

Model Question Paper-1

II PUC- Business Studies

Max Marks: 100

Time: 3 Hrs. & 15minutes

Instructions to candidates:

1. Write the serial number of questions properly as given in the question paper while answering.
2. Write the correct and complete answers.

Section - A

I. Answer any ten of following questions in a word or a sentence each. While answering Multiple Choice Questions, write the serial number/alphabet of the correct choice and write the answer corresponding to it. Each question carries one mark:

10x1=10

1. Management is - - - - - . (A)
(a) an art (b) a science
(c) both art and science (d) neither
2. Who is known as the Father of General Management? (K)
3. Give the meaning of 'Rule'. (U)
4. A network of social relationship that arise spontaneously due to interaction at work is called- - - - - (A)
(a) Formal Organization (b) Informal Organization
(c) Decentralization (d) Delegation
5. State any one internal source of recruitment. (K)
6. Grapevine is - - - - - (A)
(a) Formal Communication (b) Barrier to Communication
(c) Lateral Communication (d) Informal Communication
7. What is 'Standard'? (K)
8. Give the meaning of Capital Structure? (U)

9. The settlement cycle in NSE is- - - - - (A)
(a) T+5 (b) T+3 (c) T+2 (d) T+1
10. State any one Marketing Philosophy. (K)
11. State any one regulation which provides legal protection to the consumers. (K)
12. Who is an 'Entrepreneur'? (K)

Section- B

II. Answer any ten of the following questions in two or three sentences each.

Each question carries 2 marks:

10x2=20

13. Define Management. (U)
14. What is Scalar Chain? (U)
15. Give the meaning of Business Environment. (K)
16. State any two features of Planning. (K)
17. Differentiate between Delegation and Decentralization by taking any two factors as basis. (A)
18. What do you understand by Supervision? (U)
19. What is Budgetary Control? (U)
20. State the twin objectives of Financial Planning. (K)
21. How do you describe Marketing Mix? (U)
22. Write any two Rights of Consumers. (K)
23. State any two characteristics of Entrepreneurship. (K)
24. Expand KASH as explained in the context of Entrepreneurship. (K)

Section – C

III. Answer any seven of the following questions in 10-12 sentences each. Each question carries 4 marks: 7x4=28

25. Explain F.W.Taylor's Scientific Management Principles. (K)
26. Explain any four points to explain how important the understanding of Business Environment is for the managers. (U)
27. Explain any four limitations of Planning. (U)
28. Explain any four important tests used for the selection of employees. (U)
29. Explain briefly the steps involved in Controlling Process. (A)
30. Explain any four factors affecting Working Capital Requirements of a business. (U)
31. Briefly explain any four differences between Capital Market and Money Market. (A)
32. Explain any four factors that affect the fixation of price of a product. (U)
33. Explain any two advantages and any two limitations of Advertising. (A)
34. State any four responsibilities of consumers while purchasing, using and consuming goods and services. (K)

Section – D

IV. Answer any four of the following questions in 20-25 sentences each. Each question carries 8 marks: 4x8=32

35. Explain the characteristics of Management. (K)
36. What is Organizing? Explain its importance. (U)
37. Explain the four methods of On-the-Job and any four methods of Off-the-Job Training. (U)
38. Suggest the suitable measures to improve communication effectiveness. (A)

39. Explain the steps involved in the Screen based Trading and Settlement Procedure of Securities. (A)
40. Explain any eight functions of Marketing. (K)

Section – E (Practical Oriented Questions)

V. Answer any two of the following questions: 2x5=10

41. Assuming that you are the manager of an organization, draw the neat diagram of different Levels of Management to specify that authority-responsibility relationships create different levels of management. (S)
42. Draw the neat diagram of Maslow's Need Hierarchy. (S)
43. As an exploited consumer, write a complaint letter to your nearest District Consumer Forum claiming reasonable redressal. (S)

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