



# JAIN COLLEGE

463/465, 18th Main Road, SS Royal, 80 Feet Road, Rajarajeshwari Nagar,  
Bangalore - 560 098

**Date:**

**SUBJECT: BUSINESS STUDIES**

**II PUC**

**MOCK PAPER 2 JAN-2019**

**Timings Allowed: 3Hrs 15Minutes**

**Total Marks: 100**

## Section A

- I. Answer any ten of the following questions, each carries one marks. (10×1=10)
1. Give one example for middle level management.
  2. The father of scientific management is \_\_\_\_\_.
  3. Give meaning of budget.
  4. What is responsibility?
  5. Which one of the following is not a function of staffing
    - a. Recruitment
    - b. Training
    - c. Compensation
    - d. Directing
  6. Give meaning of motive.
  7. Expand CPM.
  8. Give meaning of business finance.
  9. Expand NASDAQ.
  10. State any one tool of sales promotion.
  11. State one reason for consumer protection.
  12. What is entrepreneurship?

## Section –B

- II. Answer any ten of the following questions in a two sentences, each carries two marks. (10×2=20)
13. What is meant by coordination?
  14. What do you mean by standardization?
  15. Give meaning of business environment.
  16. Give meaning of planning premises.
  17. Give meaning of organizing.
  18. What do you mean by communication?
  19. Give meaning of break-even analysis.
  20. What is financial decision? Give example.
  21. State any two factor affecting pricing.
  22. Write any two consumer rights.
  23. Differentiate between entrepreneurship and management.
  24. State two characteristics of entrepreneurship.

## Section-C

- III. Answer any seven of the following questions, each carries four marks. (7×4=28)
25. Explain briefly various techniques of scientific management proposed by Taylor.
  26. Explain any four points to explain how importance the understanding of business environment for managers is.
  27. Explain importance of planning.
  28. Explain external source of recruitment.
  29. Explain limitation of controlling.
  30. Explain any four factors affecting working capital requirement of organization.
  31. Explain any four money market instruments.
  32. State any four features of specialty products.
  33. State any four consideration to be kept in mind while choosing brand name.
  34. Explain any four rights of consumer?

Section –D

IV. Answer any four of the following questions, each carries eight marks. (4×8=32)

35. Explain features of management.
36. What is decentralization? Explain its importance.
37. Explain four methods of off-the-job and on-the-job training.
38. Explain any four financial and non-financial incentives.
39. Explain function of securities and exchange board of India.
40. Explain advantages and disadvantages of advertising.

Section –E

V. Answer any two of the following, each carries five marks. (2×5=10)

41. Show the different element of business environment that influence the success of business enterprise with a neat diagram.
42. As a manger of an organization what are the modern techniques of controlling you would like to adopt.
43. As marketing manager, suggest any five sales promotion activities to boost sales.

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