

-Strictly Confidential: (For Internal and Restricted Use Only)
Senior School Certificate Examination
March -----2018-19
Marking Scheme---Business Studies 66/2/1, 66/2/2, 66/2/3

General Instructions:

1. You are aware that evaluation is the most important process in the actual and correct assessment of the candidates. Small mistakes in evaluation may lead to serious problems which may affect the future of the candidates, education system and teaching profession. To avoid mistakes, it is requested that before starting evaluation, you must read and understand the spot evaluation guidelines carefully. Evaluation is a 10-12 days mission for all of us. Hence, it is desired from you too give your best in this process.
2. Evaluation is to be done as per instructions provided in the marking scheme. It should not be done according to one's own interpretation or any other consideration. Marking scheme should be strictly adhered to and religiously followed. However, while evaluating answers which are based on latest information or knowledge and innovative may be assessed and marks be awarded to them.
3. The head examiner has to go through the first five answer scripts evaluated by each evaluator to ensure that evaluation has been carried out as per instructions given in the marking scheme. The remaining answer scripts meant for evaluation shall be given only after ensuring that there is no significant variation in the marking and encircled.
4. If a question has parts, please award marks on the right hand side for each part. Marks awarded for different parts of the question should then be totalled up and encircled in the left hand margin.
5. If a question does not have any parts marks must be awarded in the left hand margin and encircled.
6. If a student has attempted an extra question, answer of the question deserving more marks should be retained and other answer scored out
7. In a question, if two features/ characteristics/ points are asked but an examinee writes more than two features/ characteristics/ points, say, five, of which first is correct, second is incorrect, the first two should be assessed and the remaining should be ignored.
8. The examiners should acquaint themselves with the instructions given in the Guidelines for Spot Evaluation before starting the actual evaluation.
9. Every examiner should stay full working hours i.e. 8 hours every day and evaluate 25

answer books.

10. It is expected that the marking scheme should be followed objectively to ensure quality evaluation. For instance, if an examinee scores 24 marks, then the marks should not be inflated to 27 simply to pass him/ her.

11. Avoid the following common type of errors committed by the examiners in the pat-

- Leaving answers or parts thereof unassessed in the answer script.
- Giving more marks for an answer than assigned to it or deviation from the marking scheme.
- Wrong transference of marks from the inside pages of the answer books to the title page.
- Wrong question wise totaling on the title page.
- Wrong totaling of marks of the two columns on the title page.
- Wrong grand total.
- Marks in words and figures not tallying.
- Wrong transference of marks from answer books to award list.
- Answer marked as correct but marks not awarded.
- Half or a part of answer marked correct and the rest as wrong but no marks awarded.

12. Marks should be awarded keeping in view the total marks of a particular question and not the total marks of the question paper. For example, if one mark is given to a 3 marks question even if nothing is correct, then that one mark constitutes 33% of the total marks for this answer.

13. The examiner shall also have to certify in the answer book that they have evaluated the answer book strictly in accordance with the value points given in the marking scheme and correct set of question papers.

14. While evaluating the answer scripts, if the answer is found to be totally incorrect, it should be marked as (x) and awarded zero (0) marks.

15. A full scale of marks 0-80 has to be used. Please do not hesitate to award full marks if the answer deserves it. Similarly, wherever an examinee writes an answer upto the mark, his/ her marks should not be deducted unnecessarily.

16. As per the orders of Hon'ble Supreme Court, the candidates would now be permitted to obtain photocopy of the Answer Book on request on payment of the prescribed fee. All examiners/ Head Examiners are once again reminded that they must ensure that evaluation is carried out strictly as per value points for each answer as given in the Marking Scheme.

		<p>the process being discussed above are:</p> <p>(i) Selection.</p> <p>(ii) Placement and Orientation.</p> <p>(iii) Training and Development.</p> <p>(iv) Performance Appraisal.</p> <p>(v) Promotion and career planning.</p> <p>(vi) Compensation.</p>	<p>for heading + ½ mark for its explanation</p> <p>1 x 6 = 6 marks</p>
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66 /2 /1	66 /2 /2	66 /2 /3	MARKING SCHEME – 2018-19 BUSINESS STUDIES 66/2/2 EXPECTED ANSWERS / VALUE POINTS	DISTRIBUTION OF MARKS
			SECTION A	
1	1	3	<p>Q. Das is the Managing Director of ‘Gamut Ltd.’, manufacturing different varieties of cheese. He has an efficient team working under him consisting of Rajat- the Production manager, Vinay – the Marketing manager and Adit – the Finance manager. They understand and interpret the policies made by Das, ensure that their departments have adequate manpower, assign them the necessary duties and motivate them to achieve the desired objectives.</p> <p>State one more function other than those mentioned above, that this team may perform at the level they are working.</p> <p>Ans. The team is working at middle level and the function the team may perform other than those mentioned is- <u>Co-operate with other departments for smooth functioning of the organisation.</u></p> <p>(Note:- If an examinee has mentioned only the function full credit is to be given)</p>	1 mark
-	2	-	Q. Differentiate between Formal and Informal	

		<p>organization on the basis of ‘flow of communication’.</p> <p>Ans. In formal organization, communication takes place through the scalar chain, whereas, in informal organization, communication does not take place through a planned route, it can take place in any direction.</p> <p style="text-align: center;">OR</p> <p>Q. Differentiate between ‘Delegation’ and ‘Decentralisation’ on the basis of ‘freedom of action’.</p> <p>Ans. Delegation involves more control by superiors leading to less freedom to take own decisions by subordinates, whereas, Decentralisation involves less control over executives leading to greater freedom of action to subordinates.</p>	<p>1 mark</p> <p style="text-align: center;">OR</p> <p>1 mark</p>	
-	3	-	<p>Q. What is meant by ‘functional structure’ of an organization?</p> <p>Ans. Functional structure is an organisational structure formed by grouping of jobs of similar nature according to functions and organising these major functions as separate departments like production, finance etc.</p> <p style="text-align: center;">OR</p> <p>Q. What is meant by ‘accountability’?</p> <p>Ans. Accountability implies being answerable for the final outcome. Once authority has been delegated and responsibility accepted, one cannot deny accountability. It cannot be delegated and flows</p>	<p>1 mark</p> <p style="text-align: center;">OR</p> <p>1 mark</p>

			upward.	
8	4	-	<p>Q. ‘Ultra Televisions Ltd.’ is offering its 90” TV sets at a discount of Rs.15,000 for a period of one month starting from 1st March, 2019. Identify the sales promotion activity used by ‘Ultra Televisions Ltd.’.</p> <p>Ans. Rebate</p>	1 mark
7	5	8	<p>Q. Kumar wanted to purchase a fuel efficient car having the latest standards regarding minimisation of pollution. He saw an advertisement offering such a car and visited the showroom of the company wherein the car was displayed. In his discussion, the Marketing manager told him that the company is providing credit facilities, maintenance services and many other effective services which are helping in bringing repeat sales and developing brand loyalty. Identify the marketing function which the Marketing manager was discussing with Kumar.</p> <p>Ans. Customer Support Services</p>	1 mark
5	6	6	<p>Q. Kamal is working as a gang boss in the assembly unit of ‘Sokia Ltd.’, a laptop manufacturing company he supervises the work of ten trained workers who perform the various activities related to the assembly of the laptops. One day when he was supervising the work of his workers, he told Ashok, a worker that his work could be improved. Ashok interpreted the comments of Kamal as that his work was not good. Identify the type of barrier to effective communication in this case.</p>	1 mark

			Ans. Semantic barrier/ Unclarified assumptions.	
6	7	7	<p>Q. This market helps to save time, effort and money that both buyers and sellers of a financial asset would have to otherwise spend to try and find each other.</p> <p>Name the market and identify the function being referred to.</p> <p>Ans. Financial market.</p> <p>Function being referred to is- Reduces the cost of transactions.</p>	<p>$\frac{1}{2}$ mark + $\frac{1}{2}$ mark = 1 mark</p>
4	8	5	<p>Q. State any two characteristics of ‘Directing’.</p> <p>Ans. Features of directing function of management: (Any two)</p> <p>(i) While other functions prepare a setting for action, directing <u>initiates action</u> by people in the organisation towards attainment of desired objectives.</p> <p>(ii) Directing <u>takes place at every level</u> of management. Every manager from top executive to the supervisor performs the directing function.</p> <p>(iii) Directing is a <u>continuous process</u> as it takes place throughout the life of the organisation irrespective of the people occupying managerial positions.</p> <p>(iv) Directing <u>flows from top to bottom</u> through the organisation hierarchy. Every manager can direct his immediate subordinates and take instructions from his immediate boss.</p> <p style="text-align: center;">OR</p> <p>Q. Give the meaning of ‘Management by Exception’.</p>	<p>$\frac{1}{2} \times 2$ = 1 mark</p> <p style="text-align: center;">OR</p>

			<p>Ans. Management by Exception is a technique of managerial control which involves identifying only significant deviations which go beyond the permissible limit and bringing them to the notice of the management.</p> <p>(or any other correct meaning)</p>	<p>1 mark</p>
			SECTION B	
	9		<p>Q. Explain ‘Organisational Climate’ and ‘Job Enrichment’ as non-financial incentives.</p> <p>Ans. <u>Organisational Climate</u> It indicates the characteristics, like individual autonomy, reward orientation, consideration to employees, risk taking etc. which describe an organization and distinguish one organization from the other. These characteristics influence the behavior of individuals in the organization.</p> <p><u>Job Enrichment</u> It is concerned with designing jobs that include greater variety of work content. It provides the opportunity for personal growth and a meaningful work experience.</p> <p>(or any other suitable explanation)</p>	<p>1 ½ marks</p> <p>+</p> <p>1 ½ marks</p> <p>= 3 marks</p>
12	10	9	<p>Q. One of the functions of Securities and Exchange Board of India is ‘Promotion of fair practices and code of conduct in securities market’. State the category to which this function belongs and state any two other functions of this category.</p> <p>Ans. <u>Protective Function.</u></p> <p><u>Other functions of this category are: (Any two)</u></p> <p>(a) <u>It prohibits fraudulent and unfair trade practices like misleading statements, manipulations, price</u></p>	<p>1 mark</p> <p>+</p> <p>1 x 2</p> <p>=</p> <p>2 marks</p>

			<p>rigging etc.</p> <p>(b) It <u>controls insider trading</u> and imposes penalties for such practices.</p> <p>(c) It <u>undertakes steps for investor protection</u>.</p>	<p>1+2 = 3 marks</p>												
10	11	11	<p>Q. Distinguish between Formal and Informal organisation on the basis of the following:</p> <p>(a) Origin;</p> <p>(b) Authority; and</p> <p>(c) Leadership</p> <p>Ans.</p> <table><tr><th>Basis</th><th>Formal Organisation</th><th>Informal Organisation</th></tr><tr><td>(a) Origin</td><td>It arises as a result of company rules and policies.</td><td>It arises as a result of social interaction among the employees.</td></tr><tr><td>(b) Authority</td><td>Authority arises on the basis of position of management.</td><td>Authority arises on the basis of personal qualities.</td></tr><tr><td>(c) Leadership</td><td>Managers are leaders.</td><td>Leaders may or may not be managers. They are chosen by the group.</td></tr></table> <p style="text-align: center;">OR</p> <p>Q. Distinguish between Functional and Divisional structure on the basis of the following points:</p> <p>(a) Coordination;</p> <p>(b) Managerial Development; and</p> <p>(c) Cost</p> <p>Ans.</p>	Basis	Formal Organisation	Informal Organisation	(a) Origin	It arises as a result of company rules and policies.	It arises as a result of social interaction among the employees.	(b) Authority	Authority arises on the basis of position of management.	Authority arises on the basis of personal qualities.	(c) Leadership	Managers are leaders.	Leaders may or may not be managers. They are chosen by the group.	<p>1 x 3 = 3 marks</p> <p>OR</p>
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9	12	10	<p>Q. Explain any three points of importance of planning function of management.</p> <p>Ans. <u>Importance of planning:</u> (Any three)</p> <p>(i) Provides directions.</p> <p>(ii) Reduces the risk of uncertainty.</p> <p>(iii) Facilitates decision making.</p> <p>(iv) Reduces overlapping and wasteful activities.</p> <p>(v) Promotes innovative ideas.</p> <p>(vi) Establishes standards for controlling.</p>	<p>½ mark for heading + ½ mark for its explanation 1 x 3 = 3 marks</p>												

			<p>(If an examinee has not given the headings as above but has given the correct explanation, full credit should be given)</p> <p style="text-align: center;">OR</p> <p>Q. Explain any three limitations of planning function of management.</p> <p>Ans. <u>Limitations of planning</u>: (Any three)</p> <p>(i) Leads to rigidity</p> <p>(ii) May not work in a dynamic environment.</p> <p>(iii) Reduces creativity.</p> <p>(iv) Involves huge costs.</p> <p>(v) Time consuming.</p> <p>(vi) Does not guarantee success.</p> <p>(If an examinee has not given the headings as above but has given the correct explanation, full credit be given)</p>	<p style="text-align: center;">OR</p> <p style="text-align: center;"> ½ mark for heading + ½ mark for its explanation 1 x 3 = 3 marks </p>
13	13	13	<p>Q. ‘G. Motors’ is the manufacturer of sophisticated cranes. The Production manager of the company, reported to the Chief Executive Officer, Ashish Jain that one of the machines used in manufacturing sophisticated cranes had to be replaced to compete in the market, as other competitors were using automatic machines for manufacturing cranes. After a detailed analysis, it was decided to purchase a new automatic machine having the latest technology. It was also decided to finance this machine through long term sources of finance. Ashish Jain compared various machines and decided to invest in the machine which would yield the maximum returns to its investors.</p> <p>(a) Identify the financial decision taken by Ashish Jain.</p>	

			<p>(b) Explain any three factors affecting the decision identified in (a) above.</p> <p>Ans. Investment decision/ Capital Budgeting/ Long term Investment decision.</p> <p><u>Factors affecting Investment decision/ Capital Budgeting/ Long term Investment decision:(Any three)</u></p> <p>(i) Growth Prospects</p> <p>(ii) Level of collaboration</p> <p>(iii) Cash Flows of the project</p> <p>(iv) Rate of return</p> <p>(v) Investment criteria involved</p>	<p>1 mark</p> <p>+</p> <p>½ mark for naming all the three factors affecting the decision</p> <p>+</p> <p>½ mark each for explanation of the three factors</p> <p>$1 + \frac{1}{2} + \frac{1}{2}$</p> <p>=</p> <p>3 marks</p>
			SECTION C	
14	-	-	<p>Q. Explain any four features of business environment.</p> <p>Ans. <u>Importance of Business Environment: (Any four)</u></p> <p>(i) Identify opportunities and get first mover advantage</p> <p>(ii) Identify threats and early warning signals</p> <p>(iii) Tap useful resources</p> <p>(iv) Assist in planning and policy formulation</p> <p>(v) Help in coping with rapid changes</p> <p>(vi) Help in improving performance</p> <p>(If an examinee has not given the headings as above but has given the correct explanations, full credit should be given)</p> <p>OR</p> <p>Q. Explain any four points of impact of government policy changes on business and industry.</p> <p>Ans. Impact of government policy changes on</p>	<p>½ mark for heading</p> <p>+</p> <p>½ mark for its explanation</p> <p>1×4</p> <p>=</p> <p>4 marks</p> <p>OR</p> <p>½ mark for heading</p> <p>+</p> <p>½ mark for its</p>

		<p>business and industry: (any four)</p> <p>(i) Increasing competition (ii) More demanding customers (iii) Rapidly changing technological environment (iv) Necessity for change (v) Need for developing human resources. (vi) Market orientation (vii) Loss of budgetary support to the public sector.</p> <p>(If an examinee has not given the headings as above but has given the correct explanation, full credit should be given)</p>	<p>explanation 1 x 4 = 4 marks</p>	
-	15	-	<p>Q. State any eight responsibilities that a consumer should discharge while purchasing, using and consuming goods and services.</p> <p>Ans. <u>Responsibilities that a consumer should discharge while purchasing, using and consuming goods and services:(Any eight)</u></p> <p>(i) Be aware about various goods and services available in the market so that an intelligent and wise choice can be made.</p> <p>(ii) Buy only standardised goods as they provide quality assurance. Thus, look for ISI mark on electrical goods, FPO/FSSAI mark on food products, Hallmark on jewelry etc.</p> <p>(iii) Learn about the risks associated with products and services, follow manufacturer's instructions and use the products safely.</p> <p>(iv) Read labels carefully so as to have information about prices, net weight, manufacturing and expiry dates, etc.</p> <p>(v) Assert yourself to ensure that you get a fair deal.</p> <p>(vi) Be honest in your dealings. Choose only from legal source and discourage unscrupulous practices</p>	<p>½ mark for each responsibility</p> <p>= ½ x 8</p> <p>=4 marks</p>

		<p>like black-marketing, hoarding etc.</p> <p>(vii) Ask for a cash memo on purchase of goods or services. This would serve as a proof of the purchase made.</p> <p>(viii) File a complaint in an appropriate consumer forum in case of a shortcoming in the quality of goods purchased or services availed. Do not fail to take an action even when the amount involved is small.</p> <p>(ix) Form consumer societies which would play an active part in educating consumers and safeguarding their interests.</p> <p>(x) Respect the environment. Avoid waste, littering and contributing to pollution.</p> <p style="text-align: center;">OR</p> <p>Q. What is meant by ‘ Consumer Protection’? State any five points of importance of consumer protection from the point of view of business.</p> <p>Ans. <u>Meaning of Consumer Protection:</u> Consumer protection means the act of providing adequate protection to consumers against the unscrupulous, exploitative and unfair trade practices of manufacturers and service providers.</p> <p><u>Importance of consumer protection from business point of view: (any four)</u></p> <p>(a) Long term interest of business (b) Business uses society’s resources. (c) Social responsibility. (d) Moral Justification. (e) Government intervention.</p>	<p style="text-align: center;">OR</p> <p>1 ½ marks for meaning +</p> <p>½ mark for each point = ½ x 5 = 2 ½ marks = 1 ½ + 2 ½ = 4 marks</p>
15	16	17	<p>Q. Kunal joined as a shop level manager in the Production department of a textile company in the year 2005. Because of his good work, he became</p>

		<p>the Deputy Production Manager of the company in the year 2010. He had status and prestige and was well respected by all in the company . On 1st March, 2019, he was promoted as the General Manager of the company. Kunal was very happy on his promotion as now he had become what he was capable of becoming. As a good manager, Kunal decided to motivate his subordinates, after understanding the Need Hierarchy theory which is based on various assumptions. He realised that people's behaviour is based on their needs and the manager can influence the behaviour of his employees by satisfying their needs.</p> <p>(a) One of the assumptions of Need Hierarchy theory is stated in the above paragraph. State the other three assumptions of this theory.</p> <p>(b) State the needs of Kunal which are being satisfied through promotion.</p> <p>Ans. (a) <u>The following are the assumptions of Maslow's Need Hierarchy theory other than the one discussed above:</u></p> <p>(i) People's <u>needs are in hierarchical order</u>, starting from basic needs to other higher level needs.</p> <p>(ii) A <u>satisfied need can no longer motivate a person</u>; only next higher level need can motivate him.</p> <p>(iii) A person <u>moves to the next higher level of the hierarchy only when the lower need is satisfied.</u></p> <p>(b) Needs of Kunal which are being satisfied through promotion are:</p> <p>(i) <u>Esteem Needs</u> which refer to the need for self respect, autonomy status, recognition and attention.</p> <p>(ii) <u>Self actualisation needs</u> which refer to the drive to become what one is capable of becoming. These needs include growth, self- fulfillment and achievement of goals.</p>	<p>1 x 3 = 3 marks</p> <p>+</p> <p>½ x 2 = 1 mark =3+1 =4 marks</p>
16	17	15	<p>Q. 'Foods India Ltd.' is a company engaged in the production of packaged juice since 2010. Over this period, a large number of competitors have entered the market and are putting a tough challenge to 'Foods India Ltd.'. To face this</p>

		<p>Tax Rate 30%</p> <p>Earning Before Interest and Tax (EBIT)</p> <p>Rs. 8,00,000</p> <p>(a) Under which of the three alternatives will the company be able to take advantage of Trading on Equity?</p> <p>(b) Does Earning Per Share always rise with increase in debt?</p> <p>Ans.(a)</p> <table><tr><td></td><td>Alternative I(Rs.)</td><td>Alternative II(Rs.)</td><td>Alternative III(Rs.)</td></tr><tr><td>Equity</td><td>40,00,000</td><td>30,00,000</td><td>10,00,000</td></tr><tr><td>9% Debt</td><td>-</td><td>10,00,000</td><td>30,00,000</td></tr><tr><td>Capital Employed</td><td>40,00,000</td><td>40,00,000</td><td>40,00,000</td></tr><tr><td>Earning before Interest and Tax</td><td>8,00,000</td><td>8,00,000</td><td>8,00,000</td></tr><tr><td>Less Interest @ 9%</td><td>-</td><td>(90,000)</td><td>(2,70,000)</td></tr><tr><td>Earning before Tax</td><td>8,00,000</td><td>7,10,000</td><td>5,30,000</td></tr><tr><td>Less Tax @30%</td><td>(2,40,000)</td><td>(2,13,000)</td><td>(1,59,000)</td></tr><tr><td>Earnings After Tax /Profit Available to Shareholders</td><td>5,60,000</td><td>4,97,000</td><td>3,71,000</td></tr><tr><td>Earning Per Share</td><td>5,60,000/40,000 =Rs. 14</td><td>4,97,000/30,000 =Rs. 16.57</td><td>3,71,000/10,000 =Rs. 37.1</td></tr></table> <p>Thus, under Alternative III, the company will be able to take advantage of Trading on Equity. (Note:-Calculation for Earning Per Share may be shown in any way)</p> <p>(b) No, Earning Per Share does not always rise with increase in debt.</p>		Alternative I(Rs.)	Alternative II(Rs.)	Alternative III(Rs.)	Equity	40,00,000	30,00,000	10,00,000	9% Debt	-	10,00,000	30,00,000	Capital Employed	40,00,000	40,00,000	40,00,000	Earning before Interest and Tax	8,00,000	8,00,000	8,00,000	Less Interest @ 9%	-	(90,000)	(2,70,000)	Earning before Tax	8,00,000	7,10,000	5,30,000	Less Tax @30%	(2,40,000)	(2,13,000)	(1,59,000)	Earnings After Tax /Profit Available to Shareholders	5,60,000	4,97,000	3,71,000	Earning Per Share	5,60,000/40,000 =Rs. 14	4,97,000/30,000 =Rs. 16.57	3,71,000/10,000 =Rs. 37.1	<p>1mark for each alternative</p> <p>=</p> <p>1 x 3</p> <p>=</p> <p>3 marks</p> <p>+</p> <p>1 mark</p> <p>=3+1</p> <p>=4 marks</p>
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18	19	19	<p>Q. Explain any four factors which affect the fixation of price of a product.</p>																																								

		<p>Ans. <u>Factors affecting fixation of Price:</u> (Any four)</p> <p>(i) Product Cost. (ii) The Utility and Demand. (iii) Extent of competition in the market. (iv) Government and Legal Regulations. (v) Marketing methods used. (vi) Pricing objectives. (If an examinee has not given the headings as above but has given the correct explanation, full credit should be given)</p>	<p>½ mark for heading + ½ mark for its explanation 1 x 4 = 4 marks</p>
		SECTION D	
-	20	- <p>Q. Explain any five points of importance of management.</p> <p>Ans. Importance of management. (i) Helps in increasing group goals. (ii) Increases efficiency. (iii) Creates a dynamic organization. (iv) Helps in achieving personal objectives. (v) Helps in the development of society. (If an examinee has not given the headings as above but has given the correct explanation, full credit should be given)</p> <p style="text-align: center;">OR</p> <p>Q. Explain any five characteristics of principles of management.</p> <p>Ans. <u>Characteristics of principles of management:</u> (any five) (i) Universal applicability. (ii) General guidelines. (iii) Formed by practice and experimentation. (iv) Flexible. (v) Mainly behavioural. (vi) Cause and effect relationship. (vii) Contingent. (If an examinee has not given the headings as above but has given the correct explanation, full credit should be given)</p>	<p>½ mark for naming the point + ½ mark for explanation = 1 x 5 = 5 marks</p> <p style="text-align: center;">OR</p> <p>½ mark for naming the point + ½ mark for explanation = 1 x 5 = 5 marks</p>

22	21	22	<p>Q. ‘Pushpanjali Ltd.’, is manufacturing chocolates, biscuits, cakes and other similar products. The company is not generating enough profits. Saurabh, the Marketing manager of the company got a survey conducted to find out the reasons. The finding of the survey revealed that in spite of better quality, the customers were not able to distinguish the products of the company from its competitors. Though the customers wanted to buy the products of ‘Pushpanjali Ltd.’ again and again because of its goods quality, but they were not able to identify its products in the market. Because of this, the sales of the company could not pick up resulting in inadequate profits. Saurabh, the Marketing manager now realised that ‘Pushpanjali Ltd.’ had forgotten to take one of the most important decisions related to the product. What decision should ‘Pushpanajali Ltd.’ take so that its customers are able to identify its products in the market? Explain the benefits that may result to ‘Pushpanjali Ltd.’ and its customers if the above decision is taken.</p> <p>Ans. The decision which ‘Pushpanajali Ltd.’ should take so that its customers are able to identify its products in the market <u>is Branding</u>.</p> <p><u>Benefits that may result to Pushpanjali Ltd.:</u> (Any two)</p> <p>(i) Enables marking product differentiation.</p> <p>(ii) Helps in advertising and display programmes.</p> <p>(iii) Differential pricing.</p> <p>(iv) Ease in introduction of new product.</p> <p><u>Benefits that may result to the customers:</u> (Any two)</p> <p>(i) Helps in product identification.</p>	<p>1 mark +</p> <p>½ mark for heading +</p> <p>½ mark for its explanation 1 x 2 =2 marks +</p> <p>½ mark for heading +</p> <p>½ mark for its explanation 1 x 2 =2 marks 1+2+2</p>
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			<p>(ii) Ensures quality.</p> <p>(iii) Status symbol.</p> <p>(If an examinee has not given the headings as above but has given the correct explanation, full credit should be given)</p>	=5 marks
22	21	22	<p>Q. ‘Pushpanjali Ltd.’, is manufacturing chocolates, biscuits, cakes and other similar products. The company is not generating enough profits. Saurabh, the Marketing manager of the company got a survey conducted to find out the reasons. The finding of the survey revealed that in spite of better quality, the customers were not able to distinguish the products of the company from its competitors. Though the customers wanted to buy the products of ‘Pushpanjali Ltd.’ again and again because of its goods quality, but they were not able to identify its products in the market. Because of this, the sales of the company could not pick up resulting in inadequate profits. Saurabh, the Marketing manager now realised that ‘Pushpanjali Ltd.’ had forgotten to take one of the most important decisions related to the product. What decision should ‘Pushpanajali Ltd.’ take so that its customers are able to identify its products in the market? Explain the benefits that may result to ‘Pushpanjali Ltd.’ and its customers if the above decision is taken.</p> <p>Ans. The decision which ‘Pushpanajali Ltd.’ should take so that its customers are able to identify its products in the market <u>is Branding</u>.</p> <p><u>Benefits that may result to Pushpanjali Ltd.:</u> (Any two)</p> <p>(i) Enables marking product differentiation.</p> <p>(ii) Helps in advertising and display programmes.</p>	<p>1 mark + ½ mark for heading + ½ mark for its explanation 1 x 2 =2 marks + ½ mark for heading +</p>

			<p>(iii) Differential pricing.</p> <p>(iv) Ease in introduction of new product.</p> <p>Benefits that may result to the customers: (Any two)</p> <p>(i) Helps in product identification.</p> <p>(ii) Ensures quality.</p> <p>(iii) Status symbol.</p> <p>(If an examinee has not given the headings as above but has given the correct explanation, full credit should be given)</p>	<p>½ mark for its explanation =1 x 2 =2 marks =1+2+2</p> <p>= 5 marks</p>
21	22	21	<p>Q. Vikas was the Chief Operating Officer of ‘Yalet Ltd.’, a company providing advanced software solutions to Indian Defence Services. They had been carrying on business successfully for the last twelve years and earning enough profits. But from the last one year, they realised that though the business is getting big orders which are being fulfilled in time, even then the revenues kept on decreasing. Vikas was not able to find out where the problem was. He started keeping a close check on the progress of activities as he could sense that something was wrong. He wanted to take some action before any major damage could be done to the business. Vikas appointed a cyber security expert who monitored the company’s processes and found out that the computer operator was deleting the entries from the computers and pocketing the revenues. He was caught and handed over to the police. This created an atmosphere of order and discipline in the organisation and helped in minimising dishonest behaviour on the part of the employees.</p> <p>(a) Identify the function of management highlighted in the above paragraph.</p> <p>(b) Explain any four other ways in which this function of management may help the organisation.</p>	<p>1 mark +</p>

			<p>Ans. (a) Controlling.</p> <p>(b) <u>Other ways in which this function may help the organization : (Any four)</u></p> <p>(i) Accomplishing organisational goals.</p> <p>(ii) Making efficient use of resources.</p> <p>(iii) Improving employee motivation.</p> <p>(iv) Judging accuracy of standards.</p> <p>(v) Facilitating co-ordination in action.</p> <p>(If an examinee has not given the headings as above but has given the correct explanation, full credit be given)</p>	<p>½ mark for heading + ½ mark for its explanation = 1 x 4 = 4 marks = 1+4 = 5 marks</p>
			SECTION E	
-	23	-	<p>Q. Explain the following principles of General Management:</p> <p>(a) Unity of Command;</p> <p>(b) Subordination of Individual Interest to General Interest; and</p> <p>(c) Stability of Personnel.</p> <p>Ans.</p> <p>(a)<u>Unity of Command</u></p> <ul style="list-style-type: none"> • The principle of unity of command states that each employee in an organisation should receive orders from one superior only and he should be responsible to only one superior. • It prevents confusion regarding tasks to be done. <p>(b) <u>Subordination of Individual Interest to General Interest</u></p> <ul style="list-style-type: none"> • The principle of Subordination of Individual Interest to General Interest states that the interest of 	<p>2 marks</p> <p>+</p> <p>2 marks</p>

		<p>an organization should take priority over the interests of any one individual employee.</p> <ul style="list-style-type: none"> • Larger interests of the workers and stakeholders are more important than the interest of any one person. <p>(c) <u>Stability of Personnel</u></p> <ul style="list-style-type: none"> • Employees, once selected, should be kept at their post for a minimum fixed tenure and be given reasonable time to show results. • It will help to minimize employee turnover and maintain organizational efficiency. Any adhocism in this regard will create instability/insecurity among employees. They would tend to leave the organization. (or any other suitable explanation) <p style="text-align: center;">OR</p> <p>Q. Explain the following techniques of Scientific management: (a) Method Study; (b) Fatigue Study; and (c) Differential Piece -Wage System.</p> <p>Ans. <u>Method Study</u></p> <ul style="list-style-type: none"> ▪ It is a study to find out one best way of doing the job and includes all activities from procurement of raw materials till the final product is delivered to the customer. ▪ It helps to minimize the cost of production and maximize quality and satisfaction of the customer. <p><u>Fatigue Study</u></p> <ul style="list-style-type: none"> • Fatigue study seeks to determine the amount and frequency of rest intervals in completing a 	<p style="text-align: center;">+</p> <p style="text-align: center;">2 marks</p> <p style="text-align: center;">=2+2+2 =6 marks</p> <p style="text-align: center;">OR</p> <p style="text-align: center;">2 marks</p> <p style="text-align: center;">+</p> <p style="text-align: center;">2 marks</p>
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			<p>task efficiently.</p> <ul style="list-style-type: none"> The rest intervals will help one to regain stamina and work again with the same capacity. This will result in increased productivity. <p><u>Differential Piece -Wage System</u></p> <ul style="list-style-type: none"> Differential Piece Wage System is a technique which differentiates between efficient and less efficient workers. It rewards the efficient workers and motivates the less efficient ones to improve their efficiency. In this plan, there are two piece rates – higher for those workers who produce the standard output or more, and lesser for those who produce less than the standard output. <p>(or any other suitable explanation)</p>	<p>+</p> <p>2 marks</p> <p>=2+2+2</p> <p>= 6 marks</p>
25	24	25	<p>Q. ‘Entertainment India Ltd.’ has been incorporated with the objective of entertaining people by organising festivals, programmes and other similar events depicting the rich cultural heritage of the country. The company management has renowned personalities from the field of art, literature and culture. They decided to give a platform to young budding musicians, poets and artists. The company decided its organisations structure by grouping similar jobs together. Thereafter, the heads of different departments were also appointed. Nisha, one of the heads, did an analysis of the number, type and qualification necessary for people to be appointed. The information generated in the process of writing the job description and the candidate profile was used to develop ‘Situations vacant’ advertisement. This was published in print media and flashed in electronic media. This brought in a flood of response.</p> <p>Explain the other steps which Nisha has to perform to complete the process being discussed</p>	

			<p>above.</p> <p>Ans. Other steps which Nisha has to perform to complete the process being discussed above are:</p> <p>(i) Selection.</p> <p>(ii) Placement and Orientation.</p> <p>(iii) Training and Development.</p> <p>(iv) Performance Appraisal.</p> <p>(v) Promotion and career planning.</p> <p>(vi) Compensation.</p>	<p>½ mark for heading + ½ mark for its explanation 1 x 6 = 6 marks</p>
24	25	24	<p>Q. ‘E-Solution Ltd.’ started its operations in the year 2000. At the time of its inception, the company had only ten employees with two departments, a Production department and an Administration department. The products supplied and the services provided by the company started gaining popularity over the years. The management had faith in the abilities of the employees and thus they allowed them freedom of action. The management recognised that the decision-makers at different levels of the organisation need to be given more autonomy. They took a policy decision that there will be less control of superiors over subordinates. This increased the role of the subordinates in the organisation and now they were in a position to take numerous as well as important decisions. As a result, its business has diversified into many areas. Presently, it has operations throughout the country with seven branches overseas. Its organisational structure has now changed into divisional structure and ten thousand people are working with the company.</p> <p>(a) Identify the concept of management which helped the company to diversify into many areas and branches abroad.</p>	

		<p>(b) Explain five points of importance of the concept identified in (a) above.</p> <p>Ans. Decentralisation.</p> <p><u>Importance of Decentralisation: (Any five)</u></p> <p>(a) Develops initiative amongst subordinates.</p> <p>(b) Develops managerial talent for the future.</p> <p>(c) Helps in quick decision making.</p> <p>(d) Gives relief to the top management.</p> <p>(e) Facilitates growth.</p> <p>(f) Leads to better control.</p> <p>(If an examinee has given only the headings , ½ mark for each heading should be awarded)</p>	<p>1 mark</p> <p>+</p> <p>½ mark for heading</p> <p>+</p> <p>½ mark for its explanation</p> <p>=1 x 5</p> <p>= 5 marks</p> <p>=1+5</p> <p>=6 marks</p>
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