

Second Year Higher Secondary Examination

Part III

BUSINESS STUDIES

Maximum: 80 Scores

Time: 2 ½ Hours

Cool-off Time: 15 Minutes

Answer any 8 questions from 1 to 10. Each carries 1 Score (8 X 1 =8)

1. The concept of Work Study techniques includes
 - a. Time study
 - b. Motion study
 - c. Fatigue study
 - d. All of the above
2. A plan which quantifies future facts and figures is-----
 - a. Policies. b. Strategy. c. Objectives. d. Budgets.
3. An organisation which deliberately formed by management-----
 - a. Informal organisation b. Formal organisation c. Delegation .
 - d . Decentralisation.
4. ----- methods are used away from the work place.
 - a. On the job methods. b. Off the job methods. c. Job rotation methods.
 - d. Job enrichment methods
5. The cheapest source finance is.....
 - Debenture b. Preference share c. equity share d. Retained earnings
6. Jewellery is an examples of
 - a. Convenience Products, b. Shopping Products, c. Speciality Products,
 - d. Nondurable products.
7. Controlling function of an organization is
 - a. Forward looking b. Backward looking c. Forward as well as backward looking d. none of the above
8. Find the odd one and state the reason.
 - a. Rebate b. Discount c. Dividend d. Free gift
9. -----refers to the process of instructing, guiding, counselling, motivating and leading people in the organisation to achieve its objectives.
 - a. Directing .b. Planning. c. Organising. d. Staffing.

10. Consumer Protection Act was passed in the year-----

- a. 1986 b. 1956. c.1932. d. 1950.

Answer any 5 questions from 11-16.Each carries 2 scores (5 X 2 = 10)

11. What is environmental scanning?
12. Name the elements of directing?
13. What is dividend decision?
14. Give a short note about 'vestibule training'.
15. Explain the term 'divisional structure'?
16. What do you mean by capital structure ?

Answer any 5 questions from 17-22.Each carries 3 score (5 x 3=15)

17. State any 3 functions of top level management
18. What is a single use plan? Give an example.
19. Describe any 3 factors affecting capital budgeting decisions
20. Explain any 3 sales promotion techniques?
21. Give a chart showing the communication process.
22. Briefly explain any 3 features of business environment?

Answer any 4 questions from 23-27.Each carries 4 score (4 x 4=16)

23. John and Jimmy got into an argument " whether management is a profession or not"? Help them to resolve the conflict
24. List out any 4 limitations of planning ?
25. Distinguish between formal and informal organization
26. Explain briefly about any 4 selection tests.
27. Describe any 4 rights of consumers under Consumer Protection Act?

Answer any 3 questions from 28-31.Each carries 5 score (3 x 5=15)

28. Match the following:

A	B
Recruitment	Eliminated until the right person is found
Promotion	Horizontal movement of employees
Selection	Create a pool of prospective job candidates
Development	Vertical shift of an employee
Transfer	Help employee to grow

29. Controlling is a systematic process involving various steps. Explain controlling Process?
30. What is marketing? How it is different from selling.
31. Explain ,in brief, any 5 factors that should be taken into consideration while determining the requirements of working capital for a business enterprise?

Answer any 2 questions from 31-33. Each carries 8 score (2 x 8=16)

32. Briefly explain any 8 principles of management as contributed by Henri Fayol
33. Prepare a Seminar report on the topic "Barriers to Communication".
34. What is meant by marketing mix? Explain different components of marketing mix.

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