

SUBJECT : BUSINESS STUDIES

SCHEME OF VALUATION

PART-A

I)	b. The essence of Management	1
2)	a. It implies change of attitude	1
3)	b. Reduced govt. controls and restrictions.	1
4)	c. Transfer	1
5)	d. Security Needs	1
II)		
6)	Planning	1
7)	Just-in-time	1
8)	Centralisation	1
9)	External	1
10)	Motivation	1
III)		
11)	a) - (vi) b) - (i) c) - (iv) d) - (iii) e) - (ii)	5
IV)		
12)	Mgt. of work, Mgt of people, Mgt of operations. (any one)	1
13)	Protecting the environment by using environmental friendly method of production. (or any other)	1
14)	14.	1
15)	Board of Industrial & Financial Reconstruction.	1
16)	Budgets, Programmes (any one)	1

Part - B

(2)

17) According to Harold Koontz and Heinz Weibrich
 "Mgt. is the process of designing and maintaining
 an environment in which individuals working
 together in groups, to efficiently accomplish
 selected aims" (or any other definition) 2

18) Personal objective and Social objective 2
 (each 1 mark) (1+1)

	<u>Basis</u>	<u>Unity of Command</u>	<u>Unity of Direction</u>	
1.	Aim	Prevent dual Subordination	Preventing overlapping of activities	
2.	Affect	Affects Individual Employee	Affects entire organisation	2
			(1+1)	

20) The formal lines of authority and communication
 between superiors and subordinates from
 the highest to the lowest ranks are known
 as scalar chain. 2

21) Methods, Rules. (any 2) 2

22) It is the framework within which managerial
 and operating tasks are performed in an
 enterprise. 2

23) Informal organisation. Reasons for the
 emergence of informal organisation - 2
 • Social Interaction and Emotional Needs
 (or any other) (1+1)

24) Training.
Benefit to organisation - Leading to higher profits (or any other)

2
(1+1)

25) Grapevine is an informal channel of business communication which takes place without following the formal lines of communication. It spreads in all directions irrespective of authority levels.

2

26) (a) Negative (b) Positive

2
(1+1)

Part - C

- 27) (i) Universal applicability
(ii) General guidelines
(iii) Formed by practice & experimentation
(iv) Flexible

(or any other)

(2 marks for only points of
2 marks with explanation)

4
(2+2)

28)	<u>Basis</u>	<u>Henri Fayol</u>	<u>F.W. Taylor</u>
1.	Applicability	Applicable Universally	Applicable to specialised situations
2.	Focus	Improving overall plan administration	Increasing productivity
3.	Basis of Information	Personal experience	Observations & experimentations
4.	Personality	Practitioner	Scientist

29) As a manager of a startup, I ~~would~~^{could} apply my understanding of the business environment in the following ways to make better strategic decisions -

(i) Totality of external forces -

I would study factors such as economic trends, govt. policies, technological changes, competitors and customer preferences, etc which helps in identifying opportunities and threats.

(ii) I would evaluate my startups' strengths and weaknesses which allows me to frame realistic strategies (4x1=4)

(iii) ~~Forecasting and plan~~ Adapting to changes (Dynamic in nature)

(iv) Reducing Risks and Uncertainty
(or any other features of Busi. Envnt.)

30) Importance of business Environment:

(i) It helps in tapping useful resources

(ii) Helps in coping with rapid changes

(iii) Helps in planning and policy formulation

(iv) Helps in Improving performance.

(or any other) (4x1=4)

- 31) (1) Economic Environment
(2) Social Environment
(3) Technological - " -
(4) Political - " -

(or any other)

4.
(2+2)

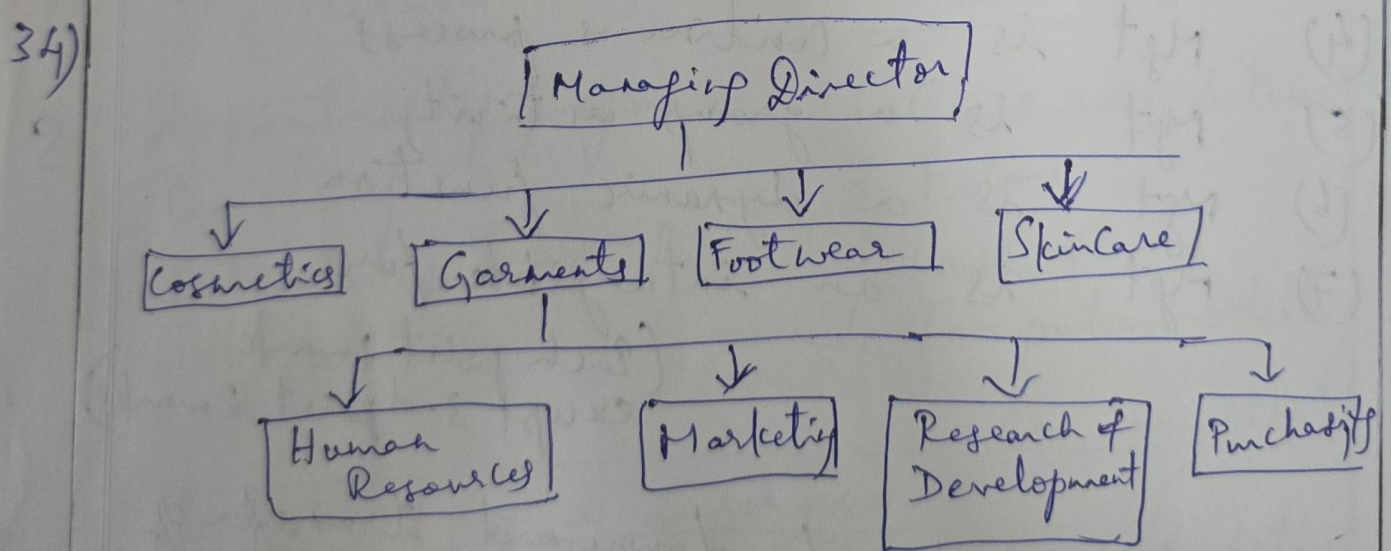
- 32) (1) Focuses on achieving objectives
(2) Is a primary function of management
(3) Is pervasive
(4) Is continuous process

(or any other)

4
(2+2)

33) First four steps in planning process -

- (i) Setting up of objectives
- (ii) Developing planning premises
- (iii) Identification of alternative courses of action
- (iv) Evaluating alternative courses of action



Advantages :

- 1. Product specialisation
- 2. Facilitates expansion & growth

4
(2+2)

35) First four steps in selection process: (6)

1. Preliminary screening
2. Selection tests
3. Employment interview
4. Reference and background check.

36) Importance of Communication:

- (i) Acts as basis of Co-ordination
- (ii) Helps in smooth working of an enterprise
- (iii) Acts as basis of decision making
- (iv) Increases managerial efficiency. (any other)

Part-D

37) (1) Mgt is a goal oriented process

(2) Mgt is all pervasive

(3) Mgt is Multidimensional (with sub points)

(4) Mgt is a continuous process

(5) Mgt is a group activity

(6) Mgt is a dynamic function

(7) Mgt is an intangible force.

(Each point 1 mark
except 3rd point 2 marks)

38) Delegation refers to downward transfer of authority from a superior to a subordinate.
Importance:

1. Effective mgt.
2. Employee development

- (7)
3. Motivation of employees
 4. Facilitates growth
 5. Quick decision making
 6. Better Co-ordination
 7. Basis of management hierarchy.
- 8
- (1+7)

39) Steps in Staffing process -

- 1) Estimate ^{the} Manpower requirement
- 2) Recruitment
- 3) Selection
- 4) Placement and orientation
- 5) Training & Development
- 6) Performance appraisal
- 7) Promotion & Career planning
- 8) Compensation

8
(1 each)

40) On the Job Training Method:

1. Apprenticeship programme
2. Coaching
3. Internship training
4. Job rotation

Off the Job Training Method:

1. Class room lectures
 2. Films
 3. Case study
 4. Computer modelling
- (or any other)

8
(4+4)

41) Role played by a supervisor:

- (1) Acts as a guide
- (2) Acts as a link between workers & mgt.
- (3) Maintain group unity
- (4) Ensures performance of work according to targets set.

- 5. Supervisor provides good on the job training to the workers
- 6. Plays a key role in influencing the workers
- 7. Build high morale among workers
- 8. Gives feedback to the workers

8
(1 each)

- x - x -