



SRI BHAGAWAN MAHAVEER JAIN COLLEGE
Vishweshwarapuram, Bangalore 560004
Mock Examination Question Paper-II (January 2019)

Course:	II PUC
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Subject:	Business Studies
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Max. Marks:	100
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Duration:	3:15 hrs.
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Section-A

I. **Answer any ten of the following questions in a word or a sentence each. Each carries one mark**

(10x1=10)

1. Policy formulation is a function of
 - a) Top level management
 - b) Middle level management
 - c) Lower level management
 - d) All of the above
2. Principles of management are NOT
 - a) Universal
 - b) Flexible
 - c) Absolute
 - d) Behavioral
3. State the first step in planning process?
4. What is decentralization?
5. Promotion of employees results in
 - a) Increase in pay
 - b) Increase in responsibility
 - c) Increase in job satisfaction
 - d) All the above
6. Name any one type of Grapevine network.
7. Expand CPM
8. Give an example for current asset.
9. What is the benchmark index for NSE?
10. What is brand?
11. Name any one consumer organization/ NGO engaged in protecting and promoting consumer interests.
12. Expand KASH as explained in the context of entrepreneurship

PART- B

II. **Answer any ten of the following questions in two or three sentence each. Each carries two marks**

(10x2=20)

13. Define co-ordination.
14. Give the meaning of mental revolution as propounded by Taylor.
15. What is privatization?
16. What is strategy?
17. Give the meaning of formal organization.
18. State any two psychological barriers to communication.

19. Define managerial control.
20. Give the meaning of „trading on equity“
21. What is personal selling?
22. Who can file a complaint before the appropriate consumer forum? (any two)
23. State any two characteristics of entrepreneurship
24. State any two functions of entrepreneurs in relation to economic development

PART- C

III. Answer any seven of the following questions in 10-12 sentences each. Each carries four marks (7x4=28)

25. Discuss the significance of principles of management by explaining any four points.
26. Explain, the various dimensions of business environment.
27. Explain the importance of planning with any four points.
28. Explain any four types of tests used for selection of employees.
29. “A good control system helps an organization in many ways”- justify this statement with any four points.
30. Explain with any four points the importance of financial planning.
31. Write any four advantages of „Electronic trading system“ in stock exchanges
32. Explain any four functions performed by label
33. Briefly explain any four characteristics of Industrial products
34. Explain any four ways in which the objective of consumer protection can be achieved.

PART- D

Answer any four of the following questions in 20-25 sentences each. Each carries 8 marks (4x8=32)

35. “Management as an art and science are not mutually exclusive, but to compliment to each other”- Elucidate
36. What is informal organization? State any three advantages and disadvantages of informal organization.
27. Explain the benefits of training and development to the organization and to the employees
28. Suggest the suitable measures to improve communication effectiveness.
29. Explain any four money market instruments.
30. What is branding? Explain briefly its advantages to marketers and customers.

PART- E

(Practical oriented questions)

V. Answer any two of the following questions. Each carries 5 marks (2x5=10)

31. Draw a neat diagram of Maslow’s Need Hierarchy.
32. As a financial consultant give the list of any ten factors which affect the choice of capital structure.
33. Draw a neat diagram of efficacy- Desirability matrix to check the ability and willingness of entrepreneurs.
