

Mock Paper II - JAN 2020
Subject: II PUC Business Studies (27)

Duration: 3hr15 minutes

Max.Marks: 100

SECTION-A

I. Answer any ten of the following questions in a word or a sentence each. Each question carries one mark: (10×1=10)

1. State any one Personal Objective of management.
2. Who is called 'Father of Scientific management'?
3. What is Liberalization?
4. Which of the following is an example for Single Use plan?
(a) Policy (b) Procedure (c) Budget (d) Method
5. What is Decentralisation?
6. What is Recruitment?
7. What is directing?
8. What is standard in controlling process?
9. What is Fixed Capital?
10. Expand BSE.
11. Give the meaning of Product?
12. Write any one consumer right.

SECTION-B

II. Answer any ten of the following questions in two or three sentences each. Each question carries two marks: (10×2=20)

13. State any two objectives of management.
14. Give the meaning of differential piece wage system.
15. What is Gang Plank?
16. What do you mean by 'objectives'?
17. What is responsibility?
18. What is Training and Development in staffing process?
19. What do you mean by Autocratic Leader?
20. State any two traditional techniques of management control.
21. Give the meaning of Investment decision with an example.
22. What is Money market?
23. Define Marketing.
24. Name any two Consumer organisation/ NGO engaged in protecting and promoting consumers interests.

SECTION-C

III. Answer any SEVEN of the following questions in 10 to 12 sentences. Each question carries Four marks. (7×4=28)

25. Explain the functional foremanship of Taylor.

26. Explain any four points to explain how important the understanding of business environment for manager is.
27. Explain the steps taken by management in planning process.
28. Explain the internal sources of recruitment.
29. Explain the importance of controlling in an organisation.
30. Explain any four factors affecting the choice of capital structure.
31. Explain any four factors affecting the fixed capital requirement of an organisation.
32. State any four characteristics of a good brand name.
33. Explain briefly any four objections against advertising.
34. State any four responsibilities of consumers while purchasing, using and consuming goods and services.

SECTION-D

IV. Answer any FOUR of the following questions in 20-25 sentences each. Each question carries eight marks: (4×8=32)

35. What is Coordination? Explain the characteristics of coordination.
36. What is informal organization? What are its advantages and disadvantages?
37. Explain the steps in staffing process.
38. What is Communication? Explain the importance of communication.
39. How does the Demat system works? Explain.
40. What are the commonly used sales promotion activities? Explain.

SECTION-E (Practical Oriented Questions)

V. Answer any two of the following questions. Each carries five marks: (2×5=10)

41. As a general manager, list out any ten Fayol's Principles of Management which you would like to adopt in your business organisation.
42. Draw the neat diagram of Maslow's Need Hierarchy theory.
43. As an exploited consumer, Write a complaint letter to your nearest District Consumer Forum claiming reasonable redressal.
