



JAIN COLLEGE, Bangalore
Mock Paper – 1, January - 2020
II PUC – Business Studies (27)

Time: 3 Hours 15 Minutes

Max. Marks: 100

SECTION-A

I. Answer the following questions in a word or sentence each. While answering multiple choice questions, write the serial alphabet of the correct choice and write the answer corresponding to it. Each question carries one mark:

1. Management is
 - a) An art
 - b) A science
 - c) Both art and science
 - d) Neither
2. Which management principle of Fayol advocates that there should be only one boss for every individual employee?
3. Which of the following is an example for social environment?
 - a) Money supply in the economy
 - b) Consumer Protection Act
 - c) The Constitution of India
 - d) Composition of family.
4. What is planning?
5. For delegation to be effective , it is essential that responsibility be accompanied with necessary
 - a) Authority
 - b) Manpower
 - c) Incentives
 - d) Promotions
6. Which one of the following is not a function of staffing.
 - a) Recruitment
 - b) Training
 - c) Compensation
 - d) Directing
7. State any one element of directing.
8. What is ratio analysis?
9. What do you understand by capital structure?
10. Expand OTCEI.
11. Give an example of marketing of services.
12. What is the monetary limit of claim in District Consumer Redressal Forum?

SECTION B

II. Answer all the questions, each question carries two marks.

13. State any 2 objectives of management.
14. Give the meaning of Mental Revolution as propounded of Taylor.
15. What is scalar chain?
16. State any two limitations of planning.

17. Define organising.
18. What is placement?
19. What is communication?
20. Give the meaning of break-even analysis.
21. What is financial decision? Give example.
22. What is commercial paper?
23. State any two features of advertising
24. Who can file a complaint before that appropriate consumer forum?

SECTION C

III. Answer all the questions, each question carries four marks.

25. What are the four aspects of work study developed by F W Taylor?
26. Explain any four challenges that were to be faced by business and industry due to changes in government policy.
27. Explain any four features of planning.
28. Explain the internal sources of recruitment.
29. Explain briefly the steps involved in controlling process.
30. What is capital budgeting decision? Explain briefly the factors affecting capital budgeting decision.
31. Explain any 4 factors affecting fixed capital requirements of an organisation.
32. Explain any four functions performed by Label.
33. Explain any four functions performed by public relation department of an organization.
34. Explain any four rights of consumers.

SECTION D

IV. Answer all the questions, each question carries eight marks.

35. Define coordination. Explain the characteristics of coordination.
36. State the advantages and disadvantages of formal organisation.
37. Describe the steps involved in staffing process.
38. Suggest suitable measures to improve communication effectiveness.
39. What is stock exchange? Explain the functions of stock exchange.
40. State any eight differences between advertising and personal selling.

SECTION E

Practical oriented questions

V. Answer all the questions, each question carries five marks.

41. As a financial consultant, give the list of ten factors which affect the choice of capital structure.
42. As a marketing manager, suggest any five sales promotion activities to boost up the sales.
43. As a exploited consumer, write a letter to your nearest District Consumer Forum claiming reasonable redressal.



JAIN COLLEGE, Bangalore
Mock Paper – 2, January - 2020
II PUC – Business Studies (27)

SECTION-A

I. Answer all the following questions in a sentence or a word. Each question carries one mark.

1. Coordination is
(a) Function of management (b) The essence of management
(c) An objective of management (d) None of the above
2. Principles of management are NOT
(a) Universal (b) Flexible
(c) Absolute (d) Behavioural
3. Which of the following does not characterize the business environment?
(a) Uncertainty (b) Employees
(c) Relativity (d) Complexity
4. State the meaning of 'Rule'.
5. What is Organisation Structure?
6. Name one internal source of recruitment.
7. The motivation theory which classifies needs in hierarchical order is developed by
(a) Fred Luthans (b) Scott
(c) Abraham Maslow (d) Peter F. Drucker
8. What is meant by Controlling?
9. Companies with higher growth pattern are likely
(a) To pay lower dividends (b) To pay higher dividends
(c) That dividends are not affected by growth issues (d) none of the above
10. Expand CSDL.
11. What do you mean by Zero Level distribution channel?
12. What is the monetary limit of claim in National Consumer Disputes Redressal Commission?

SECTION-B

II. Answer all the following questions in at least 2 sentences. Each question carries two marks.

13. Justify the importance of coordination by any two factors.
14. What is Discipline according to Fayol?
15. Give the meaning of Mental Revolution as propounded by Taylor.
16. Give the meaning of Planning Premises.
17. State any two differences between Delegation and Decentralisation.
18. What is Recruitment?
19. Write any two features of Leadership.
20. What is Responsibility Accounting?
21. Give the meaning of investment Decision.
22. What do you mean by Certificate of deposit?
23. Define Marketing Management.
24. State any two reasons to emphasize the importance of consumer protection from consumer's point of view.

SECTION-C

- III. Answer all the following questions in not less than 15 lines. Each question carries four marks.**
25. Discuss the significance of principles of management by explaining any four points.
 26. Explain any four features of Business Environment.
 27. Explain various types of Plan.
 28. Explain the external sources of recruitment.
 29. Explain the limitations of Controlling.
 30. Explain any four factors affecting dividend decisions.
 31. Explain with any four points the importance of financial planning.
 32. Discuss briefly any four differences between Selling and Marketing.
 33. Explain the elements of Marketing Mix.
 34. State any four functions of Consumer Organizations and NGOs for the protection and promotion of consumer interests.

SECTION-D

- IV. Answer all the following questions in not less than 15 lines. Each question carries eight marks.**
35. 'Management is a series of continuous interrelated functions'- Comment.
 36. Explain the importance of Organizing.
 37. Explain the benefits of training and development to the organization and to the employees
 38. Explain any four financial incentives and four non-financial incentives.
 39. Briefly explain the steps in the Screen based Trading and Settlement procedure in a Stock Exchange.
 40. What is Branding? Explain briefly its advantages to marketers and customers.

SECTION-E

Practical Oriented Questions

- V. Answer all the following questions, each question carries five marks.**
41. Assuming that you are the manager of an organization, draw the neat diagram of different Levels of Management to specify that authority-responsibility relationships create different levels of management.
 42. As a general manager, list out any ten Fayol's Principles of Management which you would like to adopt in your business organization.
 43. As a manager of an organization, what are the modern techniques of controlling you would like to adopt?
