



SRI BHAGAWAN MAHAVEER JAIN COLLEGE

Vishweshwarapuram, Begaluru.

Mock Question Paper 2 – January 2020

Course: II year PUC

Subject: Business Studies

Max. Marks: 100

Duration: 3.15hrs

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 the following questions in a word or sentence each. While answering multiple choice questions. Write the serial number of the correct choice and write the answer corresponding to it. Each question carries 1 mark. (10x1= 10)

- 1) Policy formulation is the function of
 - a. Top level Management
 - b. Middle level management
 - c. Operational level management
 - d. All the above
- 2) State the number of principles of management Propounded by Henry Fayol.
- 3) What is Privatisation?
- 4) Which of the following is an example for single use plan?
 - a. Policy
 - b. Budget
 - c. Procedure
 - d. Method
- 5) When can one say that an organization is centralized?
- 6) Name one internal source of recruitment.
- 7) The Software company promoted by Narayana Murthy
 - a. Wipro
 - b. Infosys
 - c. Satyam
 - d. HCL
- 8) What is meant by controlling?
- 9) How do you calculate Net working capital?
- 10) Expand SEBI.
- 11) State any marketing Philosophy or concept.
- 12) Name any one consumer organization/ NGO engaged in Protecting and Promoting consumers interest.

Section B

II. Answer any TEN of the following questions in 2 or 3 sentences. Each question carries 2 marks. (10x2=20)

- 13) Define Management.
- 14) What is Scalar chain?
- 15) What is Gang Plank?
- 16) What is Procedure?
- 17) Give the meaning of formal Organisation.
- 18) What is the meaning of Orientation?
- 19) State any two elements of communication.
- 20) What is managerial control?
- 21) Give the meaning of dividend decisions.
- 22) What are commercial bills?
- 23) State any two distinguishing features of advertising.
- 24) State any two reasons to emphasis the importance of consumer protection from the point of view of business.

Section C

III. Answer any SEVEN of the following questions in 10 to 12 sentences. Each question carries 4 marks:

(7x4=28)

- 25) Discuss the significance of principles of management by explaining any four points.
- 26) Discuss the impact of Government Policy changes on business environment.
- 27) Explain four types of Plan.
- 28) Explain off the job methods of training.
- 29) Explain four traditional techniques of management control.
- 30) Explain four factors affecting dividend decisions.
- 31) Explain four factors affecting the fixed capital requirement of an organisation
- 32) Explain any four functions performed by public relation department of an Organisation.
- 33) Discuss briefly any four differences between selling and marketing.
- 34) Sate any four responsibilities of consumer.

Section D

IV. Answer any FOUR of the following questions in 20 to 22 sentences. Each question carries 8 marks:

(4x8=32)

- 35) Explain the functions of Management.
- 36) Differentiate between formal and informal organisation.
- 37) Explain the internal sources of recruitment and merits of internal sources of recruitment.
- 38) Suggest the suitable measures to improve communication effectiveness.
- 39) Explain any four money market instruments.
- 40) Explain the advantages and limitations of advertising.

Section D

(PRACTICAL ORIENTED QUESTIONS)

V. Answer any TWO of the following questions.

(2X5=10)

- 41) As a manager, what logical steps you follow in planning process before executing a project.
- 42) Draw the neat diagram of Maslow's Need Hierarchy.
- 43) As a marketing manager, suggest any five sales promotion activities to boost up the sales.
