

RRV GIRLS HIGHER SECONDARY SCHOOL, KILIMANOOR
SECOND YEAR HIGHER SECONDARY PRE MODEL EXAM- 2023

BUSINESS STUDIES

Time: 2^{1/2} Hours

Cool-off Time -15 Minutes

Maximum Scores: 80

Instructions:

- The first 15 minutes is the cool – off time.
 - You may use this time to read the questions and plan the answers.
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I Answer all questions from 1-7. Each carries 1 score. (1x7=7)

1. _____ is the negative process in staffing.
 - a) Recruitment
 - b) Selection
 - c) Interview
 - d) Orientation
2. Which of the following denotes 'one best way to perform a task?'
 - a) Time study
 - b) Motion study
 - c) Fatigue study
 - d) Method study
3. Which is not a Right under Consumer Protection Act?
 - a) Right to Seek Redressal
 - b) Right to be Heard
 - c) Right to Safety
 - d) Right to Property
4. A brand or part of a brand that is given legal Protection is called _____.
 - a) Trade Mark
 - b) Brand name
 - c) Grading
 - d) Brand Mark

5. _____ environment is beyond the control of the organisation.
6. _____ refers to the mix of owner's fund and borrowed fund.
7. 'Competition should be replaced by co-operation'. It is a principle of _____.

II Answer any 4 of the following questions from 8-12. Each carries 2 scores. (4x2=8)

8. Write any two examples of each for financial and non- financial incentives.
9. State the objectives of financial management.
10. What are the industrial products? Write any two examples.
11. Briefly explain any two rights enjoyed by a consumer as per Consumer Protection Act, 1986.
12. Star Ltd decided that 'all employees should join the work at 9 am'.
 - a) Identify the type of plan.
 - b) Briefly explain.

III Answer any 4 of the following from 13 to 17. Each carries 3 scores. (4x3=12)

13. List any two steps in the process of selection.
14. Explain the nature of principles of management.
15. Briefly explain the term 'financial planning'.
16. Describe the importance of Consumer Protection from the view point of consumer.
17. Mention any 3 factors affecting price determination.

IV Answer any 3 of the following from 18 – 22. Each carries 4 scores. (3x4=12)

18. Differentiate between delegation and decentralisation.
19. List out the steps in the process of controlling.
20. Write a short note on the following.
 - a) Economic environment
 - b) Legal environment
21. Explain the various levels of management.
22. What do you mean by co- ordination? Explain its importance in an organisation.

V Answer any 5 of the following from 23-29. Each carries 5 scores. (5x5=25)

23. Differences between marketing and selling.
24. Ravi Ltd having an organizational structure which is intentionally created with well-defined jobs.
 - a) Identify the type of organisation.
 - b) State its features.
25. Explain the dimensions of Business Environment.
26. Prepare a pyramidal diagram showing Maslow's Need Hierarchy Theory.
27. 'It is a decision regarding the distribution of profit to share holders'. Identify the decision and explain the factors affecting such decision.
28. Explain any 3 advantages and two limitations of 'Controlling'.
29. It is a network of personal and social relations among employees without any conscious purpose. Explain the concept referred to here.

VI Answer any 2 of the following from 30 -32. Each carries 8 scores. (2x8=16)

30. Money spent on advertising is wasteful. Do you agree? Give reasons for your answer.
31. Explain the following principles of management.
 - a) Unity of Command
 - b) Unity of Direction
 - c) Scalar Chain
 - d) Order
32. Explain any 4 commonly used external sources of recruitment.