

BUSINESS STUDIES

Maximum Marks: 80

Time Allotted: Three Hours

Reading Time: Additional Fifteen Minutes

Instructions to Candidates

1. You are allowed an **additional fifteen minutes** for **only** reading the question paper.
2. You must **NOT** start writing during reading time.
3. This question paper has **7 printed pages and one blank page**.
4. There are **thirteen** questions in the paper. All questions are compulsory.
5. This paper is divided into **three sections: A, B and C**.
6. **Section A** has **sixteen subparts** which are very short answer questions. Each question carries 1 mark.
7. While attempting **Multiple Choice Questions** in Section A, you are required to **write only ONE option as the answer**.
8. **Section B** has **eight questions** which are short answer questions. Each question carries 4 marks.
9. **Section C** has **four questions** which are long answer questions. Each question carries 8 marks.
10. **Internal choices** have been provided in **two questions in Section B** and in **one question in Section C**.
11. The intended marks for questions are given in brackets [].

Instruction to Supervising Examiner

1. Kindly read **aloud** the Instructions given above to all the candidates present in the examination hall.

SECTION A – 16 MARKS

Question 1

- (i) Ms. Leela, is hired by Amazing Pharmaceuticals Ltd. to provide assistance in developing software as and when required. She does not have a fixed number of working hours / days in office. [1]

Identify the emerging trend in Human Resource Management used by Amazing Pharmaceuticals Ltd. in hiring Ms. Leela.

- (ii) Under which method of staff recruitment is a notice put up on the noticeboard of an organisation specifying details of the vacancies? [1]
- (iii) Observe the relation between the first two words / terms and then fill in the fourth word / term.
- (a) Internet : Public :: Intranet : _____ [1]
- (b) Graphs : Visual communication :: Body movements : _____ [1]
- (iv) A letter of _____ is sent by one business organisation to another seeking details of the types of goods sold or services provided. [1]
- (v) Human Resource Management is a _____ as it contains an organised body of knowledge consisting of principles and techniques. [1]
- (vi) Through Job _____, an organisation widens the scope of a job and makes it more interesting and challenging for the employees. [1]
- (vii) In a Selection Procedure, _____ is the stage that helps an organisation to cross check the information obtained earlier about the candidate. [1]
- (viii) Induction training is given to new employees in an organisation. [1]
- Choose the correct **reason** for providing Induction training.
- (a) It helps the employees to rectify their mistakes.
- (b) It is held only once in the lifetime of the employees.
- (c) It removes the initial nervousness of the employees.
- (d) It initiates learning of specific skills required for the job.
- (ix) Which one of the following is **NOT** a feature of Morale? [1]
- (a) Dynamic
- (b) Tangible
- (c) Contagious
- (d) Multidimensional

- (x) Piece-Rate System is a system of remuneration where rewards are directly linked to efforts. [1]

Choose the correct scenario from the options given below where Piece-Rate System would be applicable.

- (a) When specialised artistic skill is required to perform a job.
- (b) When output of each worker cannot be measured accurately.
- (c) When machines and equipment used are delicate and expensive.
- (d) When quantity of output is given more importance than its quality.

- (xi) Read the two statements given below and choose the correct option. [1]

Statement I: ISI mark on electrical goods indicate that the consumer electrical goods meet the BIS standards.

Statement II: BIS is the authorised international organisation responsible for developing and establishing standards for electrical goods.

- (a) Statement I is true and Statement II is false.
- (b) Statement I is false and Statement II is true.
- (c) Both Statement I and Statement II are true and Statement II is the correct explanation for Statement I.
- (d) Both Statement I and Statement II are true but Statement II is not the correct explanation for Statement I.

- (xii) State whether the following are True or False:

- (a) Situational leadership is an ideal type of leadership as it provides strong motivation and satisfaction to the leader. [1]
- (b) Monetary incentives are generally given by the organisation to motivate the non-managerial employees. [1]
- (c) Debentures are secured loans. [1]
- (d) Exit interviews act as a platform to settle the final dues of the employee leaving the organisation. [1]

SECTION B – 32 MARKS

Question 2

[4]

- (i) Briefly explain any two assumptions of Maslow's Theory of Hierarchy of Human Needs.

OR

- (ii) Briefly explain any two limitations of external sources of recruitment.

Question 3

With reference to the Managerial Grid given by Blake and Mouton, explain the following:

- (i) Country Club [2]
(ii) Impoverished [2]

Question 4

[4]

State any four features of Performance Appraisal.

Question 5

[4]

- (i) Distinguish between Formal and Informal communication on the following bases:
- (a) Origin
 - (b) Speed
 - (c) Reliability
 - (d) Flow of direction

OR

- (ii) Distinguish between the following:
- (a) BPO and KPO on the basis of expertise.
 - (b) Gratuity and Provident Fund on the basis of contribution.
 - (c) Training and Development on the basis of content.
 - (d) Angel Investors and Venture Capitalists on the basis of purpose of funding.

Question 6

With reference to Emerging Trends in Human Resources, explain any two advantages of each of the following trends:

- (i) Flexible Hours [2]
- (ii) Work from Home [2]

Question 7

Briefly explain each of the following:

- (i) Globalisation [2]
- (ii) Semantic barriers to communication [2]

Question 8



(Source (edited): www.edexec.co.uk)

- (i) Identify and explain the form of business depicted in the image shown above. [2]
- (ii) Evaluate one importance of the form of business depicted above to each of the following: [2]
 - (a) Zen Cosmetics
 - (b) Shashi Menon

Question 9**[4]**

Draw a Specimen of Pay Slip for the month of January 2024 for Ms. Fatima Khan, the HR Manager at Apex Solutions Pvt. Ltd.

Incorporate the information given below:

- Employee Number: AS02105
- Basic Pay: ₹ 60,000
- Dearness Allowance: ₹ 30,000
- Medical Allowance: ₹ 1,500
- Book Allowance: ₹ 500
- Child Education allowance: ₹ 5,000
- Staff fund: ₹ 1,000
- EPF: ₹ 10,000
- LIC: ₹ 6,000
- Electricity charges for the accommodation: ₹ 900

SECTION C – 32 MARKS**Question 10**

- (i) Explain any four points on the importance of Communication in business. **[4]**
- (ii) With reference to Selection Procedure, explain any two reasons highlighting the significance of each of the following:
- (a) Medical examination **[2]**
- (b) Group discussion **[2]**

Question 11

- (i) Briefly explain the following:
- (a) Public deposits **[2]**
- (b) Partnership firm **[2]**
- (c) Manpower estimation **[2]**
- (d) Retained profits **[2]**

OR

- (ii) Briefly explain the following:
- (a) Video conference **[2]**
- (b) LPO **[2]**
- (c) Open and Closed promotion policy **[2]**
- (d) Report **[2]**

Question 12**[8]**

Mr. Justin applied for the post of a Librarian in KK School of Commerce. He was called for an interview in which he was selected by the management.

Draft a letter on behalf of KK School of Commerce to Mr. Justin communicating the decision of the management and specifying the date of joining.

Question 13

Read the passage given below and answer the questions that follow.

Meow Kitty Public Ltd. is a leading shoe manufacturing company that took a loan of ₹ 10 crores from a Foreign Bank. The company defaulted in its repayment to the bank. Subsequently, the Foreign Bank approached the Reserve Bank of India (RBI) and lodged a formal complaint with them.

This led to a drastic fall in the prices of the shares of Meow Kitty Public Ltd. The company attempted to influence the stockbrokers to stabilise the prices of its shares. When this fraudulent activity was reported to Securities Exchange Board of India (SEBI), all transactions of the shares of Meow Kitty Public Ltd. in the share market were stopped.

- (i) Identify the two regulators and the two intermediaries mentioned in the above passage. **[2]**
- (ii) Name any two regulators apart from those mentioned in the above passage. **[2]**
- (iii) State any two regulatory roles of each of the regulators referred to in the above passage. **[4]**