



Reg. No. :

SY 648

Name :

**SECOND YEAR HIGHER SECONDARY MODEL
EXAMINATION, FEBRUARY 2025
Part – III
BUSINESS STUDIES WITH FM
Maximum : 80 Scores**

Time : 2½ Hours

Cool-off Time : 15 Minutes

General Instructions to Candidates :

- There is a 'Cool off time' of 15 minutes in addition to the writing time.
- Use 'cool off time' to get familiar with questions and to plan your answers.
- Read questions carefully before answering.
- Malayalam version of the questions is also provided.
- Give equations wherever necessary.

വിദ്യാർത്ഥികൾക്കുള്ള പൊതുനിർദ്ദേശങ്ങൾ :

- നിർദ്ദിഷ്ട സമയത്തിന് പുറമെ 15 മിനിട്ട് 'കൂൾ ഓഫ് ടൈം' ഉണ്ടായിരിക്കും.
- 'കൂൾ ഓഫ് ടൈം' ചോദ്യങ്ങൾ പരിചയപ്പെടാനും ഉത്തരങ്ങൾ ആസൂത്രണം ചെയ്യാനും ഉപയോഗിക്കുക.
- ഉത്തരങ്ങൾ എഴുതുന്നതിന് മുമ്പ് ചോദ്യങ്ങൾ ശ്രദ്ധാപൂർവ്വം വായിക്കണം.
- ചോദ്യങ്ങൾ മലയാളത്തിലും നൽകിയിട്ടുണ്ട്.
- ആവശ്യമുള്ള സ്ഥലത്ത് സമവാക്യങ്ങൾ കൊടുക്കണം.



Score

I. Answer any 8 of the following questions from 1 to 10. Each carries 1 score. (8×1=8)

- 1) Which among the following concept is identified as 'The essence of management' ?
 - a) Organising
 - b) Directing
 - c) Co-ordination
 - d) Planning
- 2) Find the odd one from the following.
 - a) Developing Premises
 - b) Evaluating Alternatives
 - c) Setting Objectives
 - d) Mental Exercise
- 3) The term used to denote 'being answerable for the final outcome' is _____
 - a) Authority
 - b) Accountability
 - c) Delegation
 - d) Responsibility
- 4) Read the following statement.

'In this method of training actual work environment is created in a classroom and employees use the same material.'

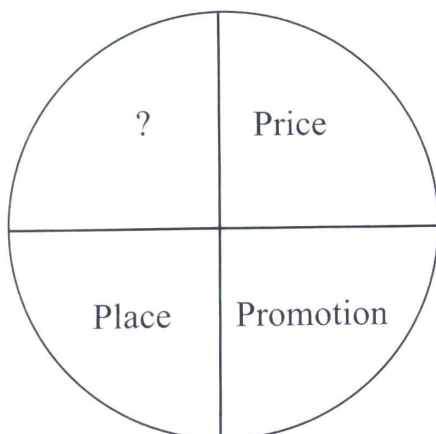
Identify the training method.

 - a) Programmed instruction
 - b) Classroom lectures
 - c) Vestibule training
 - d) Computer modelling



Score

- 5) The integration of various economies of the world leading towards the emergence of a global economy is known as _____
- 6) Which one of the following is not a principle of directing ?
- a) Harmony of objectives
 - b) Follow through
 - c) Managerial communication
 - d) Discipline
- 7) Planning and _____ are the two inseparable twin functions of management.
- 8) Fill in the blanks.
Net working capital = _____ – Current liabilities.
- 9) A brand or part of a brand that is given legal protection is called _____
- a) Trademark
 - b) Label
 - c) Brand name
 - d) Brand mark
- 10) Complete the circle in relation to marketing mix.





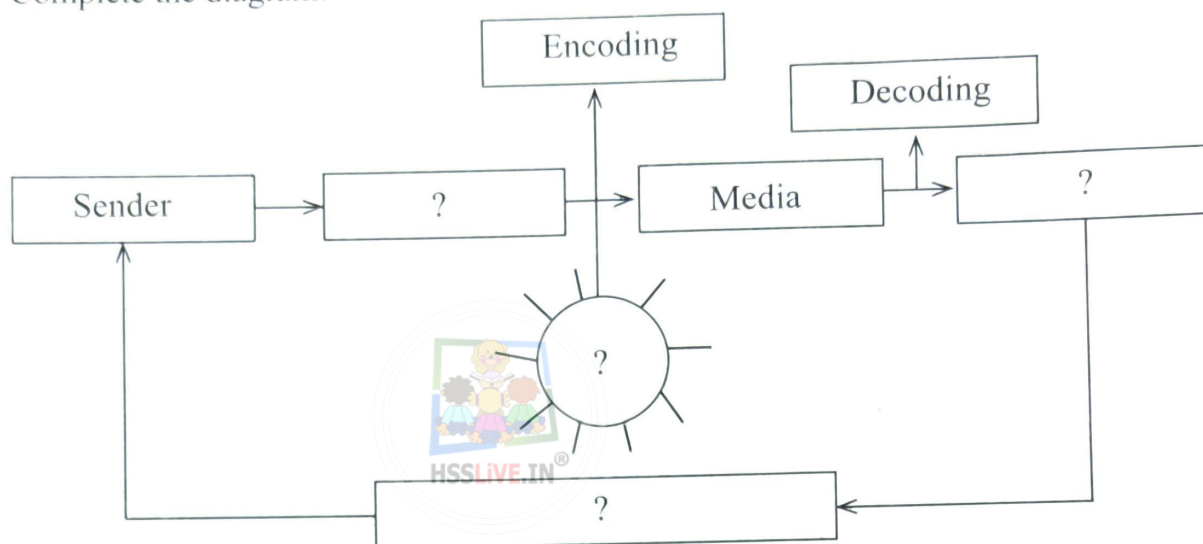
Score

II. Answer any five of the following questions from 11-16. Each carries 2 scores. (5×2=10)

11) Mr. Arun is the managing director of Arun Associates Ltd. Identify any 2 major functions to be performed by him.

12) Name any two principles of scientific management by F. W. Taylor.

13) Complete the diagram.



14) List out any four rights of a consumer, according to the Consumer Protection Act.

15) Write any four functions of packaging.

16) Complete the series according to the hint given below :

Policy – General statement that guide the thinking of managers.

Rule – ?

Method – ?



Score

III. Answer any five of the following questions from 17 to 22. Each carries 3 scores. (5×3=15)

- 17) Draw a diagram of functional foremanship.
- 18) Compare delegation and decentralisation on the following bases.
 - a) Freedom of action
 - b) Purpose
- 19) Write any six stages in selection process.
- 20) 'Depending on the use of authority there are three basic styles of leadership.'
 - a) Identify these styles.
 - b) Write one feature each.
- 21) Prepare a brief note on finance function.
- 22) Which are the three tier grievance redressal mechanism under Consumer Protection Act ?



IV. Answer any four of the following questions from 23 to 27. Each carries 4 scores. (4×4=16)

- 23) Briefly explain the following principles of management.
 - a) Unity of Command
 - b) Esprit De corps
 - c) Scalar chain
 - d) Order
- 24) Identify any four dimensions of business environment and point out one example each.
- 25) Explain the first four stages in controlling process.



Score

26) 'Capital budgeting decisions are very important for an organisation'. – Why ?

27) Choose the most appropriate item from Column 'B' and match the following.

Column A

- a) Advertising
- b) Sales promotion
- c) Personal selling
- d) Public relations

Column B

- a) Direct feedback
- b) Stimulates sales force
- c) Mass reach
- d) Attention value

V. Answer any three of the following questions from 28 to 31. Each carries 5 scores.(3×5=15)

28) Briefly explain any five characteristics of management.

29) 'Planning is not free from limitations.' Identify and explain any five of such limitations.

30) Differentiate a formal organisation from an informal organisation.

31) What is the technical term used to represent the 'mix between owners funds and borrowed funds'? List out any eight factors affecting such a decision in a company.

VI. Answer any two of the following questions from 32 to 34. Each carries 8 scores.

(2×8=16)

32) 'It is the process of searching for prospective employees and stimulating them to apply for jobs.'

- a) Identify the concept referred here.
- b) Briefly explain any two of its internal sources and any five external sources.

33) Explain Maslow's need hierarchy theory with the help of an individual example and an organisational example.

34) Give a brief account of any eight functions of marketing.