සියලු ම හිමිකම් ඇවිරිණි / முழுப் பதிப்புரிமையுடையது / All Rights Reserved]

ලි ලංකා විභාග දෙපාර්තමේත්තුව ලි ලංකා විභාග දෙපාර්තමේත්තුව යි ලංකා විභාග දෙපාර්තමේත්තුව ලි ලංකා විභාග දෙපාර්තමේත්තුව இலங்கைப் பழிட்சைத் නිකාශාස්යනෑග් இலங்கைப் பழி**න්ත විභාග දෙපාර්තමේත්තුව විභාගාස්යනෑග් මුහේගයට ප**ழීட்சைத் නිකාශාස්යනෑග් Department of Examinations, Sri Lanka Department **ලිනාස්තන්සා, Stiff හිත විණාදාන් කණ්ඩායන්ග**ත්ත, Sri Lanka Department of Examinations, Sri Lanka ලී ලංකා විභාග දෙපාර්තමේත්තුව ඉහසියනසට පළමු නිහානාස්යනෑග් ඉහසියන**ට පළමු සිටියන්ගේ විභාගාස්යන්ගේ පාර්තමේ**ත්තුව ලී ලංකා විභාග වෙතර්තමේත්තුව මුහසියන් පාර්තමේත්තුව ලී ලංකා විභාගාස්යන්ගේ සිටියන් සි

අධානයන පොදු සහතික පතු (උසස් පෙළ) විභාගය, 2017 අගෝස්තු கல்விப் பொதுத் தராதரப் பத்திர (உயர் தர)ப் பரீட்சை, 2017 ஓகஸ்ற் General Certificate of Education (Adv. Level) Examination, August 2017

ව්යාපාර අධ්යයනය I வணிகக் கல்வி **Business Studies**



පැය දෙකයි இரண்டு மணித்தியாலம் Two hours

Instructions:

- * Answer all the questions on this question paper itself.
- * Write your Index Number clearly 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.

T J	MT.									٠				
Index	NO.	:	 ٠.	٠	٠.	٠	٠	٠	٠	•	٠	٠	•	•

(F	or Examiner's U	se Only	
For pa	iper I		Signature	Code No.
Q. Nos.	Marks	1st Examiner		
01 - 30		2nd Examiner		·
31 - 50	<u></u>	Addl. Chief		
IL		Chief		
TOTAL		E.M.F.		

- 1. Following are some of the characteristics of human needs and wants.
 - A Unlimited
- B Ability to create
- C Varied
- D Essential for survival
- E Limited
- F Common

Out of the above, select the group that contains only the characteristics pertaining to human wants.

- (2) A, B, C
- (3) A, C, E
- (4) B, D, E
- (5) B, D, F
- 2. X column of the following table shows some of the interested parties relating to the media field and Y column shows some of the reasons for their interests on it.

X	Y
A. Reporters B. General public C. Government D. Trade unions of media professionals E. Administrators of media institutions	 To ensure the rights of media professionals To collect information To manage information To become aware through information To formulate policies on information

Select the group that matches interested parties and reasons for their interests correctly.

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

- 3. Following are some of the trends of environmental factors relating to a business.
 - A Increase in price level of the economy
 - B Increase in employer-employee conflicts
 - C Increase in competition
 - D Decrease in employee turnover
 - E Decrease in retained earnings
 - F Increase in power of consumer societies
 - G Decrease in raw material wastage
 - H Increase in elderly population

Out of the above, which group contains only the trends in internal environmental factors?

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

- (5) C, F, G, H

4. X column of the following table shows the different types of business institutions and Y column shows a list of institutions where they should be registered.

X	Y
A. Share brokering companies	1. Department of Co-operative Development
B. Insurance companies	2. Central Bank of Sri Lanka
C. Licensed banks	3. Securities and Exchange Commission of Sri Lanka
D. Co-operative rural banks	4. Insurance Board of Sri Lanka
	<u> </u>

Select the	e g	group	that	correctly	matches	the	type	of	business	institution	and	its	registering	institution
------------	-----	-------	------	-----------	---------	-----	------	----	----------	-------------	-----	-----	-------------	-------------

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

5. When a customer asked for a kind of canned food from a businessman by a specific brand name, he gave a canned food of a different brand name. Since the ingredients of the product had not been mentioned on the label, the customer inquired it from the businessman but he ignored the request. As per this incident, the number of consumer rights have been violated are

- (2) 3.
- (4) 5.
- (5) 6.

- 6. Some of the characteristics associated with business organizations are given below.
 - A Able to issue debentures
 - B Unlimited liability
 - C No legal personality
 - D Compulsory business registration
 - E Independent decision making
 - F Compulsory publicization of financial statements

Out of the above, select the group that contains characteristics relevant to sole proprietorships.

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

- 7. Some of the statements relating to partnerships are given below.
 - A Having a written agreement among the partners is an essential.
 - B Registration under the Business Names Ordinance is an essential.
 - C There is no legal personality.
 - D Partnership agreement determines the maximum number of partners.
 - E Liability of partners is unlimited.

Out of the above, correct statement/s relating to partnerships is/are

(1) C only.

(2) C and E only.

(3) C, D, and E only.

- (4) A, B, C, and E only.
- (5) A, B, C, D, and E all.

- 8. A characteristic **not** related to a public limited company is
 - (1) not having a maximum ceiling on number of shareholders.
 - (2) not having a maximum ceiling on number of directors.
 - (3) mandatory listing on Stock Exchange.
 - (4) need to test the solvency before declaring dividends.
 - (5) ability to issue shares publicly.

 (\dots)

- 9. Select the most correct statement from the following.
 - (1) Enterprenur is a businessman.
- (2) Enterprenur is a manager.
- (3) Enterprenur is a professional.
- (4) Enterprenur is an analyst.
- (5) Enterprenur is an opportunity seeker.
- (.....)
- 10. From the following, the type of financial institution that cannot accept deposits is
 - (1) Unit trusts.

- (2) Licensed finance companies.
- (3) Licensed specialized banks.
- (4) Regional development banks.
- (5) Licensed commercial banks.

(....)

					C. Control Dec	.ie o.:
11.	Fron Lank	n the following, how many typ	es of institution come	inder the direct sup	ervision of Central Bai	nk of Sti
	2,24171	A - Licensed commercial I	oanks B - Li	censed specialized l	oanks	
		C - Licensed finance comp		o-operative rural bar	ıks	
		E - Thrifts & credits co-o	perative societies			
	(1)	1 (2) 2	(3) 3	(4) 4	(5) 5	()
12.	Follo	owing are certain components	of an electronic credit	card.		
		A - Logo of credit card as				
		C - Magnetic tape	1	me of the card ow	rner	
		E - Hotline number G - Signature tape	r - EX	piry date	•	
	Out	of the above, which group co	ntains only the compos	nents appearing on	the face of an electron	nic credit
	card	?				
	(1)	A, B, E, F (2) A, B, D, H	(3) B, C, E, G	(4) C, E, F, G	(5) D, E, F, G	()
13.	Som	e of the risks associated with	motor vehicles are giv	en below.		
		A - Decay	B - Ac			
		C - Thefting		cline in market valuated to the control of the cont		-
	Out	E - Loss arising from sale of the above, which group co		•		
			(3) A, E, F			()
1.4		n the following, select the cor				
14.		Any risk can be insured.	rect statement related t	o msurance.		
	(2)	Tenant has a right to insure the			•	
		When a property is insured in		ompanies, damage o	occurred to the propert	y can be
		claimed separately from each of Employer can insure his emplo	= =			
		Indemnity principle is applicab	-	,		. ()
15.	Fron	n the following, which is the	correct statement relate	d to transportation	system?	
15,		Bus station is an element of t		a to tamoporation		
		Railway is an element of mod			er e	
		Aircraft is an element of power				
		Ship is an element of route of Port is an element of mode of		•	•	()
17				functions		
10.	FOII	owing are some of the tasks r A - Division of labour	erating to management B - Er	runcuons. vironmental analysi	s	
		C - Co-ordination		tablishment of obje		
		E - Identification of tasks	F - De	partmentalization		
	O-4	G - Communication		alariant to function	of organizing?	
		of the above, which group co A, B, C, F (2) A, B, D, G				()
17.	Хс	olumn of the following table	shows some of the or	erations activities	and Y column shows	some of
		operations management function				
		X			Y	
		A. Determining labour require	ements for manufacturi		in management	
		B. Stock controls	dulas	2. Production		
		C. Preparing production sche D. Development of suppliers	uuies	3. Production4. Production		
		Distribution of suppliers				ŀ

Select the group that correctly matches operations activities and operations management functions.

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

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

18. X column of the following table shows marketing mix from marketer's perspective and Y column shows marketing mix from consumer's perspective.

X	Y
A. Product	1. Convenience
B. Price	2. Communication
C. Promotion	3. Consumer solution (Needs and Wants)
D. Place (Distribution)	4. Cost

Select t	he	group	that	correctly	matches	the	marketing	mix	from	marketer's	perspective	and	consumer's
perspect	ive.												

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

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

(.....

- 19. Some of the financial management decisions are given below.
 - A Short-term investment
- B Accrued expenses
- C Appropriation of dividends
- D Debt capital

E - Capital reserves

F - Equity capital

Out of the above, which group contains only the capital structure decision?

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

· (....

20. Currently, there are 80 machine operators in a manufacturing firm and a direct correlation exists between volume of production and number of machine operators. Firm has decided to increase the production by 25% in upcoming year. 16 machine operators have submitted their resignation letters and 04 machine operators will retire next year. 05 machine operators will be promoted to supervisor grade. If the recruitment policy of the firm is 40% of the employee requirement is recruited from the external, how many machine operators should be recruited from internal?

- (1) 13
- (2) 18
- (3) 20
- (4) 21
- (5) 27
- (.....)

- 21. From the following, select the correct statement.
 - (1) Remote controller is a firmware.
- (2) Central Processing Unit (CPU) is a liveware.

(3) Monitor is a software.

(4) System operator is a hardware.

(5) Website is a data.

- (.....)
- 22. A party that is **not** involved in 'Letter of Credit' used in import process is
 - (1) importer.
- (2) exporter.
- (3) importer's bank.

- (4) exporter's bank.
- (5) insurance company.

(.....)

(.....)

- 23. Criterion for classifying quantitative and qualitative information is
 - (1) source.

- (2) levels of management.
- (3) probability.

(4) nature.

(5) time.

(3) probability

- 24. 'Job description' is a list containing
 - (1) tasks, duties, responsibilities and employment conditions of a job.
 - (2) qualifications, responsibilities, tasks and information of a job.
 - (3) qualifications, responsibilities, duties and tasks of a job.
 - (4) tasks, employee attributes, duties and qualifications of a job.

- (....)
- 25. An institution prepares its corporate plan based on divisional plans for the period 2018-2020 by a committee consisting of employees of each level.

What is the number of planning principles contained in this statement?

(5) duties, experiences, employment conditions and responsibilities of a job.

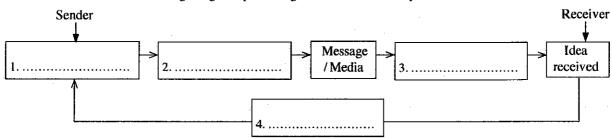
- (1) 1.
- **(2)** 2.
- (3) 3.
- (4) 4.
- (5) 5.
- (....)
- 26. The statement that contains marketing activities that best describes the 'relationship marketing concept' is
 - (1) ensuring long-term satisfaction and trust of customers.
 - (2) satisfying the long-term needs of the society.(3) conducting transactions using social networks.
 - (4) selling goods and services to end customers.
 - (5) use of sales promotion to meet market competition.

(.....)

27.	(1) (2) (3) (4)	lect the statement which correctly indicates the testing method that is used for employee selection and its jective. Intelligent test is used to test the various mental abilities. Background test is used to test the ability to face the situation. Medical test is used to test the special professional skills. Practical test is used to test the educational qualifications. Aptitude test is used to test the hand writings. ()
28.	(1) (2) (3) (4)	obtaining capital requirements. assessing business feasibility and providing guidance for its operation. providing awareness about business for different parties. selecting an appropriate location for the business. obtaining government incentives. ()
29.	(1) (2) (3) (4)	what instance is, the note dishonour 'inquire drawer' placed on a cheque? An instance where drawer has stopped the payments An instance where drawer has insolvent An instance where written errors exist in the cheque An instance where cash is insufficient in the account An instance where there is a 'Garnishee' order (Court order) ()
30.	(1) (2) (3) (4)	e proximate reason to analyse the demographic environment by marketing managers is to study the needs and wants of consumers. identify the variations of consumer behaviour. identify the size and growth of market segments. forecast the business cycle. identify the political changes. ()
•	An	swer questions 31 to 40, by filling in the blanks with suitable words.
31.	(a)	Demand for goods and services is created based on the
		into an effective demand through
	(b)	Businesses contribute for
32.	(a)	Implementing good things often evaluating business activities as good and bad is called business
	(b)	While the taxes on tobacco and liquor are collected by
33.	(a)	The prime objectives of an international trade agreement are to create a
	(b)	While discounts encourage the expediting of payments, discounts encourage purchasing large volume of goods.
34.	(a)	Stocks of any listed company on the Colombo Stock Exchange are eligible to be included in the S&P SL20 index only if they meet the criteria of financial viability,
	(b)	In raising funds, lease allows lessee to use the property without transferring the ownership and lease allows lessee to use the property transferring risks and returns.

True / False

35. Fill in the blanks in following diagram pertaining to communication process.



- 36. (a) Based on the way that the authority is vested, organization can be classified as
 - (b) Managers should primarily possess skills in preparing corporate plans and they should possess skills in preparing final accounts.
- 37. State whether following equations are true or false.

Equation

4. Interest Coverage Ratio = Profit before interest and tax ÷ Interest

1.	Break Even Point	= Fixed cost ÷ Contribution	
2.	Contribution	= Selling price per unit ÷ Variable cost per unit	
3.	Quick ratio	= Total assets ÷ Current liabilities	

- For questions 41 to 50, write the specific answers in the space provided.
- 41. Write the relevant system certification (field) of following standards.

4. ISO 26000

1. ISO 9001 : 2015	••••
--------------------	------

- 2. ISO 14001 : 2015
- 3. ISO 22000 : 2005

...,.....

42.	State four types of non-financial incentives offered by the government to small businesses in Sri Lanka.
	1
	2
	3
	4
43.	Mention four ways that e-trade takes place.
	1
	2
	3
	4
44.	Write four requirements that should be met to ensure the effectiveness of market segmentation.
	1
	2
	3.
	4
45.	State four direct financial sources available for a business.
	1
	2,
	3
	4
46.	Name four types of securities that transact in Colombo Stock Exchange.
	1
	2
	3
	4
47.	Mention four criteria that can be used to evaluate the successfulness of human resource management in a firm.
	I
	2
	3
	4

AL/2017/32/E-I	- 8 -	·
48. Name computer networks that r	epresent in following illustrations.	
I.		
2.		
3.		
4.		
	data processing technology can be classified.	
3.	2	
	be concentrated on when conducting a feasile	

3.

2.

த் ஒடை சிலம் අදහර්තමේත්තුව දී ලංකා විභාග අදහර්තමේත්තුව දී ලංකා විභාග දෙහර්තමේත්තුව දී ලංකා විභාග අදහර්තමේත්තුව දී ලංකා විභාග අදහර්තමේත්තුව ඉහළ අදහර්තමේත්තුව දී ලංකා විභාග අදහර්තමේත්තුව දී ලංකා විභා

අධානයන පොදු සහනික පතු (උසස් පෙළ) විභාගය, 2017 අගෝස්තු கல்விப் பொதுத் தராதரப் பத்திர (உயர் தர)ப் பரீட்சை, 2017 ஓகஸ்ற் General Certificate of Education (Adv. Level) Examination, August 2017

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පැය තුනයි மூன்று மணித்தியாலம் Three hours

Instructions:

* Answer five questions selecting at least two questions from each part.

Part I

- 1. (i) (a) List four objectives of a business.
 - (b) "Products are not only limited to goods and services." Name **four** types of products that could **not** be considered as goods and services. (04 *marks*)
 - (ii) (a) According to the classification of consumer goods, state the classification separately 'furniture' and 'glossary' are fitting into.
 - (b) Explain with reasons, why two goods indicated in (ii) (a) above are fitting into the classification that you have mentioned. (04 marks)
 - (iii) (a) Mention **two** reasons for gradual increase of contribution from tourism industry to Gross Domestic Product in Sri Lanka over the past few years.
 - (b) Briefly explain two facts that motivate people to fulfil their needs through public sector, over private sector although both sectors are competitively engage in certain fields of business.
 (04 marks)
 - (iv) Name an industry each for increasing aging population in Sri Lanka to become an opportunity and a threat, and give reasons. (04 marks)
 - (v) Explain **two** ways each for how the increase of competition in a certain industry having an impact on product and price decisions of a business firm operating in the same industry. (04 marks) (Total 20 marks)
- 2. (i) (a) State four strategies that a government can use to attract the foreign investment.
 - (b) Ensuring consumer protection is an objective of a government. If you are engaged in the production of bottled drinking water, briefly explain **two** ways that you can contribute to fulfil this objective as a businessman. (04 marks)
 - (ii) (a) Write **two** differences between income tax and value added tax (VAT) by comparing each other.
 - (b) Mention **two** ways that increasing of bank loan interest rate affects a businessman who is engaged in real estate business. (04 marks)
 - (iii) "Among the public sector business institutions, government-owned public companies are more appropriate than public corporations in facing business competition". Briefly describe two facts to justify this statement. (04 marks)
 - (iv) (a) State two issues that can be identified in Sri Lankan 'co-operative movement' according to the way in which it operates.
 - (b) Write four facts that should be considered by a franchiser when selecting a franchisee. (04 marks)
 - (v) Without a written agreement, Sanath and Piyal expect to start a partnership by investing Rs. 100 000 each, to sell pharmaceutical products under the name of 'XY & Company'. Based on the information given, mention four basic legal enactments applicable to proposed partnership and briefly describe how they are applicable.

 (04 marks)

(Total 20 marks)

- 3. (i) "Entrepreneurs are vital for the development of a country than businessmen." Explain this statement by comparing entrepreneur and businessman. (04 marks)
 - (ii) Amal had an intention to become an entrepreneur, from his childhood. However, as he was not financially sound, commenced a business with a limited capital to produce ornamental items using semi-precious stones. At present, business is progressing well. Describe with reasons two entrepreneurial attributes as per this case.

 (04 marks)
 - (iii) (a) Mention two objectives a drawer expects to fulfil through crossing a cheque.
 - (b) Write two differences between Employees Provident Fund and Employees Trust Fund. (04 marks)
 - (iv) According to the annual report of Central bank of Sri Lanka (2016), usage of credit cards is around 6% of total population of the country.
 - (a) State two reasons for low rate of usage of credit cards in Sri Lanka.
 - (b) State four strategies that a banker can follow to increase the usage of credit cards.

(04 marks)

- (v) (a) Write **two** ways that the relaxation of foreign exchange policy of a country affects the businesses that are engaged in foreign trade of the country.
 - (b) Explain **two** ways that the supervision of commercial banks and other financial institutions by Central Bank of Sri Lanka affects the customers favourably. (04 marks)

(Total 20 marks)

- (i) (a) Piyasiri obtained a life insurance policy for his adopted child, Wasantha. But, Wasantha died at the age of 26 from a disease he had since his childhood. Based on the principles of insurance, briefly explain two issues that Piyasiri may encounter when claiming the life insurance of Wasantha.
 - (b) Describe what 'public liability insurance' is with an example.

(04 marks)

- (ii) (a) Mention four facts an organization should consider when selecting a communication media.
 - (b) State **two** advantages that a businessman can gain by using Global Positioning System (GPS) when transporting goods. (04 marks)
- (iii) Mention four reasons that influence the prevalence of traditional reatiling shops (boutiques) though super market system is popular in the retailing sector. (04 marks)
- (iv) (a) "Wholesaler is an essential party in the process of distributing goods." Mention two facts for each, for and against on this idea.

(04 marks)

- (v) (a) List the steps in which the e-trade may happen.
 - (b) Write two differences between e-business and e-commerce.

(b) What is meant by 'Generalized System of Preference +' (GSP +)?

(04 *marks*)

(Total 20 marks)

Part II

- 5. (i) (a) Peter Drucker has viewed management as 'Doing the right things in the right way'. Mention two management elements included in this idea.
 - (b) Name **four** sub-roles of decision making role of a manager, as described by Henry Mintzberg. (04 marks)
 - (ii) (a) Mention two facts that determine the span of control.
 - (b) Mention **two** facts that is reflected in a pyramid shaped organizational structure in a firm. (04 marks)
 - (iii) Briefly describe four basic characteristics of objectives of a business firm.

(04 marks)

- (iv) (a) What are the steps of rational decision making process?
 - (b) Mention two elements to be included in a mission statement.

(04 marks)

- (v) (a) Write four practical issues that can be seen in the planning process.
 - (b) "Top managers of an organization should possess conceptual skills more than other levels of management". Briefly explain two facts for, this idea.

(04 marks) (Total 20 marks) 6. (i) Briefly describe four possible weaknesses in organizing.

- (04 marks)
- (ii) Naming four sources, that a manager gets power other than ligitimate power and describe any two of them. (04 marks)
- (iii) (a) Write two similarities between democratic leadership style and laissez-faire leadership style.
 - (b) Write four methods that an organization can use to motivate the floor-level employees. (04 marks)
- (iv) (a) Mention two advantages and two disadvantages of informal communication of an organization.
 - (b) Write **two** types of information that is communicated from top management to lower management and **two** types of information from lower management to top management of an organizational hierarchy. (04 marks)
- (v) Kamal, a building contractor, realized that there was a huge wastage of building materials in previous projects and also found that they could not be completed on time. Mention two controlling methods for each that Kamal should follow to minimize the wastages of materials and complete the projects on time in future.
 (04 marks)

(Total 20 marks)

7. (i) Out of five levels of a product, describe any four by taking mobile phones as an example.

(04 marks)

- (ii) (a) Mention four tests (areas) that can be used to check the suitability of a package when designing it.
 - (b) List four conditions that should be satisfied for an effective exchange.

(04 marks)

- (iii) (a) State most appropriate production methods in manufacturing 'pen' and 'opticles' and give reasons.
 - (b) Write **four** facts to be considered in designing a production layout in a manufacturing firm. (04 marks)
- (iv) During the past few years, there was a gradual decline of operational income of an organization.

 Mention four strategies that the organization can use to increase the operational income. (04 marks)
- (v) Name **two** sources of external funds available for a public limited company and mention **two** advantages and **two** disadvantages of such sources. (04 marks)

(Total 20 marks)

- 8. (i) State **two** advantages and **two** disadvantages for a firm in recruiting clerks by calling applications through Internet. (04 marks)
 - (ii) Five months earlier, Nimali joined the ABC firm as a management assistant, subject to six months of probationary period. Since management is not happy with her quality of work, mention **four** decisions that the management can take about Nimali. (04 marks)
 - (iii) (a) State four security methods that a business can use to protect the information system.
 - (b) Write two differences by comparing data and information.

(04 marks)

- (iv) Name **two** management functions at operational level that the transaction processing system (TPS) can be used and state **two** transactional processing systems for each function. (04 marks)
- (v) (a) Mention two reasons as to why a business plan is important.
 - (b) State four needs of preparing an operational plan as a part of a business plan.

(04 marks)

(Total 20 marks)

