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අධායන පොදු සහනික පතු (උසස් පෙළ) විභාගය, 2015 අගෝස්තු கல்விப் பொதுத் தராதரப் பத்திர (உயர் தர)ப் பரீட்சை, 2015 ஓகஸ்ர் General Certificate of Education (Adv. Level) Examination, August 2015

වාහාපාර අධ්‍යයනය வணிகக் கல்வி **Business Studies** 



පැය දෙකයි இரன்டு மணித்தியாலம் Two hours

## **Instructions:**

- Answer all the questions on this question paper itself.
- Write your Index Number in the space provided above.
- \* Select the correct answers for questions No. 1-30 and write its number on the dotted line given.
- Write short answers for questions No. 31-50 on the dotted line given.
- \* Each question carries two marks.

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For pa	iper I		Signature	Code No.		
Q. Nos.	Marks	1st Examiner				
01 - 30		2nd Examiner				
31 - 50		Addl. Chief				
· · · · · · · · · · · · · · · · · · ·		Chief				
TOTAL		E.M.F.				

- 1. Which of the following answer contains only the characteristics of wants?
  - (1) Unlimited, varied and common
- (2) Can be created by businessmen, common and limited
- (3) Subjective, limited and varied
- (4) Unlimited, varied and subjective
- (5) Common, can be created by businessmen and varied

- 2. Following are some of the business activities that are related to different economic sectors. Out of them, select the answer that contains business activities related to service sector.
  - (1) Cottage industry and import trade
- (2) Cinnamon based product processing and transport

(3) Construction and gas

- (4) Transport and fishing
- (5) Communication and transport

(....)

- 3. Out of the following pairs, select the correct answer for unsought goods.
  - (1) Life insurance and personal accidents insurance
  - (2) Motor vehicle and motor vehicle insurance
  - (3) Personal accidents insurance and house
  - (4) Newspaper and motor vehicle
  - (5) House and fire insurance

- (.....)
- 4. Following table shows several internal forces and strengths that affect the affairs of sole trade business.

Internal forces	Strengths
A. Organization structure	1. Experience
B. Owner	2. Up to date
C. Employees	3. Goodwill
D. Resources in use	4. Easy decision making

Considering the above table, select the group which correctly matches the internal forces and strengths.

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

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

- *(.....)*
- 5. X and Y columns of the following table shows two forces of task environment and a list of opportunities and threats of a firm respectively.

X	Y
A. Producers of substitute products	1. Increasing demand for the products in the industry
	2. More concern is placed by customers towards brand name
B. Competition in the industry	3. Mitigation in the law of intellectual property rights
	4. Presence of market exit barriers

Select the answer that correctly matches two task environmental forces with opportunities and threats.

- (1) A-2, 4 / B-1, 3
- (2) A-2, 3 / B-1, 4
- (3) A-1, 4/B-2, 3

- (4) A 1, 2 / B 3, 4
- (5) A-3, 4 / B-1, 2

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

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

6. Following are some of the importances of consumer protection.  A - ability to purchase goods at fair value of the money  B - ability to get legal protection against trade malpractices  C - ability to build customers' confidence  D - ability to maximize profit  E - ability to enhance goodwill  F - ability to ensure expected standards and safety requirements of goods  Out of the above, select the correct combination which is applicable only for customers.	
7. Out of the following, select the institution which is <b>not</b> involved in the consumer protection affairs.  (1) Sri Lanka Standards Institute (2) Telecommunications Regulatory Commission (3) Department of Inland Revenue (4) Measurement Units, Standards and Services Department (5) Consumer Affairs Authority	ent
<ul> <li>8. From the following conditions, select the one that is not applicable to partnership according to section of the Partnership Ordinance 1890.</li> <li>(1) Right to receive an interest on capital equal to bank interest.</li> <li>(2) Equal distribution of profits and losses among partners.</li> <li>(3) Admission of a new partner with the consent of all the partners.</li> <li>(4) The firm should pay the expenses, personally incurred by the partners on behalf of the business.</li> <li>(5) No right to receive a salary for the service rendered by the partners to the business.</li> </ul>	n 24
<ol> <li>From the following, select the answer which contains characteristics of a Public Limited Company (PL (1) Liability is unlimited and listed on the Stock Market.</li> <li>(2) Liability is limited and unlisted on the Stock Market.</li> <li>(3) Minimum number of members is one and the maximum is fifty.</li> <li>(4) Minimum number of directors is one and the maximum is unlimited.</li> <li>(5) Liability is limited and registered on the Stock Market.</li> </ol>	.C).
10. From the following, what could be the reason for <b>not</b> appointing a person as a director of a company (1) Being a shareholder of that company (3) Being a person not bankrupt (4) Holding a directorship of an another company (5) Not giving one's consent (	·? ····)
11. Some of the initial steps in starting a business are given below. Out of them, what is the first step starting a small scale business?  (1) Finding capital (2) Conducting a market survey (3) Making a business idea (4) Finding a business location (5) Registering the business	p in
12. The following table shows some of the factors and examples which influence an entrepreneur to star	
business.    Factors   Examples     A. Individual background factors   1. Hailing from a business family     B. Social factors   2. Self-confidence     C. Entrepreneurial factors   3. Unemployment	
Select the group that matches factors and examples correctly.  (1) A-1, B-2, C-3  (2) A-2, B-1, C-3  (3) A-1, B-3, C-2  (4) A-3, B-2, C-1  (5) A-2, B-3, C-1	)
13. A list of countries and the currencies are given below.	
Country Currency	
A. Italy 1. Won	
B. Australia 2. Dollar C. South Korea 3. Binggit	
C. South Korea 3. Ringgit D. Malaysia 4. Euro	
Select the group that correctly matches country with its currency.	

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

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

[See nave three

(.....)

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

		•
14	<ul> <li>Some of the functions of Central Bank of Sri Lanka are given below.</li> <li>A - Maintaining financial policies</li> <li>B - Managing government debt</li> <li>C - Controlling foreign exchange</li> <li>D - Functioning as the economic advisor of government</li> <li>E - Managing Employees Provident Fund</li> <li>F - Co-ordinating programmes such as micro finance for the regional development</li> <li>From the above functions, select the group which includes the institutional agency functions of Cen of Sri Lanka.</li> <li>(1) A, B, C, D</li> <li>(2) A, B, D, F</li> <li>(3) A, B, E, F</li> <li>(4) B, C, D, E</li> <li>(5) B, C, E, F</li> </ul>	tral Bank
15.	Some of the principles of insurance are given below.  A - Indemnity B - Subrogation C - Contribution D - Utmost good faith  From the above, select the principle which is applicable to life insurance.  (1) A (2) B (3) C (4) D (5) None of them	()
16.	Some of the insurable risks and non-insurable risks are given below.  A - Decay of motor vehicle  B - Voice of a singer  C - Death  D - Aging  E - Employee leaving	
	From the above, select the group which contains only the <b>non</b> -insurable risks.  (1) A, B, C, D  (2) A, B, C, E  (3) A, B, D, E  (4) A, C, D, E  (5) B, C, D, E	()
17.	From the following factors, what is the natural factor that inhibits export and import trade?  (1) Export and import restrictions (2) High tariffs (3) Cultural differences (4) Rigid exchange policies (5) Trade agreements	()
18.	From the following advantages of e-trade, what is the advantage that can be applicable only to a but (1) Acceleration of transactions (2) Expansion of market share (3) Ease of transport (4) Abundance of market information (5) Comparatively low price level of goods	siness?
19.	Some of the managerial level positions of an organization are given below.  A - Supervisor B - Marketing Manager C - Financial Manager D - Chief Executive Officer E - Research and Development Manager G - Human Resource Manager H - Working Director J - Foreman What is the group that includes only the middle management level positions?  (1) A, B, C, F, G (2) A, D, F, H, J (3) B, C, D, E, G (4) B, C, E, F, H (5) B, C, E, G, I	()
20.	Some of the methods that can be used to motivate employees are given below.  A - Housing loans  B - Employee training  C - Decentralization of authority  D - Employee insurance  F - Letter of recognition  G - Awarding scholarships for children  H - Attendance incentives  What is the group which contains the financial methods of motivation?  (1) A, B, C, D, E  (2) A, C, D, F, G  (3) A, D, E, G, H  (4) B, C, E, G, H  (5) B, D, E, G, H	()
21.	From the following, select the function which is <b>not</b> applicable to operations management.  (1) Receiving returned goods (2) Product designing (3) Material purchasing (4) Quality control (5) Research and development	()
	Some of the expenses of a manufacturing organization are given below.  A - Monthly salaries of employees  C - Purchasing raw materials  E - Purchasing empty bottles  G - Piece rate wages of employees  H - Royalty on units of production  Select the group that includes only the variable expenses.  (1) A, B, C, D, E  (2) A, B, F, G, H  (4) C, D, E, F, G  (5) C, D, E, G, H	()
23.	From the following, what is the correct answer which contains variables, specifically in the marketing mix?  (1) Waiter, advertising, allowances  (2) Direct salesmen, discounts, brands  (3) Doctor, automated service process, Wi-Fi  (4) Supervisor, stocks, quality	1
	(5) Transport, packaging, Wi-Fi	()

24.	From the following marketing outcomes A - Increase of satisfaction of owe B - Expansion of products and set C - Abundance of goods and set D - Reduction of income inequalities E - Expansion of knowledge on F - Convenience of purchasing goods (1) A, B, D (2) B, E, F	vners and employees ervices range vices in the market ity market oods and services	E, F (5) D, E, F ()
25.	Which of the following can be cons (1) Working towards the achievement (2) Behaving well at the work place (3) Getting the work done in accord (4) Providing a service in par with (5) Performing the duties according	nt of organizational objectives lance with the service agreem value of salary	ent ()
26.		temporary employee.	firmation of his/her position, is named as a (3) substitute employee.
27.	Following are some of the various of A - Planning and controlling of p C - Accounting system E - Computer aided design Select the group which includes sub-	computerized management info purchases B - Process and D - Employee F - Employee	ormation sub-systems of an organization.  d machinery controlling salary system attendance rations information system.
28.	A criterion which <b>cannot</b> be used to (1) quality of product or service. (3) educational level of the owner. (5) number of employees.	(2) financial perf	
29.	An item which is <b>not</b> included in ar (1) cost of lands and buildings. (3) goodwill. (5) administrative expenses.	(2) initial cost of (4) payments of	f the business.
30.	An item which is <b>not</b> included in a (1) estimated income statement. (3) capital requirements. (5) employee succession plan.	financial plan is (2) loan repayme (4) estimated case	
•	Answer questions 31 to 40 by filling	g in the blanks with suitable	words.
31.	(a) Out of different stakeholders, be	usinesses are interested in .	to ensure their
	existence, while showing interest	in	to obtain infrastructure facilities.
	(b) Core values system of a busines technology is a/an		environmental factor while al factor.
<b>32</b> .	(a) Tax revenue is classified under	•••••	and recurrent expenditure is classified
	under		
			anks and primary dealers when they obtain
			is known as
	as		al Bank only for selected areas are known
33.			asic characteristics of a Partnership and a
	Criteria	Partnership	Private Limited Company (Pvt)
	1. Number of members	2 - 20	
	2. Liability		Limited
	3	As agreed	Shares
	4. Management	Partners	

	The <b>two</b> mandatory conditions that		ome a shareholder of a company are			
(b) '	(b) Two examples for the franchise business in Sri Lanka are					
cust	and	communica	n organization can be considered as ation method, while a letter sent to a and			
(b) 37. (a)	been produced by the exporting count Exporting of goods, after adding values supervision of Customs is known as The main character of motivation is	try is known aslue to the imported goods employees'	within the imported country under the			
	Two types of management controlling and		firm are			
38.Fill	in the following table considering the	e classification of production	methods.			
	Criteria	Job production	Flow production			
	1. Volume of output					
	2	######################################	A single product			
(b) 40. (a) (b) Wh 41. Wri 1. 2. 3. 4.	2					
and	name two institutions offering those	services.	e government for a cut flower business  Institutions			
	1		<del></del>			
	2					
43. Wr		by the government or any ot	ther institutions for the success of small			
1						
3.		4				

ļ	Activity	Agent	Agent fee
	Debt collection of credit sales on behalf of the principal		
a	penly and verbally co-ordinate sales ctivities for highest prices on behalf f the principal		
5. Writ	te the full term of the following a	abbreviations used in international tra	de.
1.	CIF:		
3.			
	Write two Contractual Savings Inst		***************************************
		2	•
(b) S	State two advantages of using e-w	allet	**************************
, ,	-		
'. Write	e four main objectives of forming		,
			•••••••••••••••••••••••••••••••
	e four criteria of information class		
		2	
		4	
. Write	four characteristics of an organiz	zational structure which are illustrated	l with an organization chart.
1	******************************		
2			***************************************
3			*******************************
4	(**************************************	***************************************	
. Follo	wing are commonly used symbols	(signs) in packaging. Write the mea	ning of each of them.
¥.			,
2.			
3.			······································
	•		à,

4329 AL/2015/32/E-II සියලු ම හිමිකම් ඇව්රිණි/(மුழුப் பதிப்புநிமையுடையது/All Rights Reserved] இலங்கைப் பரீட்சைத் திணைக்களம் இலங்கைப் ப**ர்காதி இது இரு இது இரு இரு இது இரு** இது இரை செற்ற சேற்ற சேற்ற சேற்ற சிற்ற சேற்ற சிற்ற சேற்ற சிற்ற சேற்ற சிற்ற சேற்ற சிற்ற சேற்ற சிற்ற சிற் අබනයන පොදු සහතික පතු (උසස් පෙළ) විභාගය, 2015 අගෝස්තු கல்விப் பொதுத் தராதரப் பத்திர (உயர் தர)ப் பரீட்சை, 2015 ஓகஸ்ந் General Certificate of Education (Adv. Level) Examination, August 2015 වාහාපාර අධායයනය II පැය තුනයි ഖഞ്ഞിക്ക് ക്കാഖി II மூன்று மணித்தியாலம் **Business Studies** Three hours **Instructions:** \* Answer five questions selecting at least two questions from each part. Part I 1. (i) Business organizations are a part of the social organization system. (a) All organizations have common characteristics. Briefly describe the common characteristics of a formal business organization. (b) "Businesses are essential for the existence of the society." While defining business, explain this idea. (04 marks) (ii) Internal and external environments affect the success or failure of a business. (a) Name two internal environmental factors of a business and explain how those factors influence the success of the business. (b) Name two macro environmental factors of a business and explain how those factors influence the failure of the business. (04 *marks*) (iii) There are many service providing organizations exist in Sri Lankan business sector. (a) Mention four business supportive services. (b) Briefly describe two services that are exporting from Sri Lanka. (04 marks) (iv) At present, many businesses spend a large amount of money to fulfil social responsibilities. (a) Write four benefits that a business can obtain by fulfilling social responsibilities. (b) Describe with examples, two factors that need to be considered in preparing a code of business ethics. (04 marks) (v) After receiving many customer complaints on the quality of yoghurt, Samantha, an owner of a yoghurt factory, has decided to use the best quality raw materials to improve the quality of the product. Explain whether this decision would help Samantha to improve the quality of the product. (04 marks) (Total 20 marks) 2. (i) (a) Mention four ways that a business can contribute to the economic development of a country. (b) Name two consumer rights and explain the duties that a businessman should fulfil in protecting those rights. (04 marks) (a) State four trade malpractices that are conducted by certain businessmen in Sri Lanka. (b) Describe two actions that government can take to prevent such malpractices. (04 marks) (a) Explain how a partnership differs from a franchise business. (b) Currently, there is an increasing trend towards establishing franchise businesses in Sri Lanka. Describe four advantages available to a franchisee from a franchise business. (04 marks) (a) Sri Lankan government has given high priority to engage in service sector businesses (iv) rather than manufacturing sector. Explain, with examples, the reasons for giving such priority. (b) "Government expects cooperation from the business sector to achieve it's goals and business sector also contributes to achieve such goals in numerous ways." Explain this statement

(v) Government has proposed an import levy on potatoes and onions to protect local farmers.

Explain how this import levy affects local farmers and customers.

citing examples.

¥.,..

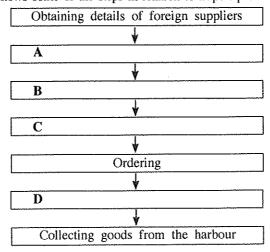
(04 marks)

(04 marks) (Total 20 marks)

- 3. (i) (a) Entrepreneurship is an essential factor for the development of a country. Explain this idea by citing **four** examples.
  - (b) Siripala's father is a successful businessman. Although Siripala possesses some of the entrepreneual skills, father always insists on improving his entrepreneual skills further more. State **four** ways to improve Siripala's entreprenual skills. (04 marks)
  - (ii) If you have Rs. two million, do you spend this money to buy a land or do you invest in the Share Market? Explain your decision, comparing both options. (04 marks)
  - (iii) (a) Explain **four** reasons as to why people are more interested in starting small scale businesses rather than starting large scale businesses.
    - (b) Mention **four** strategies that can be used to attract customers by a small scale retailer who has faced a severe competition. (04 marks)
  - (iv) (a) Even though date, amount of cash (in words and figures) and the signature of a cash cheque have been correctly written, bank teller refused to pay cash over the bank counter.

    Write four possible reasons for refusing the payment.
    - (b) Commercial banks provide a range of services to businesses. Briefly describe **four** such services. (04 marks)
  - (v) (a) "A co-operative rural bank does not differ from a commercial bank." Do you agree with this statement? Give reasons for your answer.
    - (b) Currently, financial companies are rapidly growing in Sri Lanka. Give **four** reasons for such rapid growth of financial companies. (04 marks)

      (Total 20 marks)
- 4. (i) (a) Explain **two** problems the insured faces for each, when claiming compensations for life insurance and motor vehicle insurance.
  - (b) Chandrasiri is a professional instrumentalist and a vocalist. Often, he travels by his own vehicle to participate in local musical shows. Also he participates in overseas shows. Name four potential risks that Chandrasiri could face and mention insurance policies that he can obtain to cover such risks. (04 marks)
  - (ii) Explain the various changes that could take place in the business sector due to the development of highway network. (04 marks)
  - (iii) (a) Write **four** basic factors that should be considered when a manager delivers a lecture for his staff.
    - (b) Mention **four** disturbances that could influence the effectiveness of electronic communication between two persons. (04 *marks*)
  - (iv) State **two** reasons for each, 'for' and 'against' with regard to elimination of wholesaler from the distribution channel. (04 marks)
  - (v) (a) Following chart shows some of the steps in relation to import process of Agro-chemical products.



State the steps of the above process for A, B, C and D on your answer script.

(b) Write **four** facilities that can be used to make the settlement of credit card transactions easier. (04 marks)

(Total 20 marks)

## Part II

- 5. (i) Provide an example for each of the following roles of a manager.
  - (a) Leader
  - (b) Information disseminator
  - (c) Entrepreneur

(d) Resource allocator

(04 marks)

(ii) "Leadership is essential for the success of an organization." Explain this idea.

(04 marks)

(iii) Draw a chart showing the production process for a selected bakery product providing examples for each step of that process.

(04 marks)

- (iv) (a) Write four factors that you could use to convince the importance of break even analysis when delivering a lecture for small traders.
  - (b) "Without standards no implementation of successful controlling process." Justify this statement taking into account the controlling process. (04 marks)
- (v) Number of products at break even point is 4000 units. Variable cost per unit is Rs. 10.

(a) Calculate the total fixed cost, if the selling price of a unit is Rs. 15.

(b) Calculate the total units that have to be sold to earn a profit of Rs. 10000.

(04 marks)

(Total 20 marks)

- 6. (i) (a) Every market segment may not be effective. Describe the requirements for an effective market segmentation.
  - (b) Nimal is operating a commuter transport service using five normal buses. What can you suggest, as additional facilities, that Nimal could add to his transport service, in order to enhance customer satisfaction further?

(04 marks)

- (ii) (a) Describe what primary package and secondary package are.
  - (b) Explain briefly two advantages that a businessman can gain from packaging.

(04 marks)

- (iii) (a) Mention four main objectives of financial management.
  - (b) Briefly describe what is meant by financial decisions and investment decisions.

(04 marks)

- (iv) Yasapala is planning to start a venture for grinding, packeting and distributing chillies and spices. Give **two** examples for each of his long-term and short-term financial requirements. (04 marks)
- (v) (a) Describe what is meant by 'capitalization of reserves'.
  - (b) Mention four actions that a manufacturing firm can use to minimize environmental pollution.

(Total 20 marks)

7. (i) Describe with examples, four components of financial system of a country.

(04 marks)

(04 marks)

- (ii) (a) Name four parties involved in Colombo Share Market.
  - (b) What advantages can a buyer obtain by purchasing treasury bills?

(04 *marks*)

- (iii) Kamal and Sarath faced an interview for a post of Sales Agent. Kamal is educated only upto grade 8. Although, Sarath has passed his A/L examination, at the interview Kamal was selected for the post. Explain **four** reasons that affected to select Kamal. (04 marks)
- (iv) Complete the following table, which is based on two Human Resource Management functions, by indicating an item for each relevant place. (For your answer, use a similar table as given below.)

Functions	Performan	ce evaluation	Training and Developme	
Parties	Advantages	Disadvantages	Advantages	Disadvantages
To organization				
To employees				

(04 marks)

(v) Write **four** advantages that an organization can obtain by maintaining sound employer-employee relationships. (04 marks)

(Total 20 marks)

- 8. (i) (a) Explain four ways as to how knowledge economy is useful for the businesses.
  - (b) "Information is more useful than data." Explain this statement by comparing data and information.

    (04 marks)

(ii) The following chart shows the nature of the use of information systems. (Write only the answers for ①, ②, ③, ④, ⑤, ⑥, ⑦ and ⑧ places in your answer script.)

Organizational Level	Information Systems	Required for	Examples
Operational	①	Routine activities	2
Knowledge	Office Automation	3	4
<u>(3)</u>	Management	Planning and Control	6
Strategic	<b>7</b>	8	Investment Appraisal

(04 marks)

- (iii) (a) Write **four** items of information that have to be considered for 'competition analysis' of a marketing plan.
  - (b) Write four examples for cash inflows in a cash-flow statement.

(04 marks)

- (iv) (a) Describe the difference between 'system software' and 'application software'.
  - (b) Describe 'bus network' and 'star network'.

(04 marks)

- (v) (a) Show the method of calculating net sales of an estimated income statement.
  - (b) State four main cost items that require funds for daily operations of a business.

(04 marks)

(Total 20 marks)