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.

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SECTION A – 16 MARKS

Question 1

(i) Mahima has joined XYZ Ltd. as a Sales Executive. She is a bright employee with good interpersonal skills. At a review meeting, the management feels that Mahima is promising and can be considered for a future leadership role in the company. [1]

Identify the method of appraisal that has led the management to this conclusion about Mahima.

(ii) As per the Blake and Mouton Managerial Grid, name the 5,5 leadership style combination. [1]

(iii) Observe the relation between the first two phrases / terms and then fill in the fourth phrase / term.

(a) Monthly sales report : Routine report :: Report on theft : _____ [1]

(b) Reserve Bank of India : Regulator :: State Bank of India : _____ [1]

(iv) A movement to a higher pay scale without any change in the status of the employee is known as _____. [1]

(v) As a source of finance, _____ shares are considered best for cautious investors seeking steady dividends. [1]

(vi) Ex-employees are an _____ source of recruitment. [1]

(vii) The _____ significance of Human Resource Management implies maximum utilisation of human resources by ensuring their physical and mental well-being. [1]

(viii) Organisational barriers to communication refer to those obstacles that hinder the flow of communication within an organisation. [1]

Which one of the following scenarios correctly indicates an organisational barrier?

(a) Rohit submits a report to his Manager about a new consignment. The report is ambiguous, poorly worded and does not present all facts.

(b) Vidya has innovative ideas on product design but is hesitant to present them to her superior as she fears rejection.

(c) Tarun, an employee at Tarzan Associates urgently needs to meet the General Manager. However, his immediate superior tells him to follow all the levels of hierarchy and then meet the General Manager.

(d) Some employees at ABC Ltd. could not apply for the position of a Manager within the company, due to a technical error in the internet server in their departments.

(ix) With reference to non-monetary incentives offered by an organisation, identify the odd one out from the following. [1]

(a) Appreciation of work

(b) Participation in management decisions

(c) Job security

(d) Medical reimbursement

(x) Select the preliminary step in the procedure of Staff Dismissal. [1]

(a) Holding of an enquiry

(b) Issuing of a written charge sheet

(c) Issuing of a notice of enquiry

(d) Receipt of an explanation

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

Statement I: Pay slips help employees to understand their wage structure.

Statement II: Since composition of wages is complicated, employees require a pay slip showing details of total wages, deductions and net wages.

(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) A sole proprietorship firm has no legal existence separate from its owner. [1]

(b) Staff Transfer refers to a vertical movement of an employee from one branch to another. [1]

(c) Though Casual Leave allows an employee to enjoy the leave, it results in deduction of pay during the period of leave. [1]

(d) Informal communication is completely authentic and reliable. [1]

SECTION B – 32 MARKS

Question 2 [4]

(i) State *any two* advantages and *any two* disadvantages of Oral Communication.

OR

(ii) State *any four* effects of Globalisation on business around the world.

Question 3

With reference to Business Correspondence, briefly explain each of the following:

(i) Subject and Reference [2]

(ii) Complimentary close and Signature [2]

Question 4 [4]

With reference to Herzberg's Two-factor Theory, explain the *motivational* and *hygiene* factors.

Question 5 [4]

(i) Distinguish between Training and Education on the following bases:

(a) Nature

(b) Participants

(c) Duration

(d) Contents

OR

(ii) Distinguish between Recruitment and Selection on the following bases:

(a) Nature

(b) Aim

(c) Process

(d) Number

Question 6 [4]

With reference to the Morale Productivity Matrix, name the quadrant indicated in each of the following cases:

(i) Firoz, an efficient tailor in a garment factory, normally stitches 40 shirts in a week which is more than the average of 30 shirts stitched by the other tailors in the factory. However, his sewing machine broke down one day and he could stitch only 25 shirts in that week.

(ii) Natasha is working with a company that has laid off many employees in the past few months. The fear of losing her job makes Natasha work beyond fixed hours to achieve all her sales targets.

(iii) Gurdeep, a new employee at MN Sons Ltd., is a very dedicated and diligent worker. She strives relentlessly to achieve organisational goals for which she has received recognition by the company.

(iv) Prince has been working as a clerk at Ronald Bank. He has completed twenty-five years of service and is due for retirement. During his tenure, the management of the bank did not consider him for any promotion because of his laid-back attitude towards his work.

Question 7 [4]

A 360° appraisal is inclusive and based on collection of feedback from a variety of sources.

With reference to the above statement, explain *any two* components of this method of appraisal.

Question 8

Observe the image shown below and answer the questions that follow.



(i) Identify the type of training indicated in the image shown above. [1]

(ii) How often is this type of training conducted for employees? [1]

(iii) State *any two* reasons for conducting this type of training. [2]

Question 9 [4]

Vasu, a Sales Executive at Sunshine Ltd., has been working with the organisation for fifteen years. He has a good track record. In recognition of his capabilities and long years of service in the organisation, the management promotes him to the post of Sales Manager.

Identify the basis on which Vasu has been promoted. Enumerate *any three* advantages of this type of promotion.

SECTION C – 32 MARKS

Question 10

(i) Explain *two* types of Retirement. [4]

(ii) With reference to staff benefits, briefly explain each of the following:

(a) Encashment of Leave [2]

(b) Maternity Leave [2]

Question 11

(i) Briefly explain each of the following:

(a) Human Resource Management [2]

(b) B2B [2]

(c) Loans [2]

(d) Private Limited Company [2]

OR

(ii) Briefly explain each of the following:

(a) Job Description [2]

(b) Refresher Training [2]

(c) Retainership [2]

(d) EPF [2]

Question 12 [8]

Neeta Kumar, an entrepreneur, wants a modern look for her new office. She comes across a newspaper advertisement from Majestic Furniture that gives an overview of the furniture available with them.

Based on the above information, draft a letter from Neeta Kumar to Majestic Furniture seeking more information about the furniture.

Question 13

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

Guardian Angels, a startup, offers childcare services for working parents. They have a set of trained caregivers and provide child and toddler care services at the client's residence. They offer two packages. Parents can opt for services in either the morning or the evening shift. Guardian Angels soon gains popularity and is flooded with demand for its services. However, it is understaffed and struggles to meet the growing demand.

Since it is a startup, Guardian Angels does not want to refuse the clients. Therefore, it decides to pay an additional amount to the employees who are now required to work in both the shifts. The increased work pressure leads to low morale among the employees.

(i) 'However, it is understaffed and struggles to meet the growing demand.' [1]

Which area of job planning needs to be reconsidered by Guardian Angels?

(ii) Name the method of remuneration followed by Guardian Angels. [1]

(iii) Outline *any two* roles that Angel Investors play in a startup venture. [2]

(iv) Discuss *any two* strategies that Guardian Angels can adopt to raise the morale of its employees. [4]

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