

SECOND YEAR HIGHER SECONDARY EXAMINATION MODEL QUESTION PAPER

Score 80 Marks

Time :2.5 hrs

Cool of time: 15 mnts

BUSINESS STUDIES

I. Answer any 8 questions from 1-10

(1*8=8)

1. Identify the technique of scientific management in the following statement.
“The study which determines the amount and frequency if rest intervals in completing a task”.
2. Thinking for future output is known as
3. Name the test used to measure one’s potential for learning a new skill.
4. List out any two off the job training methods.
5. Management appreciated and rewarded an employees’ excellent performance. Maslow’s which need is satisfied here?
6. Financial leverage is also known as
7. Registered brand mark is known as
8. Name the apex authority to seek redressel for a consumer in India under the Consumer Protection Act.
9. The excess of current assets over current liabilities is
10. DK stores made a declaration of their new showroom opening in the newspaper at a cost of Rs 500. Identify the technique of sales promotion referred here.

II. Answer any 5 questions from 11-16

(2*5= 10)

11. Explain profit sharing as a monetary incentive.
12. Name any two tests used in the selection process.
13. Authority is one of the elements of delegation. Identify the other two elements.
14. Explain with an example “strategy” as a type of plans.
15. What do you mean by “management by exception”.
16. List any two importance of business environment.

III. Answer any 5 questions from 17-22

(3*5=15)

17. Differentiate between training and development (Any 3 differences)
18. What are the functions of supervisor
19. Name any three channels of distribution.
20. List three objectives of financial management

21. Mrs .Ritu is appointed as the head of Marketing department of a leading textile company
- Identify the level of management to which she belongs.
 - State any two functions of this level
22. What do you mean by vestibule training?

IV. Answer any 4 questions from 23-27

(4*4=16)

23. Briefly explain any four dimensions of business environment
24. Explain the steps involved in controlling process.
25. Match the following

| | A | B |
|---|-----------------------------|---------------|
| a | Well defined body knowledge | Art |
| b | Essence of Management | Profession |
| c | Management in action | Co-ordination |
| d | Perfection through practice | Directing |

26. What are the difference between Advertisement and Publicity?
27. Even though consumers is regarded as the king of the market every often his rights are not protected. Comment this statement with your justification.

V. Answer any 3 questions from 28-31

(5*3=15)

28. Explain planning process.
29. Differentiate between formal organisation and informal organisation
30. Explain any five external sources of recruitment
31. With the help of a diagram explain the elements of communication.

VI. Answer any 2 questions from 32-34

(8*2=16)

32. Describe the factors that affect the capital structure of a company.
33. Explain any eight principles of management given by Henry Fayol.
34. K J Company has launched a new product in the market. As a marketing manager suggest sales promotion techniques which KJ company can adopt to increase the sales of new product.

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