

Reg. No. :

SY-48

Name :

SECOND YEAR HIGHER SECONDARY EXAMINATION, MARCH 2020

Part – III

Time : 2½ Hours

BUSINESS STUDIES

Cool-off time : 15 Minutes

Maximum : 80 Scores

General Instructions to Candidates :

- There is a 'Cool-off time' of 15 minutes in addition to the writing time.
- Use the 'Cool-off time' to get familiar with questions and to plan your answers.
- Read questions carefully before answering.
- Read the instructions carefully.
- Calculations, figures and graphs should be shown in the answer sheet itself.
- Malayalam version of the questions is also provided.
- Give equations wherever necessary.
- Electronic devices except non-programmable calculators are not allowed in the Examination Hall.

വിദ്യാർത്ഥികൾക്കുള്ള പൊതുനിർദ്ദേശങ്ങൾ :

- നിർദ്ദിഷ്ട സമയത്തിന് പുറമെ 15 മിനിറ്റ് 'കൂൾ ഓഫ് ടൈം' ഉണ്ടായിരിക്കും.
- 'കൂൾ ഓഫ് ടൈം' ചോദ്യങ്ങൾ പരിചയപ്പെടാനും ഉത്തരങ്ങൾ ആസൂത്രണം ചെയ്യാനും ഉപയോഗിക്കുക.
- ഉത്തരങ്ങൾ എഴുതുന്നതിന് മുമ്പ് ചോദ്യങ്ങൾ ശ്രദ്ധാപൂർവ്വം വായിക്കണം.
- നിർദ്ദേശങ്ങൾ മുഴുവനും ശ്രദ്ധാപൂർവ്വം വായിക്കണം.
- കണക്ക് കൂട്ടലുകൾ, ചിത്രങ്ങൾ, ഗ്രാഫുകൾ, എന്നിവ ഉത്തരപേപ്പറിൽ തന്നെ ഉണ്ടായിരിക്കണം.
- ചോദ്യങ്ങൾ മലയാളത്തിലും നൽകിയിട്ടുണ്ട്.
- ആവശ്യമുള്ള സ്ഥലത്ത് സമവാക്യങ്ങൾ കൊടുക്കണം.
- പ്രോഗ്രാമുകൾ ചെയ്യാനാകാത്ത കാൽക്കുലേറ്ററുകൾ ഒഴികെയുള്ള ഒരു ഇലക്ട്രോണിക് ഉപകരണവും പരീക്ഷാഹാളിൽ ഉപയോഗിക്കുവാൻ പാടില്ല.

Answer all questions from 1 to 9. Each carries 1 Score.

(9 × 1 = 9)

1. Interaction of domestic economy with the rest of the world economy is termed as _____.
(a) Liberalisation (b) Globalisation
(c) Privatisation (d) Demonetisation
2. _____ organisation structure leads product specialisation.
3. Choose the correct equation relating to working capital.
(a) Current Assets + Fixed Assets
(b) Current Assets – Current Liabilities
(c) Current Assets – Fixed Liabilities
(d) Current Assets + Current Liabilities
4. Find the odd one relating to the features of management principles.
(a) Universal (b) Flexible
(c) Behavioural (d) Rigidity
5. Mr. Babu is the Chief Executive Officer of Premier Ltd. Name the level of management he belongs.
(a) Top level (b) Middle level
(c) Supervisory level (d) Lower level
6. Fill in the blanks as per hint given :
The Prevention of Food Adulteration Act : 1954
The Consumer Protection Act : ?
7. Which is called as “Silent Salesman” in a market ?
(a) Grading (b) Trade Mark
(c) Packaging (d) Branding
8. PERT stands for _____.
9. Name the organisational structure which increases managerial and operational efficiency.

Answer any 4 questions from 10 to 14. Each carries 2 Scores.

(4 × 2 = 8)

10. List any two Selection Tests used for selecting an employee.
11. Find the odd one. Give reason.
 - (a) Motivation
 - (b) Leadership
 - (c) Communication
 - (d) Staffing
12. “Management is a Science.” – Give any two reasons to justify this statement.
13. Identify the management principles in the following statements.
 - (a) Management should promote a team spirit among employees.
 - (b) There should be a place for everything in the organisation.
14. Explain how planning facilitates decision making.

Answer any 4 questions from 15 – 19. Each carries 3 Scores.

(4 × 3 = 12)

15. State any three consumer responsibilities.
16. Mention any three features of a good brand name.
17. Explain the concept of financial planning.
18. List out any three non-financial incentives.
19. Name the types of plan and give an example from the following :
 - (a) Statement of expected result expressed in numerical terms.
 - (b) Specific statement that informs what is to be done and what is not to be done.

Answer any 5 questions from 20 to 25. Each carries 4 Scores.

(5 × 4 = 20)

20. State any four differences between an entrepreneur and a manager.
21. Explain the ‘Production Concept’ in marketing.
22. Planning and Controlling are inter-related. – Substantiate your answer.

23. “This source of recruitment develop dissatisfaction among existing staff.”
 (1) Identify the source of recruitment.
 (2) Explain any four sources under this category.
24. Identify the process by which a manager synchronises the activities of different departments.
 Write any three features of it.
25. Explain any two money market instruments.

Answer the question 26.

Match the following :

(5)

26.

A	B
On the Job Training	External Sources
Transfer	Negative Process
Campus Recruitment	Internship Training
Selection	Conference
Off the Job Training	Internal Sources

Answer any 2 questions from 27 to 29. Each carries 5 Scores.

(2 × 5 = 10)

27. Explain the term ‘Mental Revolution’ in relation to Scientific Management.
28. Explain any five impacts of government policy changes in Indian Business and Industry.
29. It is a network of Personal and Social relations among employees without any conscious purpose. – Explain the concept referred here.

Answer any 2 questions from 30-32. Each carries 8 Scores.

(2 × 8 = 16)

30. Explain the factors affecting working capital requirements of a company. (Any Eight points)
31. Prepare a Seminar report on the topic “Barriers to Communication”.
32. A TV manufacturing company spends huge amount in advertisement to increase the number of its customers.
 Illustrate the merits and demerits of advertisement as a promotion technique.