

SECOND YEAR HIGHER SECONDARY MODEL EXAMINATION 2023
PART III -BUSINESS STUDIES

MAXIMUM SCORE 80

TIME: 2.5 HOURS

Answer any 8 questions from 1- 10 . Each carries 1 score (8×1 =8)

1. A manager doing the task correctly at minimum cost, shows his.....
 - a. Efficiency b. Effectiveness c. Creativity d. All of these
2. Foreman is an example of..... level of management.
 - a. Top b. Middle c. Lower d. Executive
3. Interest rate is an element of business environment
- 4..... is a negative process
 - a. Recruitment selection c. Training d. Staffing
5. Leave application given by an employee to his HR manger is an example ofcommunication
 - a. Upward b. Downward c. Horizontal d. Diagonal
6. Debenture is an example of..... fund
7. The Consumer Protection Act was passed in the year
8. is a horizontal movement of an employee
 - a. Promotion b. Transfer c. Manpower planning d. Selection
9. Faulty translation is a..... barrier
- 10..... is both forward and backward looking function of management

Answer any 5 questions from 11 to 16 each carries 2 scores (5×2=10)

11. Draw the diagram to show the management as a process
12. Superiors should be impartial while dealing with their subordinates.
 - a. Which management principles is meant here
 - b. Who advocated this principle
13. marketing mix is the combination of 4P's. what are they?
14. Describe scalar chain.
15. write any two importance of analysing business environment
16. List out any four test used for the selection procedure

Answer any four questions from 17-22 Each carries 3 scores (5x3 = 15)

17. Arrange the following managers based on hierarchy of management position from top to bottom:
Board of directors, supervisors, CEO, Branch Manager, Superintendent, M.D
18. Identify and give examples of the external factors effecting the Smooth working of a business organisation.

- 19.Explain the steps required for the preparation of a plan.
- 20.What are the internal sources of recruitment.
- 21.List out and describe any 3 off the job training methods.
- 22.Packing is called as the silent salesman In the marketing. what are the three levels of packing used in marketing of a product.

Answer any four questions from 23-27 Each carries 4 scores (4×4=16)

- 23.Match the following

A	B
Delegation	Right to command
Authority	Downward transfer of authority
Formal organisation	Based on product
Divisional structure	Deliberately created

- 24.Explain Maslow's need hierarchy theory of motivation.
25. Explain any four factors influencing fixed capital.
26. Differentiate between marketing and selling
27. Explain any four consumer rights.

Answer any 3 questions from 28 to 31 each carries 5 scores (3×5=15)

28. Planning is certainly important as it tells us where to go. Briefly explain the importance of planning in the light of above statement.
29. Briefly explain functional formanship as propounded by F.W Taylor .
- 30."It is a managerial function of filling and keeping filled the positions in the organisation structure ". identify the management function and the different steps followed in it.
- 31.Controlling is an important function of management. Explain the process involved in controlling function.

Answer any 2 of the following from 32-34.each carries 8 Scores. (2 x 8 = 16)

32. Explain the commonly used sales promotion techniques.
33. What do you mean by dividend decision. Explain any 6 factors influencing this decision.
34. Explain the following types of incentives
- 1.Financial incentives
 - 2.Non financial incentives.

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