



**JAIN COLLEGE, JAYANAGAR**  
**II PUC Mock Paper - 2**  
**Subject : Business Studies (27)**

Duration: 3 hrs 15 minutes

Max. Marks: 100

**Section - A**

**I. Answer all the following questions. Each carries One mark: 10 × 1 = 10**

1. Give one example for top level management position.
2. Who is known as 'Father of Modern Management'?
3. State any one type of Plan.
4. Give the meaning of departmentalization.
5. What is promotion?
6. Mention any one element of directing
7. What do you mean by controlling?
8. What do you mean by financial decision?
9. What is price?
10. State any one remedy available under consumer protection Act.

**Section - B**

**II. Answer any Ten questions. Each carries Two marks: 10 × 2 = 20**

11. Define Management.
12. What do you mean by principle of division of work?
13. What do you mean by strategy?
14. Define delegation.
15. What is centralization of authority
16. What is group interview?
17. Define direction.
18. State any two corrective action when there is derivation.
19. Give the meaning dividend decision.
20. What do you mean by personnel selling?
21. Give the meaning grading.
22. Name any two person who can file the complain the redressal agencies.

**Section - C**

**III. Answer any Six of the following questions. Each carries Five marks: 6 × 5 = 30**

23. Define scientific management state any three objective of scientific management.
24. Explain the importance of decentralization.
25. Write the different methods of off-the job training.
26. Explain briefly the importance supervision.
27. What do you mean by standard in controlling? State the requirement of good standard.
28. Briefly the explain the importance of financial planning.
29. Briefly explain the role of financial Management.
30. Write any 5 difference between advertisement and salesmanship.
31. State the responsibilities of consumers.

**Section D**

**IV. Answer any Three of the following questions. Each question carries Ten marks: 3 × 10 = 30**

32. Explain the role of Management.
33. Explain the advantages and disadvantages of planning.
34. Explain the source of recruitment.
35. What is stock exchange? Explain the function of stock exchange.
36. Explain briefly the methods of sales promotion.

**Section E (Practical Oriented question)**

**V. Answer any Two of the following questions. Each question carries Five marks: 2 × 5 = 10**

37. State any ten Fayots Principles of management.
38. Draw a neat diagram of Marlow's hierarchy of needs.
39. As an advertiser, what essentials do you expect in a good advertisement copy?