



**II PUC MOCK PAPER – 1  
BUSINESS STUDIES**

**SECTION A**

**Answer all the following questions in a sentence or a word. Each question carries one mark 10x1=10**

1. Is management a science or an art or both?
2. When is gang plank used?
3. Give an example for rule.
4. What do you mean by formal organization?
5. Give the meaning of orientation.
6. State any one element of direction.
7. How is variation ascertained in controlling?
8. What is dematerialization of securities?
9. State any one feature of personal selling.
10. When was Consumer Protection Act enacted?

**SECTION B**

**Answer any 10 questions in two or three sentences. Each question carries two marks 10x2=20**

11. What is management?
12. Differentiate between authority and responsibility.
13. What is planning premises?
14. Define organizing.
15. What is divisional structure of an organization?
16. Give the meaning of job rotation.
17. Give the meaning of semantic barriers of communication.
18. State any two steps in controlling process.
19. What is financial planning?
20. State any two elements of marketing mix.
21. What do you mean by packaging?
22. List any two importance of consumer protection. 2



**SECTION C**

**Answer any 6 questions in 15 to 20 sentences. Each question carries five marks**

**6x5=30**

23. Briefly explain any five features of management
24. Explain any five features of principles of management.
25. Explain the importance of decentralization.
26. What is off the job training? Explain the different methods of off the job training.
27. Explain briefly the styles of leadership.
28. Explain the importance of controlling.
29. Explain any five money market instruments.
30. Briefly explain any five sales promotion methods.
31. State the features of National Commission.

**SECTION D**

**Answer any 3 questions in 20 to 30 sentences. Each question carries ten marks**

**3x10=30**

32. "Management is both an art and science" – Justify.
33. Explain the importance and limitations of planning.
34. "Selection is the process of elimination " – Justify this statement by explaining different steps in selection process.
35. Describe the different objectives of financial management.
36. Briefly explain the marketing functions.

**SECTION E**

**(Practical Oriented Questions)**

**Answer any 2 questions. Each question carries five marks**

**2x5=10**

37. Draw a neat diagram of levels of management.
38. Assuming that you are the HR manager of a firm, state any ten sources you would look into while recruiting employees.
39. As an advertiser, what essentials do you expect in a good advertisement copy?