

Reg. No. :

SME-48

Name :

**SECOND YEAR HIGHER SECONDARY MODEL
EXAMINATION, FEBRUARY 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 നല്കിയിട്ടുണ്ട്.
- ആവശ്യമുള്ള സ്ഥലത്ത് സമവാക്യങ്ങൾ കൊടുക്കണം.
- പ്രോഗ്രാമുകൾ ചെയ്യാനാകാത്ത കാൽക്കുലേറ്ററുകൾ ഒഴികെയുള്ള ഒരു ഇലക്ട്രോണിക് ഉപകരണവും പരീക്ഷാഹാളിൽ ഉപയോഗിക്കുവാൻ പാടില്ല.

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

(9 × 1 = 9)

1. Name the process of searching candidates for vacant job positions.
 - (a) Selection
 - (b) Recruitment
 - (c) Training
 - (d) Orientation

2. Which function of Marketing is called 'Silent Salesman in the market' ?
 - (a) Packaging
 - (b) Labelling
 - (c) Branding
 - (d) Advertising

3. A decision to construct a new building for the business is a/an _____
 - (a) Financing decision
 - (b) Working Capital decision
 - (c) Investment decision
 - (d) None of these

4. Which among the following belongs to the competencies of an entrepreneur ?
 - (a) Persistence
 - (b) Information Seeking
 - (c) Concern for high quality of work
 - (d) All of the above

5. Name the type of plan which has least flexibility.
- (a) Policy (b) Rule
(c) Procedure (d) Budget
6. Which of the following is a financial incentive in an organisation ?
- (a) Job Security (b) Stock Option
(c) Status (d) Employee Participation
7. Which among the following is not related to the responsibility accounting ?
- (a) Cost centre
(b) Accounting centre
(c) Profit centre
(d) Investment centre
8. The principle that emphasis kindness and justice in the behaviour of managers to workers
- (a) Order (b) Equity
(c) Scalar Chain (d) Unity of Direction
9. Name the agency which regulates Stock Exchanges and Security Market in India.

II. Answer any 6 questions from 10 to 16. Each carries 2 Scores.

(6 × 2 = 12)

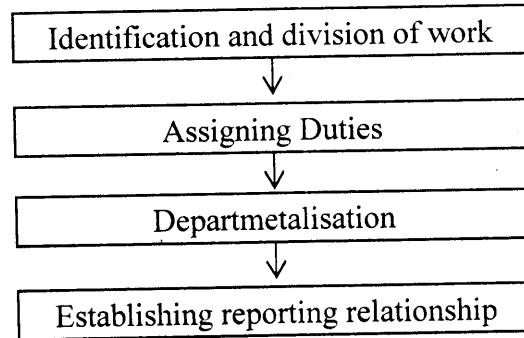
10. Match the following :

- (a) Instruction card clerk (i) Specifying the route of production
(b) Repair boss (ii) Ensuring the completion of work
(c) Gang boss (iii) Clarifying the duty of workers
(d) Route clerk (iv) Keeping machines and tools

11. "Coordination is the essence of management." Point out any two basic features of coordination.

12. Describe any one of the redressal agency under Consumer Protection Act, 1986.

13. Rearrange the steps in the process of organising properly :



14. Explain any two importance of Business Environment.

15. List out the four 'P's in Marketing Mix.

16. Explain :

(i) Commercial Bill

(ii) Call Money

III. Answer any 4 questions from 17 to 21. Each carries 3 Scores.

(4 × 3 = 12)

17. The Government of India announced ceasing the legal tender of ₹ 500 and ₹ 1000 notes on 8th November 2016.

(i) Name the policy action taken.

(ii) State any two impacts of this action in our country.

18. State any three factors affecting financing decision of a firm.
19. Consumer has several rights as per Consumer Protection Act, 1986. Explain any three of such rights.
20. Write any three differences between Entrepreneurship and Management.
21. Describe in brief any three functions of a Stock Exchange.

IV. Answer any 4 questions from 22 to 26. Each carries 4 Scores. (4 × 4 = 16)

22. Suresh is working as a Marketing Manager in Malabar Herbal Ltd.
 - (i) At which level of management does he work in the organisation ?
 - (ii) Write any three functions that Suresh need to perform from the level as a Marketing Manager.
23. Describe any four external sources of recruiting employees for an organisation.
24. 'We Pride Ltd.' assured their employees that in any circumstances no employee will be retrenched from the job.
 - (i) Name and explain the type of incentive offered to the employees.
 - (ii) Explain any two other non-financial incentives.
25. What is Branding ? State two qualities of a good brand.
26. Explain any four modern techniques of managerial control.

V. Answer any 3 questions from 27 to 30. Each carries 5 Scores.

(3 × 5 = 15)

27. 'Taylor's techniques of management is universally applicable.'

(i) Do you agree ?

(ii) Explain any four techniques of scientific management.

28. Explain any five features of Planning.

29. Explain any five comparative views of Delegation and Decentralisation.

30. Describe any five steps involved in the process of staffing.

VI. Answer any 2 of the following questions from 31 to 33. Each carries 8 Scores.

(2 × 8 = 16)

31. Niranjan is appointed as a Finance Manager of a newly established company in Kochi. What are the factors he should consider for determining fixed capital requirement of the company ?

32. Prepare a seminar report on the various formal and informal communication networks.

33. What do you mean by 'Pricing' of a product ? Explain any six factors affecting the pricing of a product.