

SECOND YEAR HIGHER SECONDARY EXAMINATION MARCH 2018

SUBJECT: BUSINESS STUDIES

CODE. NO: 9048


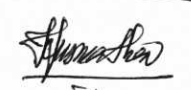
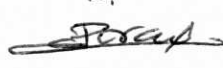


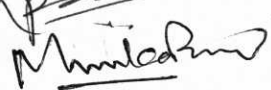


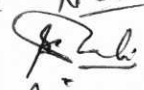
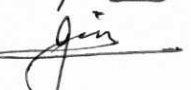



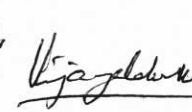


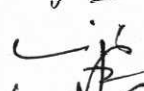


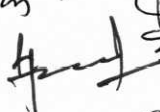
Qn No	Sub Qns	Answer Key/Value Points	Score	Total												
1.		a / Top Level Management.	1	1												
2.		d / Unity of Direction	1	1												
3		d / Punctuality	1	1												
4		d / Gossip	1	1												
5		a / Budgets.	1	1												
6		d / Capital budgeting Decisions	1	1												
7		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		<table style="width: 100%; border: none;"> <tr> <td style="width: 33%; text-align: center;">Top level</td> <td style="width: 33%; text-align: center;">Middle</td> <td style="width: 33%; text-align: center;">Lower</td> <td></td> </tr> <tr> <td style="text-align: center;">Ceo M</td> <td style="text-align: center;">Marketing Mgr</td> <td style="text-align: center;">Foreman</td> <td></td> </tr> <tr> <td style="text-align: center;">chairman</td> <td style="text-align: center;">Personnel Mgr</td> <td style="text-align: center;">Supervisor</td> <td style="text-align: center;">$\frac{1}{2} \times 6$</td> </tr> </table>	Top level	Middle	Lower		Ceo M	Marketing Mgr	Foreman		chairman	Personnel Mgr	Supervisor	$\frac{1}{2} \times 6$		3
Top level	Middle	Lower														
Ceo M	Marketing Mgr	Foreman														
chairman	Personnel Mgr	Supervisor	$\frac{1}{2} \times 6$													
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												

Qn No	Sub Qns	Answer Key/Value Points	Score	Total
15.		Functional structure Any 2 Merits	1 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	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 ½ 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. <ul style="list-style-type: none"> • 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 } Developmental functions } Any 5 points 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 $\frac{1}{2}$ score. each	8x1	8
30		Capital budgeting - Meaning Any 6 factors with brief explanation (points only $\frac{1}{2}$ 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

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total
9.		<p style="text-align: center;"><u>Clarification</u></p> <p>In malagalan version of question, only concept is demanded.</p>		

1. SAJU MICHAEL VICTORY VHS
OLAGANNI TRIVANDRAM 
2. JENS MATHEW GTVHSS, MUVAGUPPILAZHA ERNAKULAM 
3. PRAMOD C MRVHSS, PADNE, KASARAGOD 
4. Martin Joseph SPHSS upputhara, Edulki 
5. Abraham E.V. SNHSS Posthady, Wayanad 
6. Munkaprasad V.P. GTHSS, PUDUR, PALAKKAD 
7. Shailaya K. Gopalan. Chattanchal HSS Kasaragod 
8. Sajitha N. HSST Commerce Zamorins HSS Kozhikode 
9. K. Muralidharan Nair. New HSS Melimoodu, Trm 
10. Jayasree M. TTHSS, Kavenkare Muvattupuzha ERAM 
11. Beji K, NVT Commerce, EVHSS Kottankulangara Kollam 
12. Shanty, k.k, NVT Commerce, Gvhss, Arjad, Alappuzha 
13. Sreedalaa G NVT Commerce, JDT Kollam VHSS, Calicut-12 
14. Vijayalakshmi. NVT in Commerce, GMVHSS, Thiruvethur, Pottukottai 
15. Sumsak, NVT in Commerce, RMVHSS, Perinjaniam TCR 
16. K.P. Viswambharan, Mambaram. H.S.S Kannur. 
17. RESI MATHEW; St. Mary's HSS Manarcad, Kottayam 
18. BAJU BALARAMAN Pillai MSM HSS Kayamkulam Alappuzha 
19. P. Swadesan. HSST. NAMHSS Chelambra. Malapuram 
20. S. Jayothi, NVT in Commerce, Edamon VHSS Edamon 
21. Suresh Kurup. S. CHHSS, Puvasseri Kollam 