

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.
- ചോദ്യങ്ങൾ പരിചയപ്പെടാനും ഉത്തരങ്ങൾ ആസൂത്രണം ചെയ്യാനും 'കൂൾ ഓഫ് ടൈം' ഉപയോഗിക്കുക.
- ഉത്തരങ്ങൾ എഴുതുന്നതിനു മുമ്പ് ചോദ്യങ്ങൾ ശ്രദ്ധാപൂർവ്വം വായിക്കണം.
- നിർദ്ദേശങ്ങൾ മുഴുവനും ശ്രദ്ധാപൂർവ്വം വായിക്കണം.
- കണക്ക് കൂട്ടലുകൾ, ചിത്രങ്ങൾ, ഗ്രാഹുകൾ, എന്നിവ ഉത്തരപേപ്പറിൽ തന്നെ ഉണ്ടായിരിക്കണം.
- ചോദ്യങ്ങൾ മലയാളത്തിലും നല്കിയിട്ടുണ്ട്.
- ആവശ്യമുള്ള സ്ഥലത്ത് സമവാക്യങ്ങൾ കൊടുക്കണം.
- പ്രോഗ്രാമുകൾ ചെയ്യാനാകാത്ത കാൽക്കുരുളിപ്പറമ്പുകൾ ഒഴികെയുള്ള ഒരു ഇലക്ട്രോണിക് ഉപകരണവും പരീക്ഷാഹാളിൽ ഉപയോഗിക്കുവാൻ പാടില്ല.

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

1. Every manager has his own unique way of managing things and people. This is related to _____.
 - (a) Management as a profession
 - (b) Management as a science
 - (c) Management as an art
 - (d) None of these

2. Use of mobile phones are restricted in school campus. What type of plan is this ?
 - (a) Policies
 - (b) Rules
 - (c) Procedures
 - (d) Projects

3. Identify the test used by an organisation to measure the ability of an employee to learn a given job.
 - (a) Aptitude test
 - (b) Trade test
 - (c) Personality test
 - (d) Intelligence test

4. Maslow's Need Hierarchy Theory is based on certain assumptions. Identify the incorrect statement with respect to these assumptions.
 - (a) People's behaviour is based on their needs.
 - (b) A satisfied need can no longer motivate a person.
 - (c) People's needs are in a hierarchical order, starting from basic needs to higher level needs.
 - (d) A person moves to lower level of need only when a higher level need is satisfied.

13. State any four commonly used sources of recruiting employees from outside the organisation.
14. How does planning reduce overlapping and wasteful activities ?
15. State the significance of principles of Management. (any two)
16. Give any four executives of top level management.

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

17. Distinguish between delegation and decentralisation on the basis of
 - (a) Freedom of action
 - (b) Purpose
 - (c) Nature
18. Briefly explain any three types of on the job training methods.
19. To satisfy the social and psychological needs, which types of incentives are needed ? Explain two types of such incentives.
20. Consumers have some responsibility while purchasing and consuming goods and services. State any three consumer responsibilities in this regard.
21. Financial Management is based on three broad financial decisions. What are they ?

22. Identify and explain the techniques of Scientific Management referred to in the following :
- The technique put forward to differentiate the efficient worker from the inefficient worker.
 - The technique suggested with a view to determine the number of workers to be employed to perform a particular task.

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

23. Briefly describe the following principles of Management suggested by Henri Fayol :
- Division of work
 - Unity of direction
 - Scalar chain
 - Equity
24. Match the following :

Column - A	Column - B
(a) Consumption habits	(i) Technological environment
(b) Ideology of government	(ii) Political environment
(c) Volume of exports and imports	(iii) Social environment
(d) Scientific improvements	(iv) Legal environment
	(v) Economical environment

25. Write short notes on :
- Trading on equity
 - Capital structure
26. Public relations department performs various functions. What are they ? (any four)

27. "A good control system helps the organisation in various ways." Explain any four points to support this statement.

Answer any 3 of the following questions from 28 to 31. Each carries 5 scores. ($3 \times 5 = 15$)

28. Explain any five limitations of planning.
29. What is co-ordination ? Explain any four features of it.
30. What is Fixed capital ? Explain any four factors affecting fixed capital requirement of a firm.
31. (a) State any two circumstances under which the functional structure will prove to be an appropriate choice. (2)
- (b) "This determines the level of management in the organization structure." Identify it and explain. (3)

Answer any 2 of the following questions from 32 to 34. Each carries 8 scores. ($2 \times 8 = 16$)

32. Explain the procedure for selection of employees.
33. The elements of Marketing mix are popularly known as 4P's of marketing. Briefly explain them.
34. (a) What is Leadership ? (2)
- (b) Describe the basic styles of leadership. (3)
- (c) Explain the need for leadership. (3)