

ANSWER KEY

SECOND TERMINAL EXAMINATION DECEMBER,2011

GENERAL FOUNDATION COURSE- SECOND YEAR

1. Lack of market knowledge, lack of technical skill, lack of motivation, legal constraints (4 points) (2)
2. Problem-solving steps. (3)
3. Risk due to fall in demand-competition, production risk-power cut, risk due to calamities-accident, financial risk-lack of collateral securities. (2)
4. Communication skill, foresight, ability to direct and control, self-confidence, creative thinking. (2)
5. 1. Esteem needs. 2. Safety needs. 3. Physiological needs. 4. Self-actualization needs. (4)
6. Motivation. (1)
7. Conception of an idea. (1)
8. Goal, Behaviour (1)
9. Consult subordinates before taking decisions (1)
10. District Industrial Centre(DIC) (1)
11.
 1. Desk Research- is a process of collecting and utilizing information available from magazines, reports and other publications.
 2. Project Report- Which provides all the necessary information of a unit.
 3. Innovation – means introducing something new in the economy.
 4. McClelland's Acquired need theory –Need for affiliation, need for power, need for achievement. (4)
12. Quantifiable – Industrial Devpt., power generation Non-Quantifiable- Public health, defence, education. Sectoral - Social service, industry, mining, transport. (4)
13. ESOP- Employees stock option programme, SWOT –Strength weakness Opportunity Threat, ESI- Employees State Insurance, MSME- Micro Small Medium Enterprise. (4)
14. A. Project life cycle. B. Normalization Phase C. The production of products and services for which the project is established. (4)
15. Conception of an idea, Business promotion, Preliminary evaluation of the business idea, Factors influencing the selection of the business idea, Guidelines to succeed in the market, Sources of business ideas, Project (5)
16. Traditional, Human-relations, Bargaining, Competition, Incentive method of Motivations (5)
17. Sender-message-Encoding-Channel-receiver-Decoding (5)
18. Contents of a project report (5)
19. A. True, B- False(Hyderabad), C- True, D-False(Social), E-False(Central Govt.) (5)
20. Unemployment- Types, causes, Remedies (10 points) (5)
21. Importance and working of Kudumbasree (2)
22. Importance of VHSE education (4 points with explanation) (4)
23. Fair and friendly dealings, conscious about customer needs, patience and politeness, compromising and co-operating, public support (points with explanation) (4)
24. Project Appraisal aspects – Economic, Technical , Financial, Managerial, commercial and Marketing Aspects (with explanation) (6)

TOTAL MARKS ----

80