

SECOND YEAR HIGHER SECONDARY EXAMINATION MARCH 2018

SUBJECT: BUSINESS STUDIES

CODE. NO: 9048

Qn No	Sub Qns	Answer Key/Value Points	Score	Total
1.		a / Top Level Management.	1	1
2.		d / Unity of Direction	1	1
3		d / Punctuality	1	1
4		d / Gossip	1	1
5		a / Budgets.	1	1
6		d / Capital budgeting Decisions	1	1
7		SEBI	1	1
8		Two reasons of Management as Science.	1+1	2
9.		Social Environment	2	2
10.		Any meaningful explanation of application blank. (Blank application form)	2	2
11.		Meaning of Control by Exception.	2	2
12.		Any 4 Current Assets. ($\frac{1}{2} \times 4 = 2$)		2
13		Top level Middle Lower Co M Marketing Mgr Foreman chairman Personnel Mgr Supervisor	$\frac{1}{2} \times 6$	3
14.		For difference 1 score, example of single use plan 1 score, example of standing plan 1 score or Any meaningful explanation of both without example can also be given full score	1+1+1	3

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15.		Functional Structure	1	
		Any 2 Merits	2	3
16.		Any 2 differences or Explanation of on the job & off the job	1½+1½	3
17.		Elements with correct sequence.	3	3
18.		Meaning of Span of Control with or without explanation		3
19.		Importance or functions of packaging 1 point 1 Score.	3x1	3
20.		Economic Environment, Political Environment, Technological Environment & legal Environment. [Any 4 points with explanations] points only each		4
21.		Importance of planning [Any 4 points with comments] • Planning provides direction, • reduces risk of uncertainty • reduces overlapping & wasteful activities. • promote innovative ideas • Facilitates decision making • Establishes standards.... etc.	4x1	4

Qn No	Sub Qns	Answer Key/Value Points	Score	Total
22.		Any 4 differences of Formal & Informal organisations	4x1	4
23		For each 'P' with explanation 1 score each. Point only $\frac{1}{2}$ score each.		4
24		Any 4 functions of entrepreneur with explanation. • Contribution to GDP. • Capital formation • Creation of employment. • Generation of business opportunity etc.	4x1	4
25.		a. Discipline b. Unity of Command c. order d. initiative e. Espirit - de - Corps.	5x1	5.
26.		External Sources of recruitment. Any 5 sources with brief explanation. (Points only $\frac{1}{2}$ score)	5x1	5
27.		Regulatory functions } Any 5 points Developmental functions } related to Protective functions } those 3 functions give full score		5

Qn No	Sub Qns	Answer Key/Value Points	Score	Total
28.		Any 5 Rights of Consumers with brief explanation [6 points only 3 score]	5x1	5
29.		Explain any 8 qualities of a good leader / Any points only 1/2 score. each	8x1	8
30		Capital budgeting - Meaning Any 6 factors with brief explanation (points only 1/2 score each) [Nature of business, Scale of operation, choice of techniques, Technology upgradation, growth prospects, Diversification, financing alternatives etc.]	2 6	8
31.		Yes / Agreeing For each factor with explanation 1 score each	2 6x1	8

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9.		<u>Clarifications -</u> In malagalan version of question, only concept is demanded.		