

V.H.S.E. IInd Year	MANAGEMENT SCORING INDICATORS	MAX: SCORE	80
1.	Range		1
2.	Simple		1
3.	Percentiles		1
4.	Delinquency		1
5.	Goodwill All others are those activities not included in sales promotion	1 1	2
6.	Graphs All others are major functional parts of statistical table	1 1	2
7.	Median All others are methods of studying dispersion	1 1	2
8.	a. Three dimensions diagram – volume diagram – spheres b. Market follower strategy – adaptor – cloner c. Arithmetic mean – simple – weighted d. Cartograms – statistical map –geographical basis e. Inventory control – standardization - simplifications	$\frac{1}{2} \times 10$	5
9.	Preference share Brief explanation about preference share	1 2	3
10.	1. Consumer taste and their attitudes 2. Adjust business activities to attain maximum satisfaction of the consumers 3. Collection of timely information from producers 4. Adjust production to suit the requirements of consumers	1 1 1 1	4
11.	Brief explanation of perpetual inventory system		4

12.	Explanation of any four sales promotion methods		4								
13.	Explain, Routing, Scheduling, Dispatching		4								
14.	Short description regarding working capital Any two sources to raise short term finance	2 2	4								
15.	Wrong $\sum x = 20000$ Correct $\sum x = 20035$ Correct $\bar{x} = 200.35$	1½ 1½ 1	4								
16.	Preparation of suitable bar diagram		5								
17.	Formula for median Median class = 20 – 30 Median = 26	1 2 ½ 2½	6								
18.	Formula for Q_1 Formula for Q_3 Formula for co-efficient Q.D $Q_1 = 15$ $Q_3 = 40$ $Q.D = 0.455$	1 1 1 1 1 1	6								
19.	Calculation – material 55.56% - Labour 25% - Over head 19.44% Preparation of pie chart	1 1 1 3	6								
20.	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">City - A</td> <td style="width: 50%;">City - B</td> </tr> <tr> <td>$\bar{x} = 20$</td> <td>$\bar{x} = 15$</td> </tr> <tr> <td>S.D. = 2.45</td> <td>S.D. = 3.69</td> </tr> <tr> <td>C.V. – 12.25</td> <td>C.V. – 24.6</td> </tr> </table> Prices in city A is more stable	City - A	City - B	$\bar{x} = 20$	$\bar{x} = 15$	S.D. = 2.45	S.D. = 3.69	C.V. – 12.25	C.V. – 24.6	2 2 2 1	7
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21.	Brief explanation of any four scope of marketing Brief explanation of any four objectives of marketing	4 4	8								