

PLUS TWO BUSINESS STUDIES

Max Mark 80.

Duration 2.30 hours

Answer any eight questions. Each Question carries 1 Mark

1. _____ is known as the silent salesman.
2. Which test is conducted to check the knowledge of job?
3. -----is the essence of management
4. ---is the proportion of owners fund and borrowed fund
5. Long term investment decision are also called-----
6. Planning assumptions are called _____
7. Informal communication is also called-----
9. The apex authority under consumer Protection Act 1986.
10. Brand name when registered and legalised becomes _____

Answer any Question 5 questions Each question carries 2 Marks.

11. What is Management by Exception.
12. List out 4 Ps of marketing.
13. Write any two importance of planning.
14. What are the external source of recruitment?
15. What is esprit de corps ?
16. Difference between transfer and promotion.

Answer any 5 Questions. Each question carries 3 marks.

17. Management as an art .Are you agree? Why?
18. List out any three functions of lower level management
19. Explain the elements of delegation of authority.
20. Distinguish between Unity of command and Unit of Direction.
21. What are the elements of communication.
22. What are rights of a consumer?

Answer any 4 Question. Each question carries 4 Marks.

23. Match the following.
- | | |
|-------------|--------------------------------|
| a)Objective | Selection of a candidate |
| b)Rule | Profit increase upto 25% |
| c)Policy | smoking prohibited during work |
| d)Procedure | Promotion based on merit. |

24. Explain Controlling Procedure.

25. Scientific management refers to the application of science to management practices. Describe its principles briefly.

26. In a class room discussion Rahul argued that formal and informal organisations are one and same.

- a) Do you agree with his argument ?
 - b) Give any 3 points to justify your answer
- 27.what are the different communication network

Answer any 3 Question .Each question carries 5 Marks.

- 28.Explain Maslow's Need Hierarchy Theory with the help of a diagram
- 29.List out any five difference between formal communication and informal communication
- 30. Draw a diagram showing Functional Formanship. Explain this techniques briefly.
- 31.Explain any five sales promotion Technique

Answer any 2 Question.Each Question carries 8 Marks.

- 32.What are the factors affecting the requirements of fixed capital
- 33.Explain the different methods of training.
- 34.Explain any eight marketing functions.

Cluster RPs

Dr. Rupesh Mervin M, GVHSS NADAKKAVU, KKD
Smija, Sevamandir HSS, Ramanattukara, KKD

Prepared by

- 1.Sobha.V.M.GFHSS Puthiyappa
- 2.Sreejini K.GFHSS Puthiyappa
- 3.Shyja.P.P. GFHSS Puthiyappa.
- 4. Lasitha P K. Providence G H S S
- 5. Sajitha K Malabar Christian College HSS
- 6. Mangala Viswanath St. Joseph's A I G H S S
- 7. Fijna P Himayathul H S S
- 8. Suresh Kumar G G H S S
- 9. Sarada.T.N, GGMGHSS Chalappuram,Kozhikode
- 10.Sudakshina Chandran M.T , Govt.Model HSS Kozhikode
- 11 Rajeswari. R,Savio HSS, Devagiri
- 12. Sreenisha k.k, VHSS Kuttichira

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