

66 /4/ 1	MARKING SCHEME-2025 BUSINESS STUDIES (054)-66/4/1 EXPECTED ANSWERS/ VALUE POINT	MARKS
1	<p>Q. The leadership style in which subordinates act according to the command given by the manager and the communication is one way, is known as:</p> <p>(A) Autocratic leadership style (B) Democratic leadership style (C) Free-rein leadership style (D) None of the above</p> <p>Ans. (A) Autocratic leadership style</p>	1 Mark
2	<p>Q. Read the following statements carefully:</p> <p>Statement I: A rule reflects a managerial decision that a certain action must or must not be taken.</p> <p>Statement II: A rule allows flexibility or discretion.</p> <p>In the light of the given statements, choose the correct alternative from the following:</p> <p>(A) Both Statement I and Statement II are true. (B) Both Statement I and Statement II are false. (C) Statement I is true and Statement II is false. (D) Statement I is false and Statement II is true.</p> <p>Ans. (C) Statement I is true and Statement II is false.</p>	1 Mark
3	<p>Q. To promote awareness among consumers, the government is running a campaign 'Jago Grahak Jago'. This campaign is a part of which of the following right?</p> <p>(A) Right to be informed (B) Right to safety (C) Right to consumer education (D) Right to be heard</p> <p>Ans. (C) Right to consumer education</p>	1 Mark
4	<p>Q. The study which refers to the study of movements which are undertaken while doing a typical job, is called:</p> <p>(A) Method study (B) Fatigue study (C) Motion study (D) Time study</p> <p>Ans. (C) Motion study</p>	1 Mark

5	<p>Q. Evaluating an employee's current and/or past performance as against certain pre-determined standards, is known as:</p> <p>(A) Selection decision (B) Performance appraisal (C) Compensation (D) Preliminary screening</p> <p>Ans. (B) Performance appraisal</p>	1 Mark
6	<p>Q. Which of the following functions of the Stock Exchange gives investors the chance to disinvest and re-invest in securities?</p> <p>(A) Pricing of securities (B) Safety of transactions (C) Providing liquidity and marketability to existing securities (D) Providing scope for speculation</p> <p>Ans. (C) Providing liquidity and marketability to existing securities</p>	1 Mark
7	<p>Q. A leading newspaper company decided to increase its market share by 10%. After developing the premises, the company identified the following alternative courses of action to be adopted:</p> <p>(i) To have eco-friendly newspapers (ii) To introduce specific sections for children (iii) To have columns for increasing general awareness for competitive exams (iv) To have international news on a daily basis</p> <p>After identifying the above alternatives, a board meeting was called.</p> <p>Identify from the following, the next step in the planning process which is to be taken in the board meeting.</p> <p>(A) Follow-up action (B) Implementing the plan (C) Evaluating alternatives courses (D) Selecting an alternative</p> <p>Ans. (C) Evaluating alternatives courses.</p>	1 Mark
8	<p>Q. From the picture given below identify the promotional tool used by the organisation to achieve its communication objectives:</p>	



- (A) Advertising
- (B) Personal Selling
- (C) Sales Promotion
- (D) Public Relations

Ans. (C) Sales Promotion

Note: The following question is for the Visually Impaired Candidates only in lieu of Q. No. 8.

Which of the following functions of marketing gives detailed information to the consumers about the product, ensures safety of product and also serves as a promotional tool?

- (A) Product designing and development
- (B) Branding
- (C) Marketing planning
- (D) Packaging and labelling

Ans. (D) Packaging and labelling

1 Mark

9 Q. 'Calling for information by undertaking inspection, conducting enquiries and audits of stock exchanges and intermediaries' is of Securities and Exchange Board of India.

- (A) Regulatory Function
- (B) Development Function
- (C) Protective Function
- (D) Both (B) and (C)

Ans. (A) Regulatory Function

1 Mark

10 Q. Read the following statements carefully:

Statement I: While buying electrical appliances, a consumer should buy only ISI mark products.

Statement II: It is the responsibility of a consumer to buy only standardised goods as they provide quality assurance.

	<p>In the light of the given statements, choose the correct alternative from the following:</p> <p>(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. (D) Both Statement I and Statement II are false.</p> <p>Ans. (C) Both Statement I and Statement II are true.</p>	1 Mark										
11	<p>Q. Match the following functions of Production In-charges stated in Column-II with their names in Column-1</p> <table border="1" data-bbox="288 629 1278 981"> <thead> <tr> <th data-bbox="288 629 571 674">Column-I</th> <th data-bbox="571 629 1278 674">Column-II</th> </tr> </thead> <tbody> <tr> <td data-bbox="288 674 571 757">1. Speed Boss</td> <td data-bbox="571 674 1278 757">(i) To ensure proper working conditions of machines and tools</td> </tr> <tr> <td data-bbox="288 757 571 801">2. Gang Boss</td> <td data-bbox="571 757 1278 801">(ii) To check the quality of work</td> </tr> <tr> <td data-bbox="288 801 571 884">3. Repair Boss</td> <td data-bbox="571 801 1278 884">(iii) To keep machines and tools, etc. ready for operation by workers</td> </tr> <tr> <td data-bbox="288 884 571 981">4. Inspector</td> <td data-bbox="571 884 1278 981">(iv) To ensure timely and accurate completion of job</td> </tr> </tbody> </table> <p>Choose the correct option from the following:</p> <p>(A) 1-(iii), 2-(iv), 3-(ii), 4-(i) (B) 1-(ii), 2-(i), 3-(iii), 4-(iv) (C) 1-(i), 2-(ii), 3-(iii), 4-(iv) (D) 1-(iv), 2-(iii), 3-(i), 4-(ii)</p> <p>Ans. (D) 1-(iv), 2-(iii), 3-(i), 4-(ii)</p>	Column-I	Column-II	1. Speed Boss	(i) To ensure proper working conditions of machines and tools	2. Gang Boss	(ii) To check the quality of work	3. Repair Boss	(iii) To keep machines and tools, etc. ready for operation by workers	4. Inspector	(iv) To ensure timely and accurate completion of job	1 Mark
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12	<p>Q. Read the following statements: Assertion (A) and Reason (R).</p> <p>Assertion (A): Authority flows downwards from superior to subordinate.</p> <p>Reason (R) : Authority is the right of an individual to command the subordinates and to take action within the scope of his position.</p> <p>Choose the correct alternative from the options given below:</p> <p>(A) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A). (B) Both Assertion (A) and Reason (R) are true, but Reason (R) is not the correct explanation of Assertion (A). (C) Assertion (A) is true, but Reason (R) is false. (D) Assertion (A) is false, but Reason (R) is true.</p> <p>Ans. (A) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A).</p>	1 Mark										

13	<p>Q. 'Homely Space' is a home decor company providing interior design services. The company lacks facilities like frequent meetings, suggestion box, complaint box, social and cultural gatherings, etc. This causes hindrance in achieving the objectives. Identify the type of communication barrier discussed above from the following:</p> <p>(A) Semantic barrier (B) Psychological barrier (C) Organisational barrier (D) Personal barrier</p> <p>Ans. (C) Organisational barrier</p>	1 Mark
14	<p>Q. Menon, a worker in 'Superior Toys Company' was given a task by his superior to produce 100 toys in a week. Menon delegated this task to his subordinates, Rohan and Farhan. Farhan met with an accident and was hospitalised. Rohan could not complete this task even after working more hours than allotted. Who is answerable to Menon's superior for this task?</p> <p>(A) Farhan (B) Menon (C) Both Menon and Rohan (D) Both Rohan and Farhan</p> <p>Ans. (B) Menon</p>	1 Mark
15	<p>Q. Radhika wants to sell 20,000 shares of 'Tara Ltd.' held by her. In which of the following market can she sell these shares?</p> <p>(A) Primary Market (B) Secondary Market (C) Money Market (D) All of the above markets</p> <p>Ans. (B) Secondary Market</p>	1 Mark
16	<p>Q. 'TA Ltd' rejected the applications of twelve candidates based on the information supplied by them in their application forms. These candidates did not have the required five years of experience and the Masters in Business Administration (MBA) degree in Finance, both of which were pre-requisites for the post of Finance Manager. From the following, identify the step of 'Selection Process' discussed in the above case.</p> <p>(A) Preliminary Screening</p>	

	<p>(B) Selection Test (C) Employment Interview (D) Selection Decision</p> <p>Ans. (A) Preliminary Screening</p>	1 Mark
17	<p>Q. Read the following statements: Assertion (A) and Reason (R). Assertion (A): A good control system motivates employees and helps them to give better performance. Reason (R): It ensures that employees know well in advance what they are expected to do and what the standards of performance are, on the basis of which they will be appraised. Choose the correct alternative from the options given below: (A) Assertion (A) is true, but Reason (R) is false. (B) Assertion (A) is false, but Reason (R) is true. (C) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A). (D) Both Assertion (A) and Reason (R) are true, but Reason (R) is not the correct explanation of Assertion (A).</p> <p>Ans. (C) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A).</p>	1 Mark
18	<p>Q. 'Dhruv Ltd'. is in need of two drivers on regular basis to transport the goods to different states. To fill the post of drivers, the company decides to put the information on the Notice Board, placed near the main gate of the company, asking interested persons to meet the manager on a particular date and time. From the following, identify the source of recruitment used by 'Dhruv Ltd.' for filling the post of drivers: (A) Campus Recruitment (B) Casual Callers (C) Direct Recruitment (D) Advertisement</p> <p>Ans. (C) Direct Recruitment</p>	1 Mark
19	<p>Q. 'A poor telephone connection' is an example of which of the following element of communication process? (A) Message (B) Media (C) Decoding (D) Noise</p>	

	Ans. (D) Noise	1 Mark
20	<p>Q. KJ Ltd. is a tile manufacturing company in Udaipur having its own stores in various cities of Rajasthan. Instead of having its own trucks, the company decides to use trucks on lease to transport its tiles to various stores. Identify how the company's decision to lease trucks will affect its capital requirements.</p> <p>(A) Decrease the fixed capital requirements (B) Increase the fixed capital requirements (C) Will not affect the fixed capital requirements (D) Decrease the working capital requirements</p> <p>Ans. (A) Decrease the fixed capital requirements.</p>	1 Mark
21	<p>Q. (a) Explain the following functions of Marketing:</p> <p>(i) Marketing Planning (ii) Customer support services</p> <p>Ans (i) Marketing planning</p> <ul style="list-style-type: none"> • A marketer has to develop appropriate marketing plans so that the marketing objectives of the organisation can be achieved. • A market plan covers various aspects including the plan for increasing the level of production, promotion of the products etc. and specify the action programmes to achieve these objectives. <p>(ii) Customer support services</p> <ul style="list-style-type: none"> • Customer support services include after sale services, handling customer complaints, maintenance services etc. • It provides maximum satisfaction to the customers. It is effective in bringing repeat sales and developing brand loyalty for a product. <p style="text-align: center;">OR</p> <p>Differentiate between 'Marketing Concept' and 'Selling Concept' of marketing management philosophies on the basis of the following:</p> <p>(i) Meaning (ii) Main Focus (iii) Means</p>	<p>1 ½ Marks</p> <p style="text-align: center;">+</p> <p>1 ½ Marks</p> <p style="text-align: center;">=</p> <p>3 Marks</p> <p style="text-align: center;">OR</p>

	<p>2. <u>Measurement of actual performance</u> in an objective and reliable manner in the same units in which the standards are set.</p> <p>3. <u>Comparison of Actual performance with the standards</u> to reveal the deviations.</p> <p>4. <u>Analysing deviations</u> through Critical Point Control and Management by Exception to find out the causes of deviation.</p> <p><i>(If an examinee has given only the headings, ½ mark for each heading should be awarded)</i></p>	<p>½ x 4 = 2 Marks</p> <p>= 3 Marks</p>
23	<p>Q. Abhinav is working as a production manager in a steel manufacturing plant, 'KPG Ltd.' To compete in the market, he thought of replacing the existing machinery with new high-tech machinery. Abhinav discussed his idea with the Chief Executive Officer who asked him to prepare a proposal for the same and sent it to the finance manager. The finance manager said that this decision had to be evaluated carefully as it involved a huge amount of investment and was irreversible except at a huge cost. Identify the decision which the finance manager would like to evaluate. State any two factors which may affect this decision.</p> <p>Ans Investment Decision/Capital budgeting decision</p> <p>Factors affecting capital budgeting decision are: (any two)</p> <p>1) <u>Cash flows of the project</u> in the form of series of cash receipts and payments should be carefully analysed before considering this decision.</p> <p>2) <u>Rate of return</u> of the project i.e., the expected returns from each proposal and the assessment of the risk involved should be taken into consideration.</p> <p>3) <u>Investment criteria</u> involves a number of calculations regarding the cash flows, rate of return, amount of investment and interest rate which should be evaluated and applied to each proposal.</p> <p><i>(If an examinee has given only the headings, ½ mark for each heading should be awarded)</i></p>	<p>1 Mark</p> <p>+</p> <p>1x2 = 2 marks</p> <p>= 3 marks</p>

24	<p>(a) State any three points of importance of consumer protection from the point of view of business.</p> <p>Ans. Importance of consumer protection from the point of view of business (any three)</p> <p>i) It is in the <u>long-term interest of business</u> to satisfy their customers who not only lead to repeat sales but also help in increasing the customer base, thereby increasing customer satisfaction.</p> <p>ii) <u>Business uses society's resources</u>, so it has a responsibility to supply products or services which are in public interest.</p> <p>iii) The business sells goods and services to the customers and thus has <u>social responsibility</u> towards them including other stake stakeholders which has to be taken care of.</p> <p>iv) Moral justification implies the <u>moral duty</u> of a business to take care of customer's interest and avoid their exploitation in any form.</p> <p>v) Business engaged in any form of exploitative trade practiced would invite <u>government intervention</u> and it is advisable that business organisations voluntarily resort to such practices where the customer needs and interest are taken care of.</p> <p><i>(If an examinee has given only the headings, 1/2 mark for each heading should be awarded)</i></p> <p style="text-align: center;">OR</p> <p>(b) 'The consumer grievances are redressed by the three-tier machinery under Consumer Protection Act, 2019'.</p> <p>(i) Name the three tiers of the enforcement machinery.</p> <p>(ii) Also state jurisdiction of cases that can be filed in each of these tiers of the enforcement machinery.</p> <p>Ans. (b)</p> <p>(i) Three tiers of the enforcement machinery under Consumer Protection Act, 2019</p> <p>1) District Commission (District Forum)</p> <p>2) State Commission</p> <p>3) National Commission</p>	<p>1 x 3 = 3 Marks</p> <p>OR</p> <p>$\frac{1}{2} \times 3 =$ 1 1/2 Marks +</p>
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	<p>ii) Jurisdiction of cases that can be filed in each of these tiers of the enforcement machinery:</p> <p>1) <u>District Commission</u> (District Forum) – District commission has a jurisdiction to entertain complaints where value of goods or services paid as consideration <u>does not exceed one crore rupees.</u></p> <p>2) <u>State Commission</u> – State Commission has a jurisdiction to entertain complaints where value of goods and services paid as consideration <u>exceeds one crore but does not exceed ten crore rupees.</u></p> <p>3) <u>National Commission</u> – National Commission has a jurisdiction to entertain complaints where value of goods or services paid as consideration <u>exceeds ten crores of rupees.</u></p>	<p>$\frac{1}{2} \times 3 = 1 \frac{1}{2}$ Marks</p> <p>=3 Marks</p>
25	<p>Q. Rahul, the Managing Director of 'HariHar Ltd. and Sahil, the finance manager were discussing about avenues of investing the idle funds of the company. Rahul was of the opinion that money should be invested in the capital market whereas Sahil felt that it would be better if the investment was made in the money market.</p> <p>Explain with the help of any two points, giving reasons, why Sahil felt that investment in the money market is better.</p> <p>Ans Investment in money market is better due to the following reasons (any two)</p> <p>1) Liquidity: Money market instruments enjoy a higher degree of liquidity as the Discount Finance House of India (DFHI) has been established for providing a ready market, but in capital market a share may not easily find a buyer.</p> <p>2) Safety: Money market is generally much safer with a minimum risk of default whereas capital market instruments are riskier both with respect to returns and principal repayment.</p> <p>3) Duration: Money market instruments have a tenure of single day to one year whereas capital market instruments deals in medium and long-term securities.</p> <p><i>(If an examinee has not given the headings as above but has given the correct explanation, full credit should be given)</i></p>	<p>($\frac{1}{2}$ mark each for heading and 1 $\frac{1}{2}$ marks each for explanation)</p> <p>2+2 = 4 Marks</p>

26	<p>Q. 'Amarya Dairy Products' is a fantastic brand offering great quality dairy products. It is not only famous for the quality of its products, but also for retaining its employees in the organisation till their retirement. It believes in growth of its employees by providing them learning opportunities from time to time. For this the company divided the employees in two groups, Group-I and Group-II. Group-I having employees experience of more than 10 years and Group-II have employees who had joined the organisation just one year before.</p> <p>The learning opportunities provided by the company to Group-II employees would help them in increasing their skills, attitudes and abilities to perform specific jobs, whereas the learning opportunities provided to Group-I employees would help them to grow in all respects .Identify and explain the two concepts of staffing function of management discussed above.</p> <p>Ans The two concepts of staffing function of management discussed are</p> <ol style="list-style-type: none"> 1) Training for Group - II employees 2) Development for Group – I employees <p>Training</p> <ul style="list-style-type: none"> • Training refers to a process by which attitudes, skills and abilities of employees to perform specific jobs are increased. • It attempts to improve employees performance on the current job or prepare them for any intended job. <p>Development</p> <ul style="list-style-type: none"> • Development refers to the learning opportunities designed to help employees grow towards maturity and actualisation of their potential capacities. • It covers not only those activities which improve job performance but also those which bring about growth of the personality. <p><i>(Marks for identification of the concept are to be awarded only if the Group has been identified correctly)</i></p>	<p>$\frac{1}{2} \times 2 =$ 1 Mark +</p> <p>1 ½ Marks +</p> <p>1 ½ Marks = 4 Marks</p>
27	<p>Q. (a) Explain the following principles of 'Scientific Management':</p> <ol style="list-style-type: none"> (i) Science not rule of thumb (ii) Development of each and every person to his/her 	

greatest efficiency and prosperity.

Ans

(i) Science not rule of thumb:

- It states that there is only one best method to maximise efficiency which can be developed through work study and analysis.
- This best method should substitute 'Rule of Thumb' throughout the organisation. Scientific method involves unifying the best practices and developing a standard method to be followed throughout the organisation.

2 Marks

+

(ii) Development of each and every person to His/Her greatest efficiency and prosperity

- It states that each person should be scientifically selected and assigned work to suit their physical, mental and intellectual capabilities. To increase the efficiency of the workers, they should be trained to learn the best method developed through scientific study.
- Efficient employees would produce more and earn more. This will ensure the greatest efficiency and prosperity for both the company and the workers.

2 Marks

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4 Marks

OR

OR

(b) Explain the following principles of 'General Management':

(i) Centralisation and Decentralisation

(ii) Division of work

Ans (i) Centralisation and Decentralisation

- The concentration of decision-making authority is called centralisation whereas its dispersal among more than one person is known as decentralisation.
- This principle states that there is a need to balance subordinate involvement through decentralisation with managers retention of final authority through centralisation.

2 Marks

+

(ii) Division of work

- The principle of Division of work suggests that work can be

	<p>performed more efficiently if it is divided into specialised tasks. The intent of division of work is to produce more and better work for the same effort.</p> <ul style="list-style-type: none"> • A trained specialist who is competent, is required to perform each job leading to specialization which results in efficient and effective output. 	<p>2 Marks</p> <p>=</p> <p>4 Marks</p>
<p>28</p>	<p>Q. Identify and explain the dimension of business environment in each of the following situations:</p> <p>(i) 'Alexa pay my electricity bill' is the latest feature of Alexa App which enables Amazon customers to pay their utility bills with 'Amazon Pay' just by speaking to Alexa.</p> <p>(ii) Monika is working in a multi-national company. As an impact of work-from-home regime, she is now in a better position to inculcate moral values and healthy food habits in her children.</p> <p>(iii) Atisha purchased a home and for this she took a loan from the bank. Monthly instalment on her loan increased as the banks increased the interest rate on loans.</p> <p>(iv) 'Mother's milk is best for babies' is printed on the pack of 'First Bite' baby milk powder, produced by 'MQP Baby Food Ltd. By doing this, the company is not only protecting the consumers' interests, but also necessarily informing its potential buyers about the importance of mother's milk.</p> <p>Ans</p> <p>(i) Technological Environment - It includes forces relating to scientific improvements and innovations which provide new ways of producing goods and services and new methods and techniques of operating a business.</p> <p>(ii) Social Environment - Social Environment includes social forces like custom and traditions, values, social trends and society's expectation from business which have an impact on business enterprise.</p> <p>(iii) Economic Environment - Economic environment refers to factors like interest rates, inflation rates and changes in disposable income of people etc. which have an impact on</p>	<p>1/2 mark each for heading and 1/2 mark each for explanation</p>

	<p>business enterprise.</p> <p>(iv) Legal Environment – Legal environment includes various legislations passed by the Government administrative orders issued by government authorities, court judgments as well as the decisions rendered by various commissions and agencies at every level of the government— centre, state or local. It is imperative for the management to obey these.</p>	<p>1x4 = 4 Marks</p>
<p>29</p>	<p>Q. (a) Explain the following features of planning:</p> <p>(i) Planning focuses on achieving objectives.</p> <p>(ii) Planning is pervasive.</p> <p>Ans 29 (a)</p> <p>(i) Planning focuses on achieving objectives:</p> <ul style="list-style-type: none"> • Specific goals are set out in the plans along with the activities to be undertaken, to achieve the goals. • Planning contributes to the achievement of predetermined organisational goals. <p>(ii) Planning is pervasive:</p> <ul style="list-style-type: none"> • Planning is required at all levels of management as well as in all the departments of the organisation. • Scope of planning differs among the different departments and at different levels of management (top, middle and lower). <p style="text-align: center;">OR</p> <p>(b) Explain the following points of the importance of planning:</p> <p>(i) Planning provides directions.</p> <p>(ii) Planning promotes innovative ideas.</p> <p>Ans (b)</p> <p>(i) Planning provides directions.</p> <ul style="list-style-type: none"> • Planning ensures that the goals or objectives are clearly stated so that they act as a guide for deciding what action should be taken and in which direction. • If goals are well defined, employees are aware of what the organisation has to do and what they must do to achieve those goals. 	<p>2 Marks</p> <p style="text-align: center;">+</p> <p>2 Marks</p> <p style="text-align: center;">=</p> <p>4 Marks</p> <p style="text-align: center;">OR</p> <p>2 Marks</p>

	<p>(ii) Planning promotes innovative ideas.</p> <ul style="list-style-type: none"> • Planning promotes innovative ideas as new ideas can take the shape of concrete plans. • It is the most challenging activity for the management as it guides all future actions leading to growth and prosperity of the business. 	<p style="text-align: center;">+</p> <p style="text-align: center;">2 Marks</p> <p style="text-align: center;">=</p> <p style="text-align: center;">4 Marks</p>
<p>30</p>	<p>Q. After seeing an overwhelming response from people for their homes, Arun, the owner of a leading construction company 'Luxury At Home' decided to launch new projects in eight more cities across India. This decision would require additional investment of Rs.150 crores. Shyam, the finance manager advised Arun that instead of raising the entire amount through equity, it would be better to raise funds with a judicious mix of 40% equity and 60% debt. Shyam explained that since the company was earning sufficient profits, they could also take advantage of trading on equity to maximise earning per share. He also suggested that raising this debt through a loan from a financial institution would be better as this would involve a lower cost. He further added that debt was also beneficial as it would not dilute the management's holding in the company. After giving due thought, Arun agreed to Shyam's suggestions.</p> <p>(i) State the concept of financial management suggested by Shyam to Arun.</p> <p>(ii) State any three factors discussed by Shyam in the above paragraph, affecting the concept identified in (i) above.</p> <p>Ans</p> <p>(i) The concept of financial management suggested by Shyam to Arun is : Capital Structure which refers to the mix between owners and borrowed funds. <i>(If an examinee has only only identified the concept, 1/2 mark should be awarded)</i></p> <p>(ii) The three factors discussed by Shyam are:</p> <p>(i) If the <u>Return on Investment</u> (ROI) of the company is higher, it can choose to use Trading on Equity to increase its Earning Per Share (EPS) i.e., its ability to use debt is greater.</p>	<p style="text-align: center;">1 Mark</p> <p style="text-align: center;">+</p>

	<p>(ii) Public issue of shares and debentures require high <u>floatation cost</u> whereas getting a loan from a financial institution may not cost so much.</p> <p>(iii) Debt does not cause dilution of <u>control</u> whereas a public issue of equity may reduce the management's holding in the company.</p>	<p>1 x 3 = 3 Marks</p> <p>= 4 Marks</p>
<p>31</p>	<p>Q. (a) 'Successful organisations do not achieve their goals by chance, but by following a deliberate process called management.' In the light of this statement, explain any four points of the importance of management.</p> <p>Ans. Importance of management (any four)</p> <ol style="list-style-type: none"> 1) Management helps in achieving group goals. 2) Management increases efficiency. 3) Management creates a dynamic organisation. 4) Management helps in achieving personal objectives. 5) Management helps in the development of society. <p><i>(If an examinee has not given the headings as above but has given the correct explanation, full credit should be given)</i></p> <p style="text-align: center;">OR</p> <p>(b) 'Coordination is the process by which a manager synchronises the activities of different departments towards the achievement of common goals.' In the light of this statement, explain any four features of coordination.</p> <p>Ans. Features of coordination (Any four)</p> <ol style="list-style-type: none"> 1) Coordination integrates group efforts. 2) Coordination ensures unity of action. 3) Coordination is a continuous process. 4) Coordination is an all-pervasive function. 5) Coordination is the responsibility of all managers. 6) Coordination is a deliberate function. <p><i>(If an examinee has not given the headings as above but has given the correct explanation, full credit should be given)</i></p>	<p>½ mark each for heading and 1 mark each for explanation</p> <p>1 ½ x 4 = 6 Marks</p> <p style="text-align: center;">OR</p> <p>½ mark each for heading and 1 mark each for explanation</p> <p>1 ½ x 4 = 6 Marks</p>

32	<p>Q. Ankita was the Managing Director at ‘Tech Smart’, an IT company. She was facing problems in retaining the employees in the company. While discussing this problem with her friend, Prachi, who had recently completed her MBA in Human Resource Management, she shared that employees in her company are not motivated enough even though the company was offering them good salaries and stability of income. Prachi explained to Ankita that all the needs of the employees are not satisfied by money alone. Psychological, social and emotional factors also play an important role in providing motivation.</p> <p>Explain any four such incentives which may help the company in retaining its employees and provide motivation as suggested by Prachi.</p> <p>Ans Incentives which may help the company in retaining its employees and provide motivation as suggested by Prachi: (Any four)</p> <ol style="list-style-type: none"> 1) Status 2) Organisational Climate 3) Career Advancement Opportunity 4) Job Enrichment 5) Employee Recognition Programmes 6) Job Security 7) Employee Participation 8) Employee Empowerment <p><i>(If an examinee has not given the headings as above but has given the correct explanation, full credit should be given)</i></p>	<p>½ mark each for heading and 1 mark each for explanation</p> <p>1 ½ x 4 = 6 Marks</p>
33	<p>Q. Due to the increasing demand for healthy food products, Megha launched ‘Good Bakers’ after completing a culinary course at a reputed institute. Her main focus was on meeting customers’ needs. So, she decided to manufacture healthy biscuits and cakes made from millets, without any artificial preservatives.</p> <p>To capture a wider market and to offer her products, she not only planned to directly take orders from the customers, but also through retailers who would sell them to end consumers. This would ensure that the products are available at a place where the customers would like to buy them. In addition, Megha decided to offer free samples of her cakes and biscuits at stalls in prominent markets and shopping malls. This would increase visibility and attract potential buyers.</p>	

Explain the various components of marketing mix discussed in the above paragraph.

Ans. Various components of marketing mix discussed in the above paragraph :

1) Product

Product means goods or services or anything of value which is offered to the market for sale. It relates to decisions regarding planning, designing and developing the right type of products and services for the consumers. It includes branding, labelling and packaging.

2) Place

It includes decisions like selection of dealers or intermediaries (channels of distribution), providing support to the intermediaries, managing inventory, storage and warehousing, transportation of goods from the place it is produced to the place it is required by the buyers.

3) Promotion

Promotion refers to communicating availability, features, merits etc. of the product and services to the target customers and persuading them to buy it. It uses the combination of promotion tools such as advertising, personal selling and sales promotion techniques.

½ mark each for heading and 1 ½ marks each for explanation

2x3 = 6 Marks

34 Q. (a) 'Organisation's decision to opt for Functional Structure or Divisional Structure will vary with the nature and type of activities performed by it.'

Differentiate between 'Functional Structure' and 'Divisional Structure' on the basis of the following:

- (i) Formation**
- (ii) Specialisation**
- (iii) Responsibility**
- (iv) Cost**
- (v) Managerial development**
- (vi) Coordination**

Ans. Difference between 'Functional Structure' and 'Divisional Structure':

Basis	Functional Structure	Divisional Structure
(i) Formation	Formation is based on functions.	Formation is based on product lines and is supported by functions.

(ii) Specialisation	It leads to functional specialisation.	It leads to product specialisation.	1 x 6 = 6 Marks
(iii) Responsibility	In this, it is difficult to fix responsibility on a department.	In this, it is easy to fix responsibility for performance.	
(iv) Cost	In this structure, the functions are not duplicated and hence it is economical.	In this structure, there is duplication of resources in various departments, hence it is costly.	
(v) Managerial Development	It is difficult to achieve managerial development as each functional manager has to report to the top management.	It is easier to achieve managerial development as autonomy and chance to perform multiple functions are available.	
(vi) Coordination	Coordination is difficult for a multiproduct company	Coordination is easy because all functions related to a particular product are integrated in one department.	
OR			
<p>(b) ‘Decentralisation is a philosophy that implies selective dispersal of authority because it propagates the belief that people are competent, capable and resourceful.’ In the light of this statement, explain any four points that highlight the importance of Decentralisation.</p>			
<p>Ans Importance of Decentralisation (any four)</p> <ol style="list-style-type: none"> 1) Develops initiative among subordinates. 2) Develops managerial talent for the future. 3) Quick decision making. 4) Relief to top management. 5) Facilitates growth. 6) Better control. 			½ mark each for heading and 1 mark each for explanation
<p><i>(If an examinee has not given the headings as above but has given the correct explanation, full credit should be given)</i></p>			1 ½ x 4 = 6 Marks