

Second Term Evaluation - 2025

Grade

13

විෂයය
Subject

Business Studies II (32EII)

කාලය
Time

03 hours

නම
பெயர்
Name

- ✓ Answer 05 questions selecting at least 02 questions from each of the part I and II.
- ✓ Each question carries 20 marks.

01) Isuru is a small tea plantation owner in the Kotagala area, and his wife owns a tea factory with 200 employees. Her tea factory produces high-quality tea, but Isuru and his wife said that there are many weaknesses and threats to their businesses.

- (I) Under the 04 criteria used for classification of businesses, list the types of business that Isuru's business and his wife's business fall into. (04 marks)
- (II) Explain the weaknesses and threats of Isuru's and his wife's businesses separately. (04 marks)
- (III) A. Propose 02 business ethics that should be included in a code of ethics prepared for tea factory owners. (02 marks)
B. Explain 02 factors that should be considered by above 02 businessmen in order to ensure socio-cultural sustainability. (02 marks)
- (IV) A. List 02 strategies that can be followed by this tea factory in order to increase sales. (02 marks)
B. Suppose that the main product of the above-mentioned tea factory is offered to the foreign market. List 02 advantages gained by entering into the foreign market. (02 marks)
- (V) A. State 02 economic objectives that the Sri Lankan government hopes to achieve by providing necessary facilities to run this kind of businesses. (02 marks)
B. List 02 ways in which businesses can contribute to achieve the desired economic objectives of the government. (02 marks)

- 2) (I) Shalitha had worked in Japan and recently returned to Sri Lanka. He has no intention of going abroad again and wishes to start his own business.
- A. Name & explain 04 factors to be considered by Shalitha in selecting a suitable type of business organization. (02 marks)
- B. Write 04 inherent characteristics of a company limited by guarantee. (02 marks)
- (II) Some of dairy farmers in Hambanthota have discussed about starting a cooperative society to achieve the common goals of getting a higher price and a good market for their products and avoiding exploitations by middlemen.
- A. How many minimum and maximum members can join with this cooperative society? What are the documents that should be submitted for the registration of a cooperative society? (02 marks)
- B. Mention the cooperative policies that guide the members of this cooperative society. (02 marks)
- (III) A. One of the most important factors in the development of entrepreneurial skills is the "opportunity". Introduce what an opportunity is and briefly explain the characteristics that should be included in an opportunity. (02 marks)
- B. Taking risks is a basic characteristic that can be seen in an entrepreneur. Mention 04 challenges faced by an entrepreneur engaged in entrepreneurship. (02 marks)
- (IV) Some of the reasons that lead to failure of small and medium scale businesses are personal. Name and describe 04 such reasons. (04 marks)
- (V) Entrepreneurs often face business risks. But many entrepreneurs start their businesses in small scale. Explain the relationship between small businesses & entrepreneurship. (04 marks)
- 3) (I) A. Businessmen maintain current accounts to make their business activities more efficient. Why is it more important for a businessman to maintain a current account than a savings account? Explain with 02 reasons. (02 marks)
- B. State 04 characteristics that money should possess in order to be commonly accepted in transactions. (02 marks)
- (II) A. According to the CBSL Act No. 16 of 2023, write the main objective of the Central Bank of Sri Lanka. (02 marks)
- B. Mention 04 functions of the Central Bank of Sri Lanka. (02 marks)
- (III) It seems that financial institutions in Sri Lanka have taken various measures to popularize credit card transactions in the country.
- A. Name 04 credit card brands which are popular in the world. (02 marks)
- B. Write 02 advantages gained by those approved merchants through credit card transactions. (02 marks)
- (IV) Amal's motor vehicle has met with an accident and the damage has been estimated at Rs.100000. Even though the market value of this vehicle was Rs.2000000, it had been insured for Rs.1800000 only.
- Can the total loss of the vehicle be recovered from both insurance companies? Give reasons for your answer. (04 marks)
- (V) A. Mention 04 functions of the Insurance Board of Sri Lanka (Insurance Regulatory Commission). (02 marks)
- B. What are the non-insurable risks? (02 marks)

- 4) (I) A. Explain 02 reasons why the desired response to the relevant message is not received in verbal communication. (02 marks)
 B. Write 04 new trends in the communication industry in Sri Lanka. (02 marks)
- (II) It is beneficial to have an efficient and comfortable transportation system in a country and it also reduces the disparities in regional development. Therefore, transportation can be considered as a social need.
 A. State 02 ways in which transportation is useful for businessmen and consumers. (02 marks)
 B. State 04 legal factors affecting highway transportation. (02 marks)
- (III) Warehousing is the process of storing or preserving goods from the time they are purchased or manufactured until they are sold, used or distributed.
 A. State 04 factors to be considered when locating a warehouse. (02 marks)
 B. Illustrate the process of warehousing. (02 marks)
- (IV) Describe the procedure of electronic trade and mention 04 social benefits of electronic trade. (04 marks)
- (V) Supermarkets are increasingly being established in urban areas of Sri Lanka. Mention 04 benefits of supermarkets to consumers. (04 marks)

Paper II

- 5) Management is necessary for the achievement of the goals and objectives of individuals as well as organizations.
- (I) A. Explain how management affects the accomplishment of goals and objectives of organizations. (02 marks)
 B. According to Henry Mintzberg, mention 02 sub-roles under the informational role of a manager and give examples of the functions of those sub roles. (02 marks)
- (II) A. Top managers determine the future direction and are responsible for the entire organization. Accordingly, mention 04 functions assigned to the top managers of a firm. (02 marks)
 B. Which management skill is most important for top managers? Give reasons. (02 marks)
- (III) A. What are the criteria used to select the best alternative in the decision-making process? (02 marks)
 B. Write 04 essential characteristics of business objective. (02 marks)
- (IV) Explain 04 problems & limitations emerged in planning. (04 marks)
- (V) A. What are the bases on which departmentalization can be performed? (02 marks)
 B. The management of "Tharu Tex" which is a garment manufacturing company intends to motivate its employees. List 04 motivational methods that can be implemented to motivate employees by this company. (02 marks)
- 6) (I) The process followed to ensure that the desired objectives and standards of an organization are actually achieved is called control.
 A. What is the importance of the controlling process for an organization? (02 marks)
 B. Write the steps of the controlling process. (02 marks)
- (II) Explain the impact of successful operational management activities carried out by businessmen on the economic development of a country. (04 marks)
- (III) What are the factors to be considered when preparing a production plan? (04 marks)
- (IV) i. Some manufacturers produce several products of one type at a time.
 ii. Some manufacturers produce the same product in large quantities continuously.
 A. Name the two production methods used by manufacturers in the above two cases.
 B. Mention two favorable characteristics of each of the production methods you named above. (04 marks)

- (V) A manufacturing company should decide on its production method and then prepare a suitable layout plan for it. What factors should be considered before preparing such a layout plan? (04 marks)
- 7) Marketing is beneficial not only to businessmen but also to consumers.
- (I) A. Explain in 02 ways how marketing is beneficial to consumers. (02 marks)
 B. Explain the importance of marketing mix in succeeding marketing management. (02 marks)
- (II) Explain 04 factors to be considered when deciding on a distribution channel by a businessman who runs a business that manufactures products using imported raw materials. (04 marks)
- (III) A. Imagine that a person who is looking to rent out his business premises has decided to advertise on the Internet instead of publishing an advertisement in a newspaper. Mention 02 advantages of his decision. (02 marks)
 B. State 04 bases of market segmentation. (02 marks)
- (IV) A. Apart from providing protection to the product, describe 02 other benefits that packaging provides to manufacturers. (02 marks)
 B. State two ways in which public relations helps in increasing the sales of a business. (02 marks)
- (V) A. Explain with 02 factors how “place” (distribution) is important as a variable in the marketing mix. (02 marks)
 B. Describe 02 benefits that consumers can enjoy through “direct marketing” activities of businesses. (02 marks)
- 8) (I) A. Describe the consumers’ value hierarchy in relation to a certain product. (02 marks)
 B. Holistic approach is best suited to a competitive business environment. What are the 04 main components of the Holistic marketing concept? (02 marks)
- (II) A. What is meant by the “Quality” of a product? (02 marks)
 B. What are the types of costs included in the ordering cost of stocks? (02 marks)
- (III) A. Mention long term investment decisions which belong to financial management. (02 marks)
 B. What are the expected sources of cash receipts and cash payments included in a cash budget? (02 marks)
- (IV) Briefly describe the factors to be considered in fulfilling financial requirements of a firm. (04 marks)
- (V) A. What are the factors to be considered by businesses when investing funds in current and non-current assets? (02 marks)
 B. Write the advantages and limitations of Internal sources of funds of a firm. (02 marks)