



JAIN COLLEGE

463/465, 18th Main Road, SS Royal, 80 Feet Road, Rajarajeshwari Nagar,
Bangalore - 560 098

Date:

SUBJECT: BUSINESS STUDIES

II PUC

MOCK PAPER 1- JAN- 2019

Timings Allowed: 3Hrs 15Minutes

Total Marks: 100

Section A

- I. Answer any ten of the following questions, each carries one marks. (10×1=10)
1. Give one example of top level management.
 2. What is objective of method study according to Taylor?
 3. Liberalization means
 - a. Integration among economies
 - b. Reduced government control and restrictions
 - c. Policy of planned disinvestment
 - d. None of the above.
 4. What is planning?
 5. What is authority?
 6. What is training?
 7. Need hierarchy theory of motivation was proposed by_____.
 8. What is ratio analysis?
 9. The settlement cycle in NSE is _____.
 10. What is brand?
 11. Who is consumer?
 12. Expand N-Pow

Section –B

- II. Answer any ten of the following questions in a two sentences, each carries two marks. (10×2=20)
13. Expand PODSCORD.
 14. Give meaning of mental revolution.
 15. Give meaning of globalization.
 16. Give meaning of organizing.
 17. State two demerits of external source of recruitment.
 18. What is supervision?
 19. What is responsibility accounting?
 20. What is financial leverage?
 21. What is marketing mix?
 22. Write any two responsibilities of consumer.
 23. State any two characteristics of entrepreneurship.
 24. Expand KASH as explained in the context of entrepreneurship.

Section-C

- III. Answer any seven of the following questions, each carries four marks. (7×4=28)
25. Explain F.W.Taylor's scientific management principles.
 26. Explain any four features of business environment.
 27. Explain any four types of plans.
 28. Explain any four methods of on-the-job training.
 29. Explain briefly controlling process.
 30. Explain any four factors affecting fixed capital requirement of an organization.
 31. Distinguish between primary market and secondary market.
 32. Discuss briefly any four difference between selling and marketing.
 33. Explain importance of packaging.
 34. State any four responsibility of consumer while purchasing, using and consuming goods and services.

Section –D

IV. Answer any four of the following questions, each carries eight marks. (4×8=32)

35. Explain functions of management.

36. What is organizing? Explain its importance.

37. Explain stages in staffing process?

38. Suggest the suitable measures to improve communication effectiveness.

39. What is stock exchange? Explain function of stock exchange.

40. What is pricing? Explain factors affecting price determination.

Section –E

V. Answer any two of the following, each carries five marks. (2×5=10)

41. As manager, list out any ten Fayol's principle of management which you would like to adopt in your business organization.

42. Draw neat diagram of Maslow's need hierarchy.

43. As an exploited consumer, write complaint letter to nearest district consumer forum claiming reasonable redressal.



