	
31.	a)	<u>Meaning of Selection</u> Selection means choosing the most suitable candidates from among a large number of applicants. (Any relevant meaning)	1	
	b)	Selection involves weeding out unsuitable candidates. Hence it is regarded as a <u>Negative Process</u> .	2	
	c)	<u>Important Selection tests</u> * Intelligence Tests * Aptitude Tests * Personality Tests * Trade Tests * Interest Tests (A brief explanation is required. If points only, give 1/2 score each.)	5 (5x1)	8

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
32		<u>Sales Promotion Activities</u> (Any eight points with brief explanation is required. If points only give ½ score each upto a maximum score of 4) i) Rebate ii) Discount iii) Refunds iv) Product Combinations v) Quantity gift vi) Instant Draws and Assigned Gift vii) Lucky Draw viii) Usable Benefit ix) Full finance @ 0% x) Sampling xi) Contests	8x1	8
33	a)	<u>Meaning of Supervision</u> • Overseeing the subordinates at work. • Instructing, guiding and controlling the work force. (Any relevant meaning)	2	8
	b)	<u>Role of a Supervisor</u> (Any six points that highlight the importance of supervision) ✓ Evaluates performance. ✓ acts as guide, friend and philosopher ✓ link between workers and management ✓ provides good on-the job training ✓ builds up high morale among workers ✓ promotes team-spirit etc...	6 (6x1)	

ANSWER KEY**SECOND. YEAR HIGHER SECONDARY EXAMINATION ... March ... 2024****PART-I/II/III****SUBJECT: ... BUSINESS ... STUDIES ...****CODE NO:****VERSION:.....****..... SCORES****Scheme Finalised by****..... HOURS**

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
1		Jayaprakas P SRKGVMI HSS Puranattukara		
2		Sebastian John ST Josephs Boys HSS Kozhikode		
3		ARUNKUMAR V.V Govt HSS Mullassery Thrissur		
4		Mowichan Matthew, SKM HSS Kumarsakam		
5		Sumark NVT Commerce, perinjalam Thrissur		
6		PRAVEEN A.C, KHM HSS ALATHUR		
7		Jose Prakash St. Michael's A.H.S.S, Kanner Outstanding Guidance for Youth		
8		Sameera K HSS Keralassery		
9		RAGAN LITHOMAS, GOVT HSS PANDICKAD		
10		Breeleela V.N, Govt. HSS Kundamaloor		
11		SITU.K., NNM HSS. chelem bra		