

4655 Business Studies

185457

Subject Code	4655		
Subject	Business Studies		
Date	20/02/2025		
Supplements attached			
Main Answer Book	No. of Supplements	Total	
1	+ 1	= 2	
Specific remarks of centre conductor regarding malpractices (in Red Ink)			

- Mobile Phones and other electronic gadgets are strictly prohibited inside the examination hall.
- Use of non-programmable calculator is allowed ONLY in some subjects.
- Writing in any form on the Hollow craft sticker and Bar code sticker is strictly prohibited.
- Only blue ink/ball pen is to be used for writing the answers. Black lead pencil may be used for drawing figures, diagrams and graphs. Use of any other Colour pencil/pen is strictly prohibited.
- Disclosing of identity on the answer book (except in the space provided) in any form is strictly prohibited.
- Candidate should check that the printed seat number is correct and verify that the answer book has all pages serial numbered before filling all other details.

Pg No	Examiner	Moderator	Chief Moderator
03	15		
04 & 05	15		
06 & 07	08	01/2	
08 & 09	09		
10 & 11	09		
12 & 13	04		
14 & 15	08		
16 & 17	04		
18	04		
Supp. 1	04		
Supp. 2	—		
Supp. 3	—		
Supp. 4	—		
Supp. 5	—		
Supp. 6	—		
TOTAL	80	79 1/2 = 80	
Total in words	Eighty	Eighty	

MARKS	E	M	CM
	15		

Pg. 03

03

Q. No.

1. Top level management.
2. Getting the task completed accurately and on time.
3. Method study
4. Departmentalisation
5. Universal applicability.
6. Maximise shareholders wealth
7. Internship training
8. Financial planning
9. ISI
10. Controlling
11. Co-ordination
12. ₹ 500 and ₹ 1000 notes
13. Rules plan
14. Informal organisation
15. Responsibility

Q. No.

- | | | |
|----|----|--|
| Q1 | 16 | Aptitude test |
| Q1 | 17 | Co-partnership / Stock option |
| Q1 | 18 | Quantity gift |
| Q1 | 19 | Physical distribution |
| Q1 | 20 | Product concept |
| Q2 | 21 | <p>i) Existence of theoretical knowledge: Experts in their respected fields have confirmed that art is concerned with some theoretical knowledge. Example, literature on dance and music.</p> <p>ii) Based on practice and creativity: Art is always based on practice and creativity that's why forms like dance require practice.</p> |
| Q2 | 22 | <p>i) Helps to identify opportunities and get first mover advantage: The positive external trends help to identify opportunities and identification of opportunities help to get first mover advantage.</p> <p>ii) Identify threats and early warning signs: Timely scanning of the business environment helps the manager to develop plans to convert threats into opportunities.</p> |

MARKS	E	M	CM
Pg. 04 & 05	15		

05

Q. No.

23 i) Benefits of specialisation: The work is divided into smaller units and manageable activities and then assigned to employees with proper skills and competences to perform the task. This helps in specialisation.

02 ii) Clarity in working relationships: The employees know from whom to take orders and to whom they are accountable. It builds a hierarchical structure.

24

a Nature of business: If the firm is a manufacturing concern it requires more fixed capital whereas a trading concern requires less fixed capital.

6 b Choice of technique: If the firm uses capital intensive technique of production it will need more machines and equipments and requires more fixed capital whereas a firm using labour intensive technique requires less fixed capital.

25. Dividend decision:

02 It refers to the decision to be made with respect to the distribution of profit after tax to the shareholders and how much should be retained by the firm.

Q. No.

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26 Right to choose :

09 The customer has the right to choose from the various goods and services available in the market. The shopkeeper should make available various goods of different brands and the customer can choose the good he/she wishes to buy.

27

a

Economic environment : It consists of all financial factors like GDP, personal disposable income, national income, taxes, market rate of interest, inflation, imports and exports of the country. Example, Increase in taxes will lead to increase in the cost of production and therefore supply will decrease.

b

Technological environment : It refers to the scientific innovations which help to produce better quality products and new way of manufacturing products and a new way of operating the business which is better. It makes the products remain competitive in the market. Example, Booking tickets over the internet rather than over counters.

MARKS	E	M	CM
Pg. 06 & 07	08	07	4

07

Q. No.

03 C Social environment: It consists of customs and tradition, expectation of the society in which business exists, Tastes and preferences of people, social trends and shows the standard of living of people. Example, divali and Christmas festivals give opportunities to meet selling concerns.

28 ii) Adds to cost: Since the advertisements are very expensive it adds to the cost of the products. — ?

ii) Bad in taste: Sometimes the advertisements are vulgar and unfit for the society. Sometimes it is very offensive and reduces ~~the~~ morale of the society.

03/04 iii) Encourages sale of inferior goods: Through advertising the sale of inferior goods are encouraged and the customers are exploited as they buy the inferior goods.

Q. No.

29

i) It should be short and easy to pronounce
example, Kin.

ii) It should be distinctive, that is
different from the other brands and
products.

iii) It should have the capability to
be registered and protected legally.

iv) It should have the capability to
introduce new products from time to
time.

v) It should suggest the benefits of
the product.

vi) It should remain in the market for a
long time and should not be changed
frequently.

30 i) He/she should buy goods and services
from legal channels and avoid mal-
practices like black marketing and
hoarding.

ii) He/she should gain all information of
the goods and services he/she is
willing to buy.

iii) He/she should take efforts to get a
fair deal.

iv) He/she should buy goods with standardised
marks like ISI, Hallmark, FPO, AGMARK
etc.

MARKS	E	M	CM
Pg. 08 & 09	09		

09

Q. No.

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- v) He/she should take a purchase memo, or a bill which is a evidence of purchase and be used while filing complaint ~~in~~ the consumer courts.
- vii) He/she should file a complaint in the consumer courts if he/she is not satisfied with the product.
- 31) Human resource department collects information and analyses the job to prepare job description.
- ii) Defends the company in the law suit and avoids legal complications.
- iii) Prepares compensation and incentive plans for the employees.
- iv) Recruitment of employees.
- v) Maintains labour relations and union management relations.
- vii) Handles complaints and grievances of the employees.
- vii) Provides training and development opportunities for the employees.
- viii) Provides social security to the employees.

Q. No.

32

a Basic physiological needs : This is the most basic need in Maslow's need hierarchy theory. It refers to basic needs like shelter, food, shelter and a basic salary.

b Safety needs : Once the basic physiological needs are completed the employees need safety and security needs like stability in income, pension plan etc.

c Esteem needs : These needs refer to higher rank and status in the organisation. Once the employees reach a higher position in the organisation, they demand for recognition and respect from their subordinates.

33 functional structure

i) A functional structure leads to occupational specialisation.

ii) It increases the managerial efficiency thus increases profits.

iii) It helps in minimum duplication and wastage of resources thus reduces cost.

iv) It helps in training as only a limited variety of skills are used in this structure.

v) It does not overlap the activities of the different departments.

MARKS	E	M	CM
Pg. 10 & 11	09		

Q. No.

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Vii) Each department works with coordination to achieve organisational goals.

34

a. Recommendation of employees :

The management asks the present employees to suggest for ~~people~~ people who can be their cousins, relatives etc. The management uses this method because the employees can be held accountable if anything happens.

The employees try to satisfy both the employer and the employees they suggest.

b. Web publishing : The internet is very popular in recruiting people nowadays. Information about the job is published on sites like naukri.com and jobstreet.com and people apply for the jobs providing all their details. It is used by both the job seekers and recruiters.

c. Advertisement : It is used by the recruiters when they want wide spread of the jobs. It helps to recruit non-skilled as well as skilled workers. It helps in receiving many job applications. The job seekers read the newspaper and apply for the jobs.

Q. No.

35

a

~~the~~ Order :

The people and equipment should be at proper places in the organisation.

Henry Fayol stated that the employees and tools ~~so~~ it should be proper places in the organisation this will help increase efficiency.

b

Authority and responsibility :

Authority is the right to give orders and get obedience, responsibility is the acceptance of the orders.

Henry Fayol stated that there should be a balance between authority and responsibility. The manager should not be overpowered. The employees should be allowed to take decisions within limit.

c

Discipline :

Fayol stated that the employees should obey the rules and regulations of the organisation and employment contract and there should be fair agreement between superior and subordinates.

MARKS	E	M	CM
Pg. 12 & 13	04		

Q. No.

i) Unity of direction : organisation
 All the units in the department should work in one direction in the organisation. Each department should have its own plans and functions. There should be one head. Fayol stated that the ~~organ~~ divisions should be separated and the work of one division should not overlap the work of the other division, this will lead to confusion and wastage.

36) i) Management helps achieve organisational goals :
 Through management the goals and objectives of the organisation can be achieved. The manager uses proper management to unite all the efforts of the employees in the achievement of organisational goals.

ii) Management helps in the development of society :
 Effective management helps in the development of the society by providing ~~best~~ better goods and services and by creating employment opportunities.

iii) Management increases efficiency :
 The management improves productivity and cuts down the cost through better planning, organising, staffing, directing and controlling. This improves managerial efficiency.

Q. No.

iv)

Management helps achieve personal goals:

Every organisation has employees who have certain personal goals. The manager while achieving organisational goals directs and motivates the employees so that they can achieve their personal goals.

04

37

i)

Planning leads to rigidity: Once the plans are framed it is difficult to change them favourably. This leads to rigidity.

ii)

Planning does not work in a dynamic environment: The business environment is dynamic nothing is constant, as the plans are rigid they do not work in a dynamic environment.

iii)

Reduces creativity: The plans are framed by the top management, the employees have to implement the plan framed by the top management, this reduces creativity as the employees may be having better ideas.

MARKS	E	M	CM
Pg. 14 & 15	08		

Q. No.

- iv) Planning involves huge cost: Planning involves a huge cost when it comes to food of discussion charges, & low analyzing charges, to organize for rooms for discussion etc.
- v) Planning is time consuming: Planning sometimes is very time consuming that there is hardly any time for implementing it. Research and discussions take up a lot of time.
- vi) Planning does not guarantee success: Planning does not always guarantee success. Proper research and analysis needs to be done before framing plans. The plan which ~~was~~ worked in the past may not be useful again in the present time.

Q. No.

38

a

Setting performance standards:

It refers to setting of standards and objectives of the organisation.

These standards become the yardstick for comparing the actual performance with the planned performance. Standards can be general or specific. This is the first step controlling.

b

Comparing actual performance with standards:

~~The second step in the controlling~~

The third step in the controlling process is ~~not~~ comparing the actual performs with the standards set earlier and find if there is any deviation and the extent of deviation.

c

Analyzing deviation: The next step in the process of controlling is to analyse deviations and to find out the ~~main~~ cause for the difference in the performance.

MARKS Pg. 16 & 17	E	M	CM
	04		

17

Q. No.

#

~~Taking~~

d Taking corrective action: It refers to taking corrective action ~~and~~ for the deviations ~~and~~ so that actual performance ~~and~~ matches with planned performance.

04 The deviations are corrected which go beyond the limit.

P.T.O

Q. No.

39

i) Clarify the message before communication: The ideas and contents of the message needs to be clarified by the superior before communication. The receiver should understand the message clearly.

ii) Be aware of language and content of the message: The language of the message should be proper and the words should be spelled correctly. The receiver should not get confused.

iii) Communication according to the needs of the receiver: The superior should understand the level of the subordinate and his understanding of the language. The manager should communicate the message according to the needs of the subordinate. The subordinate must understand the message clearly.

iv) Follow up communication: The superior should ask the subordinate whether they have understood the message and remove all their difficulties.

04

v)

Be a good listener: The superior should not only be a effective communicator but also a patient listener so that he can remove all the difficulties of the

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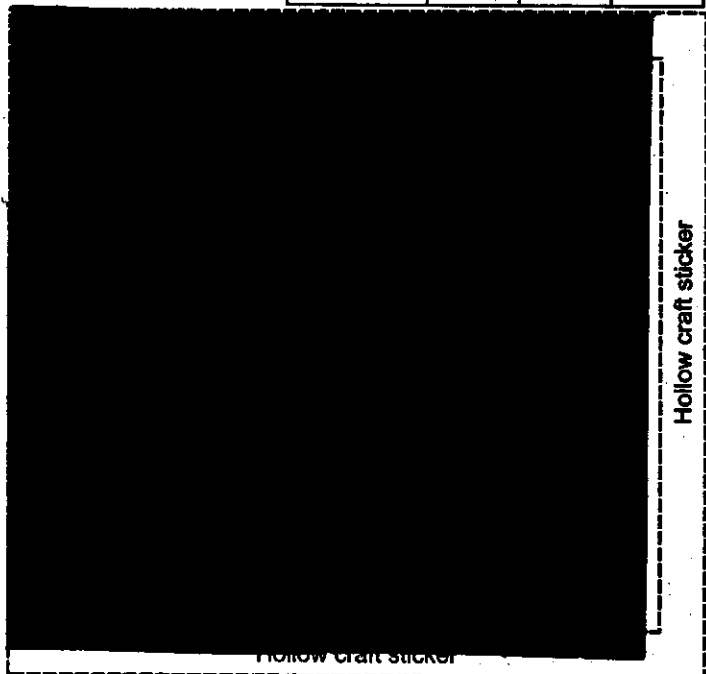


SSC/HSSC Examination March/April/June 20

Supplement Answer Book

Subject Code	4655
Date	20/02/2025

MARKS	E	M	CM
Pg. 1 to 4	04		



Hollow craft sticker

Q. No.

01

employees and listen to their complaints and suggestions.

40. i)

Product cost: It refers to the cost of production, cost of raw materials while manufacturing the product. If the cost of the product is high then its price will also be high and vice versa. It forms the lower limit for determination of price.

ii)

Utility and demand: consumers buy those products which give them higher utility atleast equal to the cost they are paying for it. The producer tries to ~~cover up~~ ^{increase} atleast cover up this cost. When the demand for the product is high its price will ~~increase~~ ^{increase} and vice versa. It forms the upper limit for determination of price.

iii) Extent of competition in the market :
If there is a lot of competition in the market its the price of the product will be less and if there is no competition or less competition in the market the price of the product is generally high. The price of the competitors should be considered while fixing the price.

iv) Government and legal regulation : The price of the product also depends on the government regulations. In case of monopoly the seller charge any price which is high because of this the government does not let the seller charge high price for so to save consumer interest. The government can declare any commodity as essential commodity and the seller have to sell it at a low price.

04 v) Pricing objectives : If the seller want to gain profit they will produce and sell less quantity at a higher price, this is when the seller want to gain profit in a short period of time. If the seller want to gain profit in a longer period, they will increase of production and sales at a lower price and increase market share.

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