

# VIKAAS PU COLLEGE

ANSWER KEY-2<sup>ND</sup> PUC BUSINESS STUDIES-2019

## SECTION-A

(10×1=10)

- 1.CO-OPERATING .
2. F.W TAYLOR IS KNOWN AS THE FATHER OF SCIENTIFIC MANAGEMENT.
- 3.RULRS ARE THE PRINCIPLES FOR CARRYING OUT THE ACTIVITIES IN A SYSTEMATIC MANNER.
- 4.INFORMAL ORGANISATION .
- 5.PROMOTION OR TRANSFER IS ONE INTERNAL SOURCE OF RECRUITMENT .
- 6.INFOSYS .
- 7.CONTROLLING IS THE PROCESS OF ENSURING THAT ACTUAL ACTIVITIES CONFORM TO PLANED ACTIVITIES.
- 8.MONEY REQUIRED FOR CARRING OUT BUSINESS ACTIVITIES IS CALLED BUSINES FINANCE .
- 9.COMPLEMENT EACH OTHER .
- 10.PUBLICITY IS SIMILAR TO ADVERTISING IN THE SENCE THAT IT IS A NON-PERSONAL FORM OF COMMUNICATION .
- 11.CONSUMER CAN FILE A COMPLAINT IN CONSUMER COURT .
- 12.A PERSON WHO SET UP HIS BUSINESS IS CALLED ENTREPRENUR.

## SECTION -B

(10×2=20)

- 13.TWO ORGANISATIONAL OBJECTIVES OF BUSINESS
  - a)SURVIVAL
  - b)PROFIT
- 14.GANG PLANK IS A SHORTER ROUTE IN A SCALAR CHAIN WHICH ALLOWS EMPLOYEES AT THE SAME LEVEL TO COMMUNICATE WITH EACH OTHER DIRCTLY . IT SHOULD BE ONLY IN THE CASE OF EMMERGENCY .
- 15.THE NEW SET OF ECONOMIC REFORMS AIMED AT GIVING GREATER ROLE TO THE PRIVATE SECTOR IN NATION BUILDING PROCESS AND REDUCED ROLE TO THE PUBLIC SECTOR.
- 16.TWO FEATURES OF PLANNING
  - a) PLANNING IS PERVASIVE

**b) PLANNING IS CONTINUOUS**

**17.FORMAL ORGANISATION REFERS TO THE ORGANISATION STRUCTURE WHICH IS DESIGNED BY THE MANAGEMENT TO ACCOMPLISH A PARTICULAR TASK.**

**18.ACCORDING TO GLUECK LEADERSHIP IS A SET OF INTERPERSONAL BEHAVIOURS DESIGNED TO INFLUENCE THE EMPLOYEES TO COOPERATE IN THE ACHIEVEMENT OF OBJECTIVES .**

**19.TWO TRADITIONAL TECHNIQUES OF MANAGEMENT CONTROL**

**a) STATISTICAL REPORT**

**b) PERSONAL OBSERVATION**

**20.TWO TYPES OF FINANCIAL DECISION**

**a)FINANCING DECISION**

**b)WORKING CAPITAL DECISION**

**21.MARKETING IS A PROCESS WHERE BY PEOPLE EXCHANGE GOODS AND SERVICES FOR MONEY OR FOR SOMETHING OF VALUE TO THEM**

**22.TWO RIGHTS OF CONSUMERS**

**a)RIGHT TO SAFETY**

**b)RIGHT TO BE INFORMED**

**23.TWO CHARACTERISTICS OF ENTREPRENEURSHIP**

**a)INNOVATION**

**b)RISK TAKING**

**24.K=KNOWLEDGE A=ATTITUDE S=SKILLS H=HABITS**

#### **SECTION-C**

**(7×4=28)**

**25.FOUR NATURE OF PRINCIPLES OF MANAGEMENT**

**a)UNIVERSAL APPLICABILITY**

**b)GENERAL GUIDELINES**

**c)FLEXIBLE**

**d)CONTINGENT**

**26.FOUR DIMENSIONS OF BUSINESS ENVIRONMENT**

**a)ECONOMIC ENVIRONMENT**

**b)SOCIAL ENVIRONMENT**

**c)TECHNOLOGICAL ENVIRONMENT**

**d)POLITICAL ENVIRONMENT**

**27.IMPORTANCE OF PLANNING**

- a)PLANNING PROVIDES DIRECTION
- b)PLANNING REDUCES THE RISK OF UNCERTANITIES
- c) PLANNING PROVIDES INNOVATIVE IDEAS
- d)PLANNING FACILITATES DECISION MAKING

**28.FOUR METHODS OF ON THE JOB TRAINING**

- a)APPRENTICESHIP PROGRAMMES
- b)COACHING
- c)INTERSHIP TRAINING
- d)JOB ROTATION

**29.THE LIMITATIONS OF CONTROLLING**

- a)DEFICULTY IN SETTING QUANTITATIVE STANDARD
- b)LITTLE CONTROL ON EXTERNAL FORCES
- c)RESSIATANCE FROM EMPLOYES
- d)COSTLY AFFAIRS

**30.FOUR FACTORS AFFECTING FINANCIAL DECISION**

- a)COST
- b)RISK
- c)FLOATATION COSTS
- d)CASH FLOW POSITION OF THE COMPANY

**31.DIFFERENCE BETWEEN CAPITAL MARKET AND MONEY MARKET**

(REFER TEXT PAGE NO 273 TO 274)

**32.FOUR CHARACTERISTICS OF INDUSTRIAL PRODUCT**

- a)NUMBER OF BUYERS
- b)CHANNEL LEVELS
- c)GEOGRAPHIC CONCENTRATION
- d)DERIVED DEMAND

**33.THE ELEMENTS OF MARKETING MIX**

- a)PRODUCT
- b)PRICE

c) PROMOTION

d) PLACE

**34. FOUR CONSUMER RESPONSIBILITIES**

a) BE AWARE ABOUT VARIOUS GOODS AND SERVICES AVAILABLE IN THE MARKET SO THE INTELLIGENT AND WISE CHOICE CAN BE MADE

b) BUY ONLY STANDARDISED GOODS AS THEY PROVIDE QUALITY ASSURANCE. THUS, LOOK FOR ISI MARKON ELECTRICAL GOODS, FPO MARKS ON FOOD PRODUCTS.

c) ASSERT YOURSELF TO ENSURE THAT YOU WILL GET A FAIR DEAL

d) BE HONEST IN YOUR DEALING. CHOOSE ONLY FROM LEGAL GOODS AND SERVICES.

**SECTION-D**

**(4×8=32)**

**35. MANAGEMENT AS AN ART**

a) EXISTING THEORETICAL KNOWLEDGE

b) PERSONALISED APPLICATION

c) BASED ON PRACTICE AND CREATIVITY

**MANAGEMENT AS A SCIENCE**

a) SYSTEMATISED BODY OF KNOWLEDGE

b) PRINCIPLES BASED ON EXPERIMENTATION

c) UNIVERSAL VALIDITY

**36. ORGANISING IS DEFINED AS A PROCESS THAT INITIATES IMPLEMENTATION OF PLANS BY CLARIFYING JOBS AND WORK RELATIONSHIPS AND EFFECTIVELY DEVELOPING RESOURCES FOR ATTAINMENT OF A IDENTIFIED AND DESIRED RESULTS**

**IMPORTANCE**

a) BENEFITS OF SPECIALISATION

b) CLARITY IN WORKING RELATIONSHIPS

c) OPTIMUM UTILISATION OF RESOURCES

d) ADAPTATION TO THE CHANGE

e) EFFECTIVE ADMINISTRATION

f) DEVELOPMENT OF PERSONNEL

g) EXPANSION AND GROWTH

### **37.EXTERNAL SOURCE OF RECRUITMENT**

#### **a)DIRECT INTERVIEW**

**b)CASUAL CALLERS**

**c)ADVERTISEMENT**

**d)EMPLOYMENT EXCHANGES**

**e)PLACEMENT AGENCIES**

**f)CAMPUS RECRUITMENT**

**g)LABOUR CONTRACTORS**

**h)TELECASTING**

### **38.QUALITIES OF A GOOD LEADER**

#### **a)PHYSICAL FEATURES**

**b)KNOWLEDGE**

**c)INTEGRITY**

**d)INITIATIVE**

**e)COMUNICATION SKILLS**

**f)MOTIVATION SKILLS**

**g)SOCIAL SKILLS**

**h)SELF CONFIDENCE**

### **39.STOCK EXCHANGE IS A INSTITUTION WHICH PROVIDE PLAT FORM FOR BUYING AND SELLING OF EXISTING SECURITIES**

#### **a)PROVIDING LOQUIDITY AND MARKETABILITY TO EXISTING SECURITIES**

**b)PRICEING OF SECURITIES**

**c)SAFETY OF TRANSACTION**

**d)CONTRIBUTE TO ECONOMIC GROWTH**

**e)SPREADING OF EQUITY CULT**

**f)PROVIDING SCOPE FOR SPECULATION**

### **40.IMPOTANCE OF PERSONNEL SELLING TO COUSTOMERS**

**a)HELP IN IDENTIFYING NEEDS**

**b)LATEST MARKET INFORMATION**

**c)EXPERT ADVICE**

**d)INDUCES CUSTOMERS**

**IMPORTANCE TO SOCIETY**

**a)CONVERTS LATEST DEMAND**

**b)EMPLOYMENT OPPORTUNITIES**

**c)CAREER OPPORTUNITIES**

**d)PRODUCT STANDARDISATION**

**SECTION-E**

**(2×5=10)**

**41.CHAPTER .1 NATURE AND SIGNIFICANCE OF MANAGEMENT**

**(REFER TEXT PAGE NO 19 )**

**42.CHAPTER .5 ORGANISATION**

**(REFER TEXT PAGE NO 122)**

**43.CHAPTER.9 FINANCIAL MANAGEMENT**

**(REFER TEXT PAGE NO 253 TO 256 )**