



SECOND YEAR

Kerala Board Answer Key 2023

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SY - 548

ANSWER KEYSECOND YEAR HIGHER SECONDARY EXAMINATION MARCH 2023
BUSINESS STUDIES

Max.Score :80

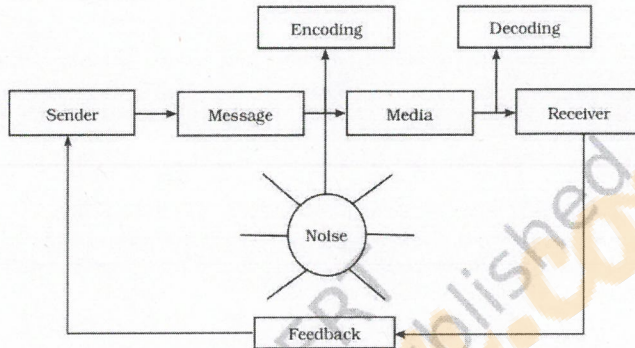
Q.No.	Sub. Q.No.	Value Points	Score	Total
I		Answer any 8 questions from 1 to 10. 1 Score each		
	1	(a) Efficiency	1	8x1 =8
	2	(c) Motion study	1	
	3	(b)Single Use Plans	1	
	4	(b) Divisional Structure	1	
	5	(c) Recruitment	1	
	6	(a) Financial Incentives	1	
	7	(c) Controlling	1	
	8	(b) Financing decision	1	
	9	(a) Price	1	
	10	(b)National Commission	1	
II		Answer any 5 questions from 11 to 16. 2 Score each		
	11	Management is the process of getting things done through others with the objective of achieving desired common goals effectively and efficiently. It is a continuous process. (Any other meaningful explanation)	2	5X2=10
	12.	Privatisation and Globalisation	2x1	
	13	Management prepare plans for the future, which is uncertain. Therefore they develop the plans on the basis of some assumptions about the future. These assumptions are called planning premises. Assumptions are the base material upon which plans are to be drawn.	2	
	14	Formal organisation refers to the organisation structure which is designed by the management to accomplish a particular task. It clearly specifies the boundaries of authority and responsibility of the employees. (Any other meaningful explanation)	2	
	15	1) Supervision 2) Motivation 3) Leadership 4) Communication	4x1/2	
	16	1.Setting performance standards 2. Measurement of actual performance 3. Comparison of actual performance with standards 4. Analysing deviations 5. Taking corrective action (Any 4 Steps)	4x1/2	

III	Answer any 5 questions from 17 to 22. 3 Score each		
17	Techniques of Scientific Management: a) Functional Foremanship: b) Standardisation and Simplification of Work c) Differential piece Wage System d) Time study e) Method study f) Motion study g) Fatigue study (Any three with brief explanation 1 score each. For points only half each, max 1. 1/2)	3	5x3=15
18	Elements/ Aspects of Staffing a) Recruitment b) Selection c) Training and developments (With explanation 1 each ,for points only 1/2 each, max 1 1/2)	3	
19	Features of Directing a) Directing initiates action b) Directing takes place at every level of management c) Directing is a continuous process d) Directing flows from top to bottom (Any 3 points with explanation 1 each, for points only 1/2 each)	3	
20	(i) Accomplishing organisational goals (ii) Judging accuracy of standards (iii) Making efficient use of resources (iv) Improving employee motivation (v) Ensuring order and discipline (vi) Facilitating coordination in action (Any 3 points with explanation 1 each, for points only 1/2 each max 1 1/2)	3	
21	Finance is required for buying variety of assets and running day to day operations of the business. Availability of adequate fund is essential for the functioning of the business. Without finance neither any business can be started nor successfully run. That is why finance is called the life blood of the business. (Any meaningful explanation on finance)	3	
22	Brand: A brand is the identification of a product it can be in the form of name, symbol or both etc.Eg Nike,Close-up,Pepsi etc. Trade Mark: Registered brand is called Trade Mark. All trademarks are brands but only legally protected brands are called trademarks. (Any meaningful explanation on brand and trade mark)	3	

IV																									
	23	Answer any 4 questions from 23 to 27. 4 Score each (i) Interpret the policies framed by top management, (ii) Ensure that their department has the necessary personnel, (iii) Assign necessary duties and responsibilities to them, (iv) Motivate them to achieve desired objectives, (v) Cooperate with other departments for smooth functioning of the organisation (Any relevant functions , 4 points)	4	4x4=16																					
	24	<table><tr><th>A</th><th>B</th></tr><tr><td>a. Inflation Rate</td><td>(iii) Economic Environment</td></tr><tr><td>b. Customs and Traditions</td><td>(iv) Social Environment</td></tr><tr><td>c. Scientific Improvement</td><td>(ii)Technological Environment</td></tr><tr><td>d. Ideology of the Government</td><td>(i) Political Environment</td></tr></table>	A	B	a. Inflation Rate	(iii) Economic Environment	b. Customs and Traditions	(iv) Social Environment	c. Scientific Improvement	(ii)Technological Environment	d. Ideology of the Government	(i) Political Environment	4												
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	25	<table><tr><th>Basis</th><th>Functional Structure</th><th>Divisional Structure</th></tr><tr><td>Formation</td><td>Formed on the basis of function</td><td>Formed on the basis of products</td></tr><tr><td>Specialisation</td><td>Functional specialisation</td><td>Product specialisation</td></tr><tr><td>Responsibility</td><td>Difficult to fix on a department</td><td>Easy to fix responsibility for performance</td></tr><tr><td>Managerial Development</td><td>Difficult, as each functional manager has to report to the top management</td><td>Easier, autonomy as well as the chance to perform multiple functions helps in managerial development</td></tr><tr><td>Cost</td><td>Less cost</td><td>Costly</td></tr><tr><td>Coordination</td><td>Difficult for a multi-product company.</td><td>Easy, because all functions related to a particular product are integrated in one department</td></tr></table> (Any Four differences)	Basis	Functional Structure	Divisional Structure	Formation	Formed on the basis of function	Formed on the basis of products	Specialisation	Functional specialisation	Product specialisation	Responsibility	Difficult to fix on a department	Easy to fix responsibility for performance	Managerial Development	Difficult, as each functional manager has to report to the top management	Easier, autonomy as well as the chance to perform multiple functions helps in managerial development	Cost	Less cost	Costly	Coordination	Difficult for a multi-product company.	Easy, because all functions related to a particular product are integrated in one department	4	
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	26	Factors affecting requirement of Fixed Capital 1. Nature of business, 2. Scale of operations, 3. Technique of production, 4. Growth prospects, 5. Diversification, 6. Technology up gradation, 7. Financing alternatives, 8. Level of collaboration \ (Any 4 points with explanation,for points only 1/2 each, max 2 score)	4																						



	27	Consumer Rights: 1. Right to safety, 2. Right to be informed, 3. Right to Choose, 4. Right to be Heard, 5. Right to seek Redressal, 6. Right to Consumer Education (Any 4 points with explanation, points only 1/2 each, max 2)	4	
V	28	Answer any 3 questions from 28 to 31. 5 Score each Henry Fayol's 14 Principles of Management (i) Division of Work, (ii) Authority and Responsibility, (iii) Discipline, (iv) Unity of Command, (v) Unity of Direction, (vi) Subordination of Individual Interest to General Interest, (vii) Remuneration of Employees, (viii) Centralisation and Decentralisation, (ix) Scalar Chain, (x) Order, (xi) Equity, (xii) Stability of Personnel, (xiii) Initiative, (xiv) Espirit De Corps (Any 5 points with explanation 1 score each, points only 1/2, max 2. 1/2)	5	3X5=15
	29	Features of Planning (i) Planning focuses on achieving objectives (ii) Planning is a primary function of management (iii) Planning is pervasive (iv) Planning is continuous (v) Planning is futuristic (vi) Planning involves decision making (vii) Planning is a mental exercise (Any 5 points with explanation 1 score each, max 2.5 For points only)	5	
	30	Factors affecting Dividend Decision (a) Amount of Earnings, (b) Stability Earnings, (c) Stability of Dividends, (d) Growth Opportunities, (e) Cash Flow Position, (f) Shareholders' Preference, (g) Taxation Policy, (h) Stock Market Reaction, (i) Access to Capital Market, (j) Legal Constraints, (k) Contractual Constraints (Any 5 points with explanation 1 each, max 2.1/2 For points only)	5	
	31	Sales Promotion Techniques 1. Sampling, 2. Rebate, 3. Discount, 4. Refund, 5. Contests 6. Lucky draw, 7. Quantity gift, 8. Product combinations, 9. assigned gift, 10. usable benefits, 11. full finance @ 0 % interest. (Any 5 with explanation 1 each, for points only 1/2 each, max 2.1/2)	5	
VI	32	Answer any 2 questions from 32 to 34. 8 Score each Steps in Staffing (Staffing Process) 1. Estimating the Manpower Requirements 2. Recruitment	8	

	3. Selection 4. Placement and orientation 5.Training and Development 6. Performance Appraisal 7. Promotion and career planning 8. Compensation (With explanation 1 score each, points only 1/2 each)		2x8=16
33	Elements of Communication (i) Sender, (ii) Message, (iii) Encoding, (iv) Media, (v) Decoding, (vi) Receiver, (vii) Feedback, (viii) Noise  (diagram only max 4 score, explanation 4 score)	8	
34	4 P's of Marketing (Elements of Marketing Mix) 1.Product Mix, 2. Price mix, 3.Place mix, 4. Promotion mix (with explanations 2 score each, for points only 1/2)	8	

SCHEME FINALISED BY :

- 1) DR SEKHAR S , CPM GHSS, PEERMEDU, IDUKKI
- 2) SEBASTIAN JOHN, ST JOSEPH'S BOYS HSS KOZHIKODE
- 3) RAJAN THOMAS GHSS PANDYKADU, MALAPURAM
- 4) JAYAPRAKAS P, SRKGVMHSS, PURANATTUKKARA,
- 5) SREEKALA V N , GHSS KUDAMALLOOR, KOTTAYAM.
- 6) KAVITHA JANARDHANAN, VHSS KARALAM.
- 7) MANJU JOSE MATTAM, GVHSS AMPALAMUGAL.
- 8) AJI N, GHSS VETTATHUR, MALAPURAM.
- 9) DILEEP KUMAR TN, GM GHSS, ALAPPUZHA

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