

Part – III

**BUSINESS STUDIES**

Maximum : 80 Scores

**General Instructions to Candidates :**

- There is a 'cool-off time' of 15 minutes in addition to the writing time of 2½ hrs.
- You are not allowed to write your answers nor to discuss anything with others during the 'cool-off time'.
- Use the 'cool-off time' to get familiar with questions and to plan your answers.
- Read questions carefully before answering.
- All questions are compulsory and only internal choice is allowed.
- When you select a question, all the sub-questions must be answered from the same question itself.
- 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.

**നിർദ്ദേശങ്ങൾ :**

- നിർദ്ദിഷ്ട സമയത്തിന് പുറമെ 15 മിനിറ്റ് 'കൂൾ ഓഫ് ടൈം' ഉണ്ടായിരിക്കും. ഈ സമയത്ത് ചോദ്യങ്ങൾക്ക് ഉത്തരം എഴുതാനോ, മറ്റുള്ളവരുമായി ആശയവിനിമയം നടത്താനോ പാടില്ല.
- ഉത്തരങ്ങൾ എഴുതുന്നതിന് മുമ്പ് ചോദ്യങ്ങൾ ശ്രദ്ധാപൂർവ്വം വായിക്കണം.
- എല്ലാ ചോദ്യങ്ങൾക്കും ഉത്തരം എഴുതണം.
- ഒരു ചോദ്യനമ്പർ ഉത്തരമെഴുതാൻ തെരഞ്ഞെടുത്തു കഴിഞ്ഞാൽ ഉപചോദ്യങ്ങളും അതേ ചോദ്യനമ്പറിൽ നിന്ന് തന്നെ തെരഞ്ഞെടുക്കേണ്ടതാണ്.
- കണക്ക് കുട്ടലുകൾ, ചിത്രങ്ങൾ, ഗ്രാഫുകൾ എന്നിവ ഉത്തരപേപ്പറിൽ തന്നെ ഉണ്ടായിരിക്കണം.
- ചോദ്യങ്ങൾ മലയാളത്തിലും നൽകിയിട്ടുണ്ട്.
- ആവശ്യമുള്ള സ്ഥലത്ത് സമവാക്യങ്ങൾ കൊടുക്കണം.
- പ്രോഗ്രാമുകൾ ചെയ്യാനാകാത്ത കാൽക്കുലേറ്ററുകൾ ഒഴികെയുള്ള ഒരു ഇലക്ട്രോണിക് ഉപകരണവും പരീക്ഷാഹാളിൽ ഉപയോഗിക്കുവാൻ പാടില്ല.

1. The settlement cycle in NSE is \_\_\_\_\_.

- (a) T + 3
- (b) T + 2
- (c) T + 1
- (d) T + 4

(Score : 1)

2. "Control implies the measurement of accomplishment against the standard and the correction of deviations to assure attainment of objectives according to plans" is a definition given by

- (a) Koontz & O Donnel
- (b) Henry Fayol
- (c) F.W. Taylor
- (d) Oliver Sheldon

(Score : 1)

3. As attracted by 'Make in India Scheme' of Govt., RR Autos, a German based company started a car manufacturing unit in Tamil Nadu. It requires candidate for different positions in its main plant. What external sources are available to them to fill up different posts ?

(Scores : 5)

4. "Business today is dynamic and complex in nature; management helps people to adapt these changes." In the light of this statement explain other significance of management.

(Scores : 4)

5. Even though planning is important in business, it suffers some limitations also. Explain any three limitations of planning.

(Scores : 3)

6. Financial leverage is favourable when,
- (a) Return on investment is lower than cost of debt.
  - (b) Debt is easily available.
  - (c) The dividends are paid more.
  - (d) Return on investment is higher than cost of debt. (Score : 1)
7. The process by which a manager synchronises the activities of different departments is known as \_\_\_\_\_.
- (a) Planning
  - (b) Integration
  - (c) Direction
  - (d) Co-ordination (Score : 1)
8. The basic material upon which plans are drawn is known as \_\_\_\_\_. (Score : 1)
9. Prepare a flow-chart showing different steps in selection process. (Scores : 2)
10. Mr. Salam, the new manager of Rubco Ltd., believes that controlling function should concentrate on Key Result Areas. Do you agree with Mr. Salam ? Substantiate. (Scores : 3)
11. Spencers India a wholesaler of grocery goods, want to start a new branch in Kerala. They are requiring capital for a period of 20 yrs. Briefly explain the factors that determine the size of their capital requirement. (Scores : 5)
12. Henry Fayol a famous management theorist hails from \_\_\_\_\_.
- (a) Japan
  - (b) Spain
  - (c) Russia
  - (d) France (Score : 1)

Find the **odd** one from the following :

13. (a) Rule  
(b) Procedure  
(c) Policy  
(d) Objective

(Score : 1)

14. (a) Intelligence Test  
(b) Aptitude Test  
(c) Personality Test  
(d) Performance Test

(Score : 1)

15. Abolition of unnecessary licensing and quotas are examples of \_\_\_\_\_. (Score : 1)

16. 'Clever Dogs' is a leading IT Company in Techno Park at Thiruvananthapuram and the organisation has its necessary hierarchical position. The employees of this firm decided to form a Carol Club for its X-mas celebrations and Mr. Mathew is elected as the convenor.

(a) Identify the 2 forms of organisation here.

(b) Distinguish between them.

(Scores : 5)

17. "Wages of employees should be fixed scientifically based upon their performance."

Identify and explain the principle mentioned here by F.W. Taylor.

(Scores : 5)

18. Prepare a pyramidal diagram showing Maslow's Need Hierarchy Theory. (Scores : 2)

19. "These are markets for short term funds."

Identify the type of financial market and list out its various instruments. (Scores : 4)

20. "Smart phones were widely used in rail ticket booking, internet browsing, e-commerce, etc." Explain the element of business environment referred here. (Scores : 3)

21. "Marketing mix is a combination of 4Ps." Briefly explain 4Ps of marketing mix.

(Scores : 4)

22. List out the important characteristics of entrepreneurship.

(Scores : 3)

23. Briefly explain the term "Financial Planning".

(Scores : 3)

24. 'Due to the ignorance of consumers about their rights they are exploited in the market.' Briefly describe various consumer rights as per Consumer Protection Act, 1986 in the light of above statement.

(Scores : 4)

25. (a) "In spite of the existence of large number of supermarkets, shopping malls and e-commerce facility, personal selling still plays a crucial role in moving goods and services to required consumers." Explain the importance of personal selling in the light of this statement in Indian context.

(Scores : 8)

**OR**

(b) What do you mean by the term marketing ? Explain its different functions.

(Scores : 8)

26. (a) "It is a process of instructing, guiding, motivating and leading people in the organisation to achieve its objectives."

Identify the definition and briefly explain the elements of it.

(Scores : 8)

**OR**

- (b) What do you mean by incentive ? Briefly explain different types of incentives.

(Scores : 8)

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