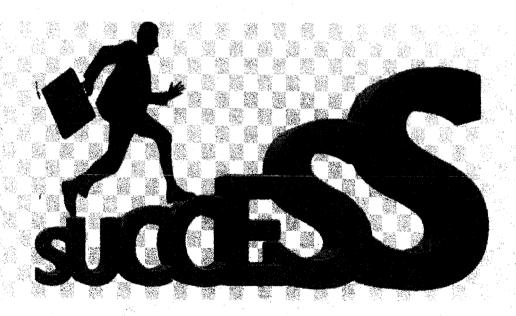


Department of Examinations - Sri Lanka

G.C.E. (A/L) Examination - 2018

32 - Business Studies

Marking Scheme



This document has been prepared for the use of Marking Examiners. Some changes would be made according to the views presented at the Chief Examiners' meeting.

G.C.E. [A/L] Examination - 2018

32 - Business Studies

Goals :-

This Question Paper includes questions in such a way to evaluate the competencies such as subject knowledge, understanding the usage of knowledge, analyzing and synthesizing abilities as mentioned as the goals of the business studies syllabus.

Marking Scheme:-

Business Studies - paper I

Multiple choice	30 x 02 Marks each	-	60
Filling the Blanks	10 x 02 Marks each	=	20
Specific short answers	10 x 02 Marks each	==	<u>20</u>
			100

Business Studies - Paper II

Part I: 4 Questions

Part II: 4 Questions

05 questions should be answered selecting at least 02 questions from each part.

There are 08 questions. Each question includes 05 sections.

Each section carries 04 marks **X** 05 = 20 Marks

Total Marks 05 **X** 20 = 100 Marks

Paper I & Paper II = 200 Marks

Final Marks = 100 Marks

සියලු ම හිමිකම් ඇව්රිණි / (ආ(ශූර්) ටනිට්ටුල්කහටුකට යනු	All Rights Rese	rvedl					
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වාහපාර අධායනය I ඛාණ්කිස් සබිබ I Business Studies I	32	E		පැය දෙකයි இரண்டு மணி Two hours	த்தியாலம்		
Instructions:			Index No.:		<u></u>)		
* Answer all the questions on this		For	Examiner's U	se Only			
question paper itself. * Write your Index Number clearly in	For paper			Signature	Code No.		
the space provided above.	Q. Nos. Ma		lst Examiner				
* Select the correct answers for questions No. 1-30 and write its number on the	ll	1	2nd Examiner				
dotted line given.		11-	Addl. Chief				
* Write short answers for questions	31 - 50	11-	Chief				
No. 31-50 on the dotted line given. * Each question carries two marks.	TOTAL		E.M.F.				
 (4) Some of the examples for need (5) Selecting a product by a person 2. A common characteristic not related (1) usage of resources. (2) fulfilment of human needs and (3) supply of goods and services. (4) existence of profits earning m (5) adherence to government policies. 	on to satisfy ted to any of d wants.	the wa	nts is the need.	real education.	()		
(1) Tangible → Goods → No (2) Tangible → Goods → Co (3) Intangible → Service → Di (4) Intangible → Goods → B (5) Tangible → Goods → B	3. Which answer illustrates the product classification flow and example for it correctly? (1) Tangible → Goods → Non-durable — Motor vehicles (2) Tangible → Goods → Consumer service — Transportation (3) Intangible → Service → Direct service — Banks (4) Intangible → Goods → Based on usage — Furniture (5) Tangible → Goods → Based on usage — Insurance ()						
 Which statement correctly indicates the business environmental forces, factors and their influences? While computer operators of a business are an internal factor, lack of their skills is a threat to the business. While increasing competitors is a threat to a business, it is a force in the immediate external environment. While decreasing foreign exchange rate is an opportunity for exporters, it is a force of immediate external environment. While financial institutions are a force of macro environment, strong competition among them is an opportunity for businesses. While proper communication within the organizational structure is a strength for the organization, 							
it is a force of immediate ex	kternal environ	ment.	Carlo Car Sever V 117		() [See page two		

5.	Following are some of the benefits gained through consumer protection. A - Being able to consume goods equivalent to the value of payment
	B - Being able to gain consumer trust
	C - Being able to minimize product promotion cost
	D - Being able to ensure the standards of the product
	E - Being able to increase sales turnover
	F - Being able to go against trade malpractices
	Out of the above, which answer contains the benefits accruing only to a businessman? (1) A B C (2) A D F (3) B C E (4) B C F (5) B D F ()
6.	Nimal and Kamal are running a partnership without a partnership agreement. During the last year they have obtained a 5% interest on their agreed invested capital as well as loans and Nimal admitted his friend Sunil as a partner on his own wish. Kamal made a request to increase the salary he is currently drawing, by claiming that it is insufficient as a Chief Executive Officer. As per the above case, how many conditions have been violated by this partnership according to
	the partnership ordinance?
	(1) 1 (2) 2 (3) 3 (4) 4 (5) None ()
7	Which one is not a characteristic of a Company Limited by Guarantee?
•	(1) Not issuing shares to the public(2) Having at least two members
	(3) Not distributing dividends(4) Establishing with a profit motives
	(5) Declaring the contributions of each individual member in the Article of Association in dissolving
	the company ()
8.	Which one is not required to submit to the Commissioner of Cooperative Development when
	registering a cooperative society?
	(1) Two copies of interim constitution
	(2) The feasibility report of proposed economic activities
	(3) The report of annual general meeting in which the proposal was approved
	(4) The map directing to the location of the society(5) Private information of members who signed the application ()
	(3) Fivale information of members who signed the application ()
9.	Sisil has a confidence on his abilities rather than systematic planning and he can initiate and continually operate even a difficult task. He brings novel ideas to achieve organizational goals.
	As per above information, the number of entrepreneurial competencies Sisil has, is
	(1) 1. (2) 2. (3) 3. (4) 4. (5) 5. ()
10.	Some of the reasons causing for the failure of small scale businesses are given below. A - high competition
	B - not maintaining accounts correctly
	C - insufficient infrastructure facilities
	D - not recruiting right employees
	E - not focusing on new products
	F - changing production technology in the industry G - not analyzing business performance
	H - minimizing government tax concessions
	Out of the above, which answer contains only the factors that can be controlled by a small
	scale entrepreneur?
	(1) ACEH (2) ACFH (3) BCDG (4) BDEF (5) BDEG ()

AL/2018/32/E-1

- 5.

11. Column X shows different types of money and column Y shows certain examples relating to them in the following table.

X	Y
A. Electronic money	1. Treasury bills
B. Near money	2. Gold
C. Currency	3. Demand deposits
D. Bank money	4. Notes and coins
E. Commodity money	5. Credit cards

Select the group that matches the types of money and examples correctly.

- (1) A 1, B 3, C 2, D 4, E 5 (2) A 2, B 4, C 3, D 1, E 5
- (3) A 2, B 1, C 4, D 3, E 5 (4) A 5, B 3, C 4, D 1, E 2
- (5) A 5, B 1, C 4, D 3, E 2 (.....)
- 12. Following are certain benefits and facilities available in a commercial bank.
 - A Able to receive interest
 - B Able to deposit cheques
 - C Able to make payments through standing orders
 - D Able to obtain credit cards
 - E Able to get overdraft facilities

From the above, the number of benefits and facilities that can be obtained by a savings account holder is

- (1) 1.
- (2) 2.
- (3) 3.
- (4) 4.
- (5) 5.
- · (.....)
- 13. Bandara has obtained a third party insurance for his motor vehicle. While his son was driving this vehicle, it hit a house and damaged both house and vehicle. His son was also injured. According to the above case, insurance claim can be obtained only to
 - (1) vehicle.

(2) house.

(3) son.

- (4) vehicle and house.
- (5) house and son.

- (.....
- 14. Bimal likes to deliver speeches. His speeches are usually lengthy. He uses very complex words in his speeches and sometimes he insults the people. He presents his opinion very confidently but some information is false. However, his style of speech is attractive.

Based on the above information, how many characteristics of an effective communication has been violated by Bimal?

- (1) 1
- (2) 2
- (3) 3
- (4) 4
- (5) 5
- (.....)
- 15. Column X shows certain business operations being performed through electronic means and column Y shows some e-business models in the following table.

<u> </u>	X	Y	
A.	Immigration and Emigration Department accepts applications	1. B2C	
R.	for passports. M company sells stock of rice to S company.	2. C2C	
C.	A ticketing agent sells an air ticket to Saman.	3. B2G	
D.	A company Ltd supplies computers to a State corporation.	4. G2C	
E.	R sells his own land to D.	5. B2B	

Select the group that correctly matches e-business operations and e-business models.

- (1) A 1, B 3, C 2, D 4, E 5
- (2) A 2, B 4, C 3, D 1, E 5
- (3) A 3, B 5, C 1, D 4, E 2
- (4) A 4, B 5, C 1, D 3, E 2

(5) A - 5, B - 4, C - 1, D - 2, E - 3

(....)

AL/2018/32/E-I

-4-

- 16. Select the most correct statement relevant to management and functions of management process.
 - (1) Management is the process of implementing a specific solution to a problem.
 - (2) Planning is the process of implementing steps to achieve goals and objectives of a firm.
 - (3) Organizing is the process of allocating resources to achieve goals and objectives of a firm.
 - (4) Leading is the process of influencing employees to achieve goals and objectives of a firm.
 - (5) Controlling is the process of correcting deviations between the plan and actual outcomes to achieve goals and objectives of a firm. (.....)
- 17. Column X shows the steps of decision making and column Y shows associated information of a firm pertaining to those steps in the following table.

	X		Y
A.	Identifying the problem	1.	Establishing a service promotion division
B.	Identifying alternative solutions	2.	Promoting after sale service
C.	Evaluating alternatives	3.	Calling suggestions form different parties
D.	Selecting the best alternative	4.	Being unable to satisfy consumer wants
E.	Implementing the decision	5.	Analysing given suggestions at a management committee

Select the answer that correctly matches the steps of decision making and associated information.

- (1) A 1, B 2, C 4, D 3, E 5 (2) A 2, B 1, C 3, D 5, E 4
- (3) A 4, B 3, C 5, D 2, E 1 (4) A 4, B 2, C 3, D 1, E 5

(5) A - 5, B - 1, C - 4, D - 3, E - 2(....)

18. According to the statement presented by a manager at an exit interview, the main reason caused him to resign from the firm is the mental stress due to inadequate salary, supervising a large number of employees, receiving commands simultaneously from various parties, lack of freedom to take decisions and disbanding of formal authority because of strong informal relations. As per the above statement, how many weaknesses are related to organizing of this firm?

(1) 1(2) 2(3) 3

- 19. Select the statement which describes 'process layout' correctly.
 - (1) Layout based on similar functions or operations
 - (2) Layout based on linear flow of production functions
 - (3) Layout partly based on flexible flow and partly based on linear flow
 - (4) Layout prepared fixing similar and dissimilar machines separately in different cells
 - (5) Layout prepared bringing all equipment and auxiliary components to a fixed position where the production is made (\dots)
- 20. Following are some of the expenses relating to stocks.

A - Storage expenses

B - Damages to stock

(4) 4

C - Insurance fees

D - Inward expenses

E - Inspection expenses

F - Security expenses

G - Purchasing costs

H - Stock out costs

From the above, which answer contains the expenses relevent only to the stock holding cost?

- (1) ABCF
- (2) ABCH
- (3) BCDE
- (4) BCFH
- (5) CDEG

- 21. Following are several ideas of managers about the methods which could be followed to increase the productivity.
 - A use of new technology

B - introducing participative decision making

C - employee pruning

D - minimizing resource waste

(4) DEF

E - product differentiation

F - curtailing employee welfare expenses

G - increasing profit margin of products

From the above, what are the methods which are not suitable to increase the productivity?

(1) A B C

- (2) C D E
- (3) C F G

(5) D F G

[See page five

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- 5 -

22.	As	per	the	view	of	an	Αyυ	ırvedic	e toothr	aste	proc	luce	r, his	products	should	contain	nat	tural	colour,
	taste	e, a	ppea	rance	as	well	as	high	quality.	Wha	at is	the	best	marketing	concep	t fitting	to	this	view?

- (1) Production concept
- (2) Product concept
- (3) Selling concept

- (4) Marketing concept
- (5) Holistic marketing concept

(.....)

23. Following are the methods of calculating some financial ratios.

A - Return on investment =
$$\frac{\text{Net profits after tax + Interest}}{\text{Fixed assets}} \times 100$$

B - Return on equity capital =
$$\frac{\text{Net profit after tax + Dividends on preference shares}}{\text{Equity capital}} \times 100$$

C - Total assets turnover ratio =
$$\frac{\text{Sales}}{\text{Total assets}}$$

D - Debtors turnover ratio =
$$\frac{\text{Sales}}{\text{Average debtors}}$$

From the above, the number of ratios which have been calculated correctly is

- (1) 1.
- (2) 2.
- (3) 3.
- (4) 4.

24. Column X shows certain types of securities traded in Colombo Security Exchange and column Y shows benefits entitled to them in the following table.

	X		Y
A.	Ordinary shares	1.	Able to earn capital gains
B.	Preference shares	2.	Entitlement of fixed interest rate
C.	Share warrants	3.	Entitlement to company ownership
D.	Corporate debentures	4.	Having more protection to investment
E.	Government debt security	5.	Receiving fixed profit percentage

Select the answer that correctly matches types of securities and benefits.

(1)
$$A - 1$$
, $B - 3$, $C - 2$, $D - 4$, $E - 5$ (2) $A - 3$, $B - 2$, $C - 1$, $D - 5$, $E - 4$ (3) $A - 3$, $B - 5$, $C - 1$, $D - 2$, $E - 4$ (4) $A - 2$, $B - 3$, $C - 1$, $D - 5$, $E - 4$

(3)
$$A = 3$$
, $B = 5$, $C = 1$, $D = 2$, $E = 4$ (4) $A = 2$, $B = 3$, $C = 1$, $D = 5$, $E = 4$

(5)
$$A - 4$$
, $B - 5$, $C - 2$, $D - 1$, $E - 3$

25. Select the most correct statement relevant to the human resource management.

- (1) Job design is the division of work of the firm into units for achieving a certain objective.
- (2) Job analysis is the systematical study of characteristics of a job.
- (3) Job description is the statement which describes the qualifications of an employee.
- (4) Job specification is the statement which describes the existing characteristics of a certain job.
- (5) Job specification and job description are prepared based on job analysis.

26. Some of the advantages and disadvantages in recruiting methods of employees are given below.

A - Motivation of employees

- B Easy to retain employees
- C Reduction of recruitment cost
- D Able to get new knowledge to the firm
- E Creating a competition among employees
- F Able to get a large number of applications
- G Increase in employee commitment
- H Increase in employee orientation expenses

Select the answer that contains advantages gained only from internal recruitment from the above.

- (1) A B C G
- (2) A C D G

(3) B C G H (4) C E F G (5) DEFH

- 27. The best practical training method that can be used for a trainee as an aircraft pilot is
 - (1) lectures and discussions.
- (2) simulation training.
- (3) internship training.

(4) role playing.

(5) apprenticeship training.

See page six

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-6-

28.	In	the	following	table,	column	X	shows	the	components	of	an	Information	System	and	column	Y
	she	ows	examples	for th	iem.											

X	Y
A. Hardware	1. Employees' Provident Fund file
B. Software	2. Computer operator
C. Liveware	3. Operating system
D. Data	4. Feeding only authorized data
E. Procedures	5. Keyboard

Select the answer that correctly matches components and examples.

- (1) A 1, B 3, C 2, D 4, E 5 (2) A 2, B 4, C 5, D 3, E 1
- (3) A 3, B 1, C 4, D 2, E 5 (4) A 5, B 3, C 1, D 4, E 2

$$(5) A - 5, B - 3, C - 2, D - 1, E - 4 \tag{....}$$

- 29. What is the correct statement relating to electronic technology aided business?
 - (1) E-business is a sub-set of e-commerce.
 - (2) E-commerce and e-marketing are identical.
 - (3) There is no relationship between e-business and e-commerce.
 - (4) E-commerce and e-business are identical.
 - (5) E-commerce and e-marketing are the sub-sets of e-business. (.....)
- 30. Select the statement that describes a component of the business plan correctly.
 - (1) Competitive and market penetration strategies are contained in the production plan.
 - (2) Resource requirement and product standards are contained in the operational plan.
 - (3) Human resource requirements are contained in the financial plan.
 - (4) All estimated information are contained in the marketing plan.
 - (5) Business strategies and organizational structure are described in the human resource plan.

(....)

- Answer questions 31 to 40, by filling in the blanks with suitable words.

- 33.(a) Sole proprietor bears individually and pays tax based on of business.
 - (b) While partners have a to participate in business activities of the firm, they have a to participate in the business activities enthusiastically.
- 34.(a) A person who creates bearing risks is an entrepreneur and he is not always a
 - (b) Licensed Commercial banks can money but can not money.

[See page seven

AL/2018/32/E-I

-7-

		•
35. (a)	An external party emerged through the operation of an insurance policy is . party and insurance taken by the employer to pay compensation for accide	ents of employees
	while on duty is insurance.	
(b)	Among the elements of transportation system, port belongs to the element of	
(0)	and railway track belongs to the element of	
36. (a)	A converting process of idea into message is called	and process of
	converting the idea of that message by the receiver is called	1
(b)	At the financial planning and control, budget and budget are used.	
37 (a)	'Management' is fulfilling of organizational objectives effectively and efficien	tly within dynamic
(u)	business directing by organizational	••
(b)	While Authority is a legal power based on, exp	pert power is based
	on	
38. (a)	Minimum stock level = level - (Average stock usage × Av	verage)
(b)	The promotion of goods and services by paying impersonally is	and short
	term incentive programs to stimulate the target customers are	
39. (a)	Separation of data, based on its features is	and presentation of
	data briefly to get ideas is	-
(b) When preparing plans, estimation of sales volume is included in	forecast
	and machinery and equipment requirements are included in	
40. S	tate whether the following statements are True or False.	True/False
	(1) Issuing shares for existing ordinary shareholders by charging money is bonus share issue.	
	(2) Issuing shares free of charge is rights issue.	**********
	(3) Negotiation of trade unions with management to protect employment	
	rights is collective bargaining. (4) The settlement after a collective bargaining process between employers	••••••
	and employees on a dispute is called collective agreement.	
• F	For questions 41 to 50, write the specific answers in the space provided.	
	Write four attributes of convenience goods.	
	. 2	
	3 4	
	Write four reasons why the government concerns towards school as a stakeholde	
	1 2	·····
	3 4	
		See page eigh

2
4
e-payment easy.
2
4
when writing cheques. 2
4
the growth of international trade.
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is important to a firm.
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obtain by presenting a product to the market with 2
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dinary shareholder gains other than dividends from
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අ.පො.ස. (උ.පෙළ) විභාගය/ க.பொ.த. (உயர் தர)ப் பரீட்சை - 2018

විෂයය අංකය பாட இலக்கம்

32

වීෂයය பாடம்

Business Studies

ලකුණු දීමේ පට්පාටිය/புள்ளி வழங்கும் திட்டம் I පතුය/பத்திரம் I

පුශ්න පිළිතුරු පුශ්න පිළිතුරු පුශ්න පිළිතුරු අංකය අංකය අංකය අංකය අංකය අංකය අංකය අංකය	க) ட) .
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09. 19. 29.	
10. 20. 30.	

🗘 විශේෂ උපදෙස්/ ඛ්රූප. அறிவுறுத்தல் :

චක් පිළිතුරකට/ ஒரு சரியான விடைக்கு 02 ලකුණු වැගින්/புள்ளி வீதம்

இ© ලකුණු/மொத்தப் புள்ளிகள் 2 × 30 = 60

(d)

True

(a) 31. Specialization, Trade (b) **Culture Weakness** People / society , Environmental / Global (people planet) 32. (a) (b) Value added tax (VAT), PAYE tax (a) Risk, Income 33. (b) Right, Responsibility / Duty 34. Innovation, Businessman/Manager (a) (b) Create, Issue Third, Employer liability insurance 35. (a) (b) Terminal, Way 36. (a) **Encoding** Decoding (b) Cash, Capital 37. (a) Environment, Resource (b) Position, Person Re order, ordering time 38. (a) Advertising , Sales promotion / Promotion / Consumer sales promotion (b) 39. categorizing, Summerizing (a) (b) Sales, Operational 40. **False** (a) (b) False (c) True .

- 41. 1. Plenty
 - 2. Low price / Low profit margin
 - 3. Advertising alternativeness
 - 4. Short term Existence
 - 5. Purchasing in less quantity
 - 6. Short term purchase decision
 - 7. Purchasing continuously
 - 8. More alternative
 - 9. Easy to purchase
 - 10. habitual buying
- 42. 1. Protecting Educational standard
 - 2. Ensuring students Educational right
 - 3. Protect discipline of school system
 - 4. Social development
 - 5. Development in educational standard
 - 6. Ensuring academic and non academic employees right
 - 7. To ensure Educational administration effectiveness and using resources efficiency
- 43. 1. Critical awareness
 - 2. Action (ACTIVELY PARTICIPATION)
 - 3. Social concern
 - 4. Environmental awareness
 - 5. Solidarity

- 44. 1. ATM / CDM
 - 2. EFTPOS
 - 3. Telebanking
 - 4. Online banking / Internet Banking
- 45. 1. Use indelible ink when writing a cheque
 - 2. Note the relevant details on counter foil
 - 3. Draw one line across any mistake you make and place full signature of the drawer
 - 4. Sign correctly according to the specimen signature
 - 5. Write the correct date and use safety method
 - 6. No blank cheques should be signed
 - Do not keep unnecessary Space when writing value in number and words
- 46. 1. Globalization
 - 2. Technological and communicational development
 - 3. Less trade barrier
 - Origin of Trade agreement and International Trade organization
 - 5. Minimizing of differences in attitude and behavior among different nation in the world
- 47. 1. To ensure the quality of the product
 - 2. To minimize the cost
 - 3. To Minimize the faults or brings them down to the level
 - 4. To change according to the environmental change
 - To evaluate the progress and correct the faults
 - 6. To confirm that the performance of the organization is up to the expected care
 - 7. To make easy to identify deviation quickly and take corrective actions

48.	1.	Ability to protect the identity by differentiating their own brand from other completiv					ompletive
		brands					

- 2. Easy to get orders
- 3. Getting the legal protection
- 4. Ability of creating a brand loyalty among the consumers
- 5. The whole image of the firm could be enhanced by a good brand
- 6. Creating a value for the business
- 7. Ability to registered brand in consumer mind
- 49. 1. Equity Issue
 - 2. Capital gain
 - 3. Capitalizing of reserves
 - 4. Voting ability
 - 5. To use as a security
- 50. 1. Face Book
 - 2. Twitter
 - 3. Recycling
 - 4. Facilities for different able (disable access)

- 1. (i) (a) Define the terms needs, wants and products and explain the relationship among them.
 - (b) Give four main reasons that influenced to shift the production method from direct production to indirect production. (04 marks)

(a) Needs

Basic requirements for survival of human being

(½ mark)

Wants

Special desire some particulars product for the satisfaction of human needs / ways of person satisfying his needs.

Wants are various alternative available to satisfying human need

(½ mark)

Products

Products can be anything offered in order to satisfying human needs and wants

Relationship

Things necessary for human living are needs. various alternative to satisfying needs are wants, so needs and wants can be satisfy through products. While different methods to satisfy human needs and wants is need. Product is solution for that the needs and wants.

(Definitions $\% \times 3 = 1 \%$ marks)

(Relationship ½ mark)

(b) Personal specialization

Excess production

Barter system

Trade

 $\binom{1}{2} \times 4 = 02 \text{ marks}$

- (ii) (a) New generation is reluctant to get involved in agriculture. Give four reasons for this.
 - (b) Write two specific characteristics of macro environment.

(04 marks)

- (a) 1. Uncertainty of harvest income
 - 2. No good professional image.
 - 2. Lack of social recognition for agriculture
 - 4. Problem arise in capital.
 - 5. Lack of good market
 - 6. Lack of agricultural skills.
 - 7. Large amount of capital needs
 - 8. Individual attitude.

 $(\% \times 4 = 02 \text{ marks})$

- (b) 1. Rapid change
 - 2. Dynamic
 - 3. Variety of influences
 - 4. Complicity
 - 5. Competiveness
 - 6. Global
 - 7. Existence of inter relations
 - 8. Difficulties to Control

1/2 x 4= 02 marks

(iii) Interpret what globalization is and describe two positive and two negative impacts made by it on local businesses. (04 marks

Enterprises becoming interdependent and inter-linked globally is known as globalization .

Economic, Political and cultural interrelationship among countries / build international relationship with Government , people and organization.

(02 marks)

Positive impacts

- 1. Creating board market
- 2. Flowing of new technology
- 3. Exchanging of new knowledge
- 4. Ability to gain economics of scale of production
- 5. Development of infrastructure and business services

(% x2 = 01 marks)

Negative impacts

- 1. Face to global competition / weakness of local industries
- 2. Lack of skilled labour
- 3. Increasing marketing expenditure
- 4. Increase advertisement and other promotion expenses
- 5. change in life style

(% x2 = 01 marks)

- (iv) (a) Interpret what is meant by 'organizational culture'.
 - (b) Explain a strength and a weakness of the organizational culture giving an example for each. (04 marks)
- (a) Commonly shared set of belief, norms and values in order to develop common behavior pattern in an organization.

Strengths

- 1. Commonly accepted positive behavioral pattern
- 2. Relationship based on trust
- 3. Corporation of employs
- 4. Respect for others

for one 01 mark (02 marks)

Weaknesses

- 1. Cultural
- 2. Differently Treat
- 3. Confusing among Norms and Values

for one 01 mark

(v) Explain what social responsibility of business is and write three reasons for its importance in the present society.

(04 marks)

(Total 20 marks)

The willingness of a business to accept responsibility for its actions and their impact on a range of stake holders is known as social responsibilities.

(01 mark)

- 1. To protect environment
- 2. To prevent the environmental pollution
- 3. To prevent against unethical behaviors
- 4. To Solve the problems related to poverty in certain developing countries
- 5. To use resources efficiency in the world

 $(1 \times 3 = 03 \text{ marks})$

(10tal 20 marks)

2. (i) State four factors that a food manufacturer should consider in developing a code of ethics to ensure the quality of products and explain why he should consider those factors.

(04 marks)

	Factors	Reasons
1	Related to manufacturer	Carry out the production activity according to the specific food items standard and quality
2	Related to suppliers	To supply raw materials according to the accepted standard
3	Related to methods of production	To consider acceptable health and hygiene practices should be followed
4	Related to customers	To ensure the way of delivery, quality and size
5	Related to competitors	To face the competition and to increase better quality

(factors should be related to 1 x 4 = 04 marks) food production)

(ii) Name four parties that can be affected by imposing import tax on agricultural products and write one advantage for each party from it. (04 marks)

	Parties	Advantage
1	Local Agriculture producer	 Protection of production Reduce international competition Can get higher prices
2	Local Customers	can consumer new goods and services because improvement of local production
3	Government	 Increase the tax revenue Impact decreases so it feeds for variable balance of payment Increase the GDP Can save foreign currency
4	Other local industries	Reduce international competitions
5	Society	 Creates job opportunities due to development of national industries. Creates new sources of income generation

Naming $\frac{1}{2}$ x 4 = 02 marks To Explaining $\frac{1}{2}$ x 4 = 02 marks (iii) A government intervenes for conducting the businesses successfully in various ways.

Mention four such intervening methods and describe what a government expects from each method.

(04 marks)

Ways	Government Expectation
Provider of infrastructure facilities	To increase investments by the businessman
Government as a competitor	To provide good quality services
Government as a policy maker	To carry out proper business activities
Government as a Regulator	To Prevent fraud and wastage
Government as a provider of incentive	To att new investors and to keep the exiting investors
Government as a Tax collector	Increase government revenues. To reduce imbalance of income to prevent entrance of unnecessary industries

Naming ½ x 4 = 02 marks
To Explaining ½ x 4 = 02 marks

- (iv) (a) Briefly explain four factors that affect arising of conflicts among partners.
 - (b) Government takes actions to provide products needed for public through various types of government organizations. Name **four** types of such government organizations. (04 *marks*)

(a)

- When making management decisions
- when involving business activities
- sharing profit and loss
- · Obtaining interest of loan capital
- Obtaining interest of capital
- Using properties of partnership
- when enjoy privileges / facilities
- Admission of a new partner
- To ensure the right of the partners
- Changing of ownership

 $(\% \times 4 = 02 \text{ marks})$

(b)

- Government Department
- Public corporation/ Authority / Board / Commission
- state companies
- local government authority

 $(\% \times 4 = 02 \text{ marks})$

- (v) Franchiser and franchisee have a set of activities need to be done. Briefly describe four activities that should be done by a franchisee. (04 marks) (Total 20 marks)
 - To agree the rules and regulations enforced by franchiser
 - Investment of capital
 - purchases from the franchiser or suppliers approved by the franchiser
 - Pay royalty according to the franchise agreement

Naming $\frac{1}{2}$ x 4 = 02 marks To Explaining $\frac{1}{2}$ x 4 = 02 marks

- 3. (i) One of your friends prefers to start a business of his own instead of doing a job, but he has a fear for it. State four reasons to explain to him the advantages of starting a business than doing a job.

 (04 marks)
 - Ability to use his skills, talents and experience.
 - Independence and self motives.
 - Ability to earn high return based on his effort and commitments.
 - Creates job opportunities to others rather than seeking job. (Make A Job)
 - Social status and recognition
 - Being own boss.
 - self satisfaction
 - · Earnings opportunities ate unlimited

(1x 4 = marks)

- (ii) Though a country requires many entrepreneurs, only a few emerge. Briefly describe **four** factors for the emergence of a few entrepreneurs. (04 *marks*)
 - 1. Lack of training programs
 - 2. Lack of infrastructure facilities
 - 3. Lack of finance
 - 4. Lack of education
 - 5. Inappropriate legal and tax policies
 - 6. Unfavorable influence of cultural values and attitudes

(eg: white color job)

- 7. Cultural barriers
- 8. Lack of risk taking

(1 x4 = 04 marks)

- (iii) Number of small and medium scale enterprises are greater than large scale enterprises in many countries. Write four inherent characteristics of small and medium scale enterprises that caused to increase the number. (04 marks)
 - 1. Can start with less amount of capital
 - Can Carry out business activities which unable to carry out by large scale
 - Provide essential raw materials and other services to the large scale organizations
 - 4. Few legal formalities / Less legal control
 - Easy to start / Can start at any place
 - 6. Can start with any type of business organization
 - 7. Less number of employee
 - 8. Ability to contribute the business with less Number of Employees.

(1 x4 = 04 marks)

- (iv) Financial companies provide a variety of services for the development of businesses.

 Describe four services provided by financial companies to businesses. (04 marks)
 - 1. Financing of hire purchase
 - 2. Leasing facilities
 - 3. Loan facilities
 - 4. Acceptance of time deposit
 - 5. Remittance services / Found transfer
 - 6. Underwriting of shares

 $(1 \times 4 = 04 \text{ marks})$

(v) "There are advantages and disadvantages of using e-money." Justify this statement by highlighting two advantages and two disadvantages of e-money usage. (04 marks) (Total 20 marks)

Advantages

- 1. Low cost in transection
- 2. Safety/ No risk in money transport
- 3. 24 /7 Basis / Can use any time
- 4. Convenience
- 5. Can get various benefits

(eg: star points, discount)

6. Can use for international transaction

(1 x2 = 02 marks)

Disadvantages

- 1. Interest and late fee can be charged
- 2. Fraud activities may take place
- 3. It leads unnecessary consumption
- 4. Can be delay due to technical problems
- 5. Can't use by all the customers due to inability to use technology
- 6. Limitation of opportunities in e cash transaction

(1x2 = 02 marks)

- 4. (i) (a) Provide four examples for non-insurable risks.
 - (b) Sri Lanka Insurance Board has been established to contribute to the development of Insurance industry. State **four** activities performed by this Board. (04 marks)

(a)

Risks are decided on an individual's in capabilities

(eg: failure in examination)

- 2. Loss of love
- 3. Business risks emerge due to natural reasons like deprecation etc.
- 4. Wrong management decision

 $(1/2 \times 4 = 02 \text{ marks})$

- (b) 1. Registration of insurance companies
 - 2. Registration of insurance agent
 - 3. Cancellation of registration of insurance company
 - 4. Control the criteria of investment of insurance fund
 - 5. Provide advice to the government about the development of insurance
 - 6. Implementation of government policies relate to insurance industry
 - 7. Implement CESS tax for the development of insurance activities

 $(\frac{1}{2} \times 4 = 02 \text{ marks})$

- (ii) (a) Indicate four factors that should be considered when choosing a transport service to transport fruit from Nuwara Eliya to Colombo.
 - (b) Describe four suggestions with reasons that you make to increase transport of goods by train. (04 marks)

(a)

- 1. Natural of the fruits
- 2. Speed
- 3. Capacity
- 4. Availability
- 5. Safety
- 6. Cost

 $(\% \times 4 = 02 \text{ marks})$

- (b) 1. Modernization of Compartment goods train services
 - 2. Increase the number of cabins
 - 3. Increase the co-ordinating transport services to the terminal Ponit,
 - 4. Link the Electric train services with shopping complex, bus stands etc
 - 5. Use the GPS so sender can get useful information
 - 6. Modify Compartments fit to various type of goods.
 - 7. Introduce new technology for loading and unloading goods.
- (iii) (a) The management has informed that the feedback of participants for your lecture in the training session held for management assistants on maintaining proper filing system is not at a satisfactory level. State four possible weaknesses of your lecture to get such a feedback.
 - (b) Many organizations use e-mails for communication. State **two** advantages and **two** disadvantages of using e-mails. (04 *marks*)

(a)

- 1. Lack of language skills / In proper usage of language
- 2. Unnecessary explanation
- 3. Not using suitable examples.
- 4. Problems in pronunciation and voice control
- 5. Feelings and Posters are not clear
- 6. Lack of interaction between lecturer and participant
- 7. Inability to attract participant concentration
- 8. Inability to get feedback

 $(1/2 \times 4 = 02)$

(b) Advantages

- 1. Low cost
- 2. Quick
- 3. Reliable
- 4. Can confirm the delivery of message send from any place
- 5. Can use from any part of the world
- 6. Can send many persons at the same time.
- 7. Can store the information
- 8. Can send voice recording and pictures
- 9. Can get the quick feedback
- 10. Paperless
- 11. Can attach large amount of information, Photos etc.

 $(1/2 \times 2 = 01 \text{ mark})$

Disadvantages

- 1. Technical problems
- 2. Unable to understand message correctly
- 3. Lack of Internet facilities
- 4. Lack of Computer literacy
- 5. No interpersonal connection
- 6. Virus problems

 $(1/2 \times 2 = 01 \text{ mark})$

- (iv) (a) Traditional retail shops face severe threats from supermarkets. Describe four reasons that cause attraction of customers to supermarkets.
 - (b) Some Sri Lankan businessmen are unable to face the competitiveness in the international market. Write **two** factors for each that a businessman can control and uncontrol for this inability. (04 marks).

(a)

- 1. Attractiveness and Cleanness
- 2. Car park facilities
- 3. Ability to choice goods
- 4. Can get banking services and bill payments
- 5. Can use e money
- 6. Good Physical environment
- 7. Various Promotions and extra facilities.
- 8. Variety of goods under one roof

 $(1/2 \times 4 = 2 \text{ marks})$

Controllable Factors		Uncontrollable Factors	
1.	Inability to Produce the Products according	Lack of Infrastructure facilities	
	to the international Standards.	2. Lack of Supporting industries	
2.	Lack of Product Planning and development to suit international market.	3. Government polices	
3.	Not using of appropriate advertisement	4. Poor international relations	
	and promotion methods.	5. Lack of Government Support	
4.	Inappropriate pricing policies	6. Increase employee salary & other cost	
5.	Inadequate customer services.	7. Rigid rules & regulations and inefficient	
6.	Lack of Employees with necessary skills.	Organizational network.	

 $(1/2 \times 2 = 01)$

 $(1/2 \times 2 = 07)$

- (v) (a) Crossing, 'Not negotiable' does not provide any specific advantage to the drawer. Do you agree with this idea? Give reasons for your answer.
 - (b) Write four factors that influenced the expansion of e-trade.

(04 marks)

(Total 20 marks)

(a) No.

'Not negotiable' crossings do not restrict transferability, but the transferee of a cheque will not acquire a better title than that the transfer.

OR.

This Crossing ensure and certify the payment by drawee to particular payee and drawer is not accountable for any losses due to frauds.

(01 1/2 Marks)

(b)

- 1. 24/7 Basis
- 1. Low Cost
- 3. Speed
- Wide Market
- 5. Prices are relatively low/ No Middlemen
- 6. More Choices
- 7. Low operational cost
- 8. Can consume new goods
- 9. Less documents
- 10. Full transparency
- 11. No need to maintain high stock
- 12. No need more space

 $(1/2 \times 4 = 2 \text{ Marks})$

Part II

- 5. (i) (a) "Management is an art of getting work done through others." Explain this definition.
 - (b) You were a member of the committee appointed to organize the commerce day of your school which was held last week. Describe the management functions by taking **four** examples from the activities that your group performed to conduct the commerce day.

 (04 marks)
 - (ii) (a) State four abilities included in the conceptual skills of a manager.
 - (b) Describe the tasks belong to two sub roles, leader and entrepreneur in Henry Mintzberg's management roles. (04 marks)
- (i) (a) Managers have to work done through others but effectiveness of that depend on his style to getting work done through others. Therefore according to this definition management if the art of getting work done through others.
 (With underline words 02 marks)

(b)

Planning	1. Deciding the date		
	2. Deciding guests and invitees School		
	3. Deciding Sponsors and funds		
	4. Reservation of hall		
organizing	1. Identity Pre commerce day activities		
	2. Identity activities on the day of functions.		
	3. Allocating work to team.		
	4. Allocating activities as finance,		
	Communications, refreshment.		
	5. Allocating authorities for each section.		
	6. Allocating other resources.		
Leading	1. Allocating leaders for finance, Refreshment		
	and Communication.		
	2. Create awareness about general activities.		
	3. Motivating Students to participation.		
Controlling	Ensuring items according to the plan.		
	2. Getting feedback about welcome guest		
	students and Presentation etc.		

- (ii) (a) State four abilities included in the conceptual skills of a manager.
 - (b) Describe the tasks belong to two sub roles, leader and entrepreneur in Henry Mintzberg's management roles. (04 marks)
 - (a) Conceptual skills
 - 1. Identify the internal and external environment
 - 2. Analysis skills
 - 3. Identify the problems and solve them
 - 4. Visionary
 - 5. Creative Thinking
 - 6. Decision making skills

 $(\frac{1}{2} \times 4 = 02 \text{ marks})$

(b) Leader

Motivating and encouraging Subordinates in oder to achieve the organizational goals

- Appreciating and evaluating the work of employees
- Promoting and terminating the employees

 $(1/2 \times 2 = 01 \text{ marks})$

Entrepreneur

- Changing the internal environment of the organization according to changes in environment
- Introducing new projects
- Changing the organizational structure

 $(1/2 \times 2 = 01 \text{ marks})$

(iii) A business consultancy firm has proposed a new solar power system and a production automation system to you to minimize production cost. You expect to select one of the alternatives. Describe **four** criteria that can be used to evaluate these alternatives.

(04 marks)

1. Cost - Comparison of cost

2. Suitability - Suitability for the task

3. Practical Possibility - Possible to use for the relevant task

4. Relative importance. - Which one is more important for organization

5. Environmental friendly - Impact on environment

6. Durability - How many years

7. Technological feasibility - Availability of parts and skill labour

8. Acceptance - Acceptance by different group of the

Organization

9. Sustainability

 $(\frac{1}{2} \times 4 = 02 \text{ marks})$

Step of Organizing

- 1. Identifying the tasks
- 2. Division of work
- 3. Departmentalization
- 4. Delegation of authority and responsibility
- 5. Determining the standards of work
- 6. Allocation of resource
- 7. Co-ordination

For naming at least 4 01 mark For explanation 1x3 = 03 marks

- (v) (a) Explain why layout plan is needed.
 - (b) Financial analysis of a business revealed that losses have occurred due to maintaining of stocks unnecessarily. Describe **four** tactics that could be used to minimize such losses in stock control.

 (04 marks)

 (Total 20 marks)

(a)

- 1. Enhancing of efficiency in using materials and machinery
- 2. Ability to get the maximum use of the space available
- 3. Ability to minimize the cost of using materials
- 4. Minimizing the possible barriers in moving the materials and employee
- 5. Minimizing the accidents
- 6. Easy to communicate, coordinate and supervise
- 7. Enhancing the moral of the employee

 $\frac{1}{2} \times 4 = 02 \text{ marks}$

(b)

- 1. Stock levels determining techniques
- 2. ABC Analysis
- 3. Two Bin system
- 4. Computer programmers
- 5. Continuous stoke Recording system
- 6. ЛТ

 $(\frac{1}{2} \times 4 = 02 \text{ marks})$

- 6. (i) (a) State four reasons to indicate why the productivity is important to an organization.
 - (b) What is meant by Computer Aided Design (CAD) used as a computer system to increase the productivity in a firm and write **two** benefits of it. (04 marks)

(i) (a)

- 1. To make decisions regarding allocation of resources of the business.
- 2. To make decisions on expansion of the business.
- 3. To compare productivity with other organization in the same industry.
- 4. To know the progress of the business organization.

 $(1/2 \times 4 = 2 \text{ marks})$ -

(b) CAD

The disigning goods using computer software

(2 marks)

Benefits

- 1. Reduce the wastage
- 2. Product can be develop
- 3. Product can be develop from different places
- 4. Low Cost of designing
- 5. Can improve product before the final product
- 6. Increase the Productivity of the design
- 7. Increase the quality of the design
- 8. Improve the better communication
- 9. Creates data base for manufacturing

 $(1 \times 2 = 2 \text{ marks})$

- (ii) Indrapala rented a trade stall from the new year trade fair held in his area and his goods were sold faster than the similar goods sold in other stalls. Describe four reasons that could be possible for selling goods in Indrapala's stall quickly. (04 marks)
 - 1. Reasonable Price Compare with the other goods
 - 2. Competency of Personal selling attraction of personal attribute
 - 3. Attractive arrangement display of goods
 - 4. Good location Easy to access

 $(1 \times 4 = 4 \text{ marks})$

- (iii) (a) A manufacturer hesitates to use a package for his goods. Write four points to encourage the manufacturer to present his goods to the market with a package.
 - (b) Write four objectives of pricing of goods and services.

(04 marks)

(a)

- 1. Increase the attraction -
- 2. Image of the business will increase
- 3. Protection for the Product
- 4. Can get information
- 5. Easy to Promote
- 6. Easy to display
- 7. Warehousing, transportation and handling is easy
- 8. Easy to self service / selection

 $(1/2 \times 4 = 2 \text{ marks})$

- (b) Objectives of Pricing
 - 1. Survival
 - 2. Maximize current Profit
 - 3. Maximize market share
 - 4. Maximize market skimming
 - 5. Product quality leadership

 $(1/2 \times 4 = 2 \text{ marks})$

- (iv) Businesses use advertising for different purposes. Explain four objectives of advertising.
- 1. To inform Create awareness about the product
- 2. To confirm confirm suitability
- 3. To Persuade motivate to buy
- 4. To remind help consumer to memorize

naming $\frac{1}{2} \times 4 = 02$ marks To explain $\frac{1}{2} \times 4 = 02$ marks

(04 marks)

- (v) (a) As the handloom textile business run by Dhanasiri is not very successful, he expects to start a hotel. Indicate four ways that he can raise funds for this purpose.
 - (b) The acid test ratio of Namal's business is 2:1. Give four reasons led to this situation.

 (04 marks)

 (Total 20 marks)

(a)

- 1. Personal Savings
- 2. Bank loan
- 3. Selling of assets
- 4. Personal loan
- 5. Admission of a Partner
- 6. Leasing
- 7. Hire purchase

 $(1/2 \times 4 = 2 \text{ marks})$

(b)

- 1. Increase in debtors
- 2. Increase in cash in hand
- 3. Increase in bank balance
- 4. Increase in receivable incomes

 $(1/2 \times 4 = 2 \text{ marks})$

- 7. (i) (a) Mention four ways that a business can raise working capital.
 - (b) Describe four advantages gained by a listed company from Colombo Stock Exchange.

(a)

- 1. Bank overdraft
- 2. commercial papers
- 3. Accrued expenses
- 4. Short term Bank loan
- 5. Trade credit
- 6. Provision for tax
- 7. Provision for dividend

 $(\% \times 4 = 02 \text{ marks})$

- (b) 1. Image of the company will increase
 - 2. Can get best prices for the shares
 - 3. Secondary market for the shares
 - 4. Attract strategic investors
 - 5. Achieve optimum capital structure
 - 6. Increase the trustworthiness

(1/2 x4 = 02 marks)

(UT HUH NO)

- (ii) Describe **four** types of information that should be included in the application to recruit sales assistants to your organization, where you work as a HR manager. (04 marks)
 - 1. Personal information, name, Date of birth, address etc
 - 2. Educational qualifications G.C.E.(O/L), G.C.E. (A/L), Degree
 - 3. Professional qualifications Other related qualifications
 - 4. Experience
 - 5. History of work
 - 6. Reference

naming $\frac{1}{2} \times 4 = 02$

(Description $\frac{1}{2} \times 4 = 02$ marks)

- (iii) (a) In addition to interviews, different types of tests are conducted to select an applicant for a job. Describe two types of such tests.
 - (b) Write four ways that the information in an appointment letter could be categorized.

(04 marks)

(a)

- 1. Background test
- 2. Medical test
- 3. Aptitude test
- 4. Practical test

naming $\frac{1}{2}$ x 2 = 01 marks (Explaining $\frac{1}{2}$ x 2 = 01 marks)

- (b) 1. Job specification
 - 2. Conditions
 - 3. Tasks
 - 4. Duties/ Responsibilities

 $(\frac{1}{2} \times 4 = 02 \text{ marks})$

(iv) A loss making that could be u		dea to reduce its workforce. Briefly describe force workforce.	our methods (04 marks)
1. Voluntar	y retirement		
2. Early Ret	irement		
3. Out sour	cing		
4. Hiring fre	eeze		
5. Re-traini	ng		(1 x 4 = 04 marks)
(v) Following are s		tracted from a trading account of a firm.	
Sales	Rs.	Rs. 500 000	
Opening Stock	80 000	300 000	
Purchasing	300 000		
Closing Stock	380 000 (120 000)	260 000	
Write four info	rmation that	can be obtained by using the above data.	(04 marks) (Total 20 marks)
1. Cost of s	ales		
2. Gross pro	c. .		

- 3. Gross profit ratio
- 4. Stock turnover ratio
- 5. Stock Turnover period

If candidate show the calculation give marks

(1x 4 = 04 marks)

- 8. (i) (a) Describe what is meant by information management technology.
 - (b) Describe four benefits that a firm can gain by using information technology.

 (04 marks)

(a) The process of using information recourses efficiently and effectively by managing the computer and communication technology available in the particular institution is Known as information

management technology

(02 marks)

- (b) 1. Ability to make more accurate decisions easily
 - 2. Minimizing the errors in performance
 - 3. Ability to perform the lask very efficiency and effectively
 - 4. Quality of the product will improve
 - 5. Availability of a massive storage capacity for information
 - 6. Decreasing the cost of processes
 - 7. Ability to face the competitiveness
 - 8. Making the communication process easy
 - 9. Expansion of international trade
 - 10. Easy access to to consumer and other service provider

 $(\frac{1}{2} \times 4 = 02 \text{ marks})$

(U4 marks

- (ii) (a) A businessman has an idea to use internet for his business activities. Describe four ways that he could make his activities of the firm easier by using internet.
 - (b) State two benefits that a firm can gain by using Cloud Technology.

(04 marks

- (a) 1. Easy to product promotion
 - 2. Easy to attract employees
 - 3. Easy to find new market
 - 4. Storage of information
 - 5. Easy to do communication
 - 6. Outsourcing
 - 7. Easy to monitor
 - 8. Easy to use GPS
 - 9. Can maintain mobile workforce
 - 10. Reduce paper work
 - 11. Can use email

(% x4 = 02 marks)

(b)

- 1. Can access the document from anywhere any time
- 2 No need to save in the computer system
- 3. Maintenance cost of data base is less
- 4. Can protect the data

 $(\frac{1}{2} \times 4 = 02 \text{ mark})$

- (iii) What are the main strategies that could be included in the marketing plan of the business plan? (04 marks)
 - 1. Product strategic
 - 2. Price strategic
 - 3. Distribution strategic
 - 4. Promotion strategic

 $(1 \times 4 = 04 \text{ marks})$

(iv) Mention **two** factors to explain the importance of preparing a cash flow statement and write **three** items relevant to cash outflow of a business. (04 marks)

To identify cash inflow

To identify future cash deficit

 $(1 \% \times 2 = 03 \text{ marks})$

- 1. Purchasing non-current assets
- 2. Purchases of stock of goods
- 3. payments for day to day expenses
- 4. Payment of loan installment
- 5. Payment of taxes

01 mark if 2 correct ½ mark

(v) Saman expects to start an animal husbandry in addition to existing business. You have been asked to prepare a project report for that purpose. State, what you include in the summary of this project report.

(04 marks)

(Total 20 marks)

- 1. Estimated project cost
- 2. Estimate income statement
- 3. Cash flow statement
- 4. Loan repayment chart
- 5. Estimated statement of financial position / balance sheet

 $(1 \times 4 = 04 \text{ marks})$