

Time: 3 Hrs & 15 Minutes.

Max. Marks: 100

Instructions to candidates:

1. Write the serial number of questions properly as given in the question paper while answering.
2. Write the correct and complete answers.

SECTION – A

I. Answer any Ten of following questions in a word or a sentence each. While answering Multiple Choice Questions, write the serial number/alphabet of the correct choice and write the answer corresponding to it. Each question carries one mark: **10x1=10**

1. What is efficiency?
2. State the number of principles of management propounded by Henry Fayol
3. Principles of management are not,
(a) universal (b) flexible
(c) absolute (d) behavioral
4. What is business environment?
5. What is planning?
6. Which of the following is an example for the single use plan?
(a) policy (b) procedure (c) budget (d) method
7. Span of management refers to.
(a) number of managers (b) length of term for which a manager appointed
(c) number of subordinates under a superior (d) number of members in top management.
8. Name one internal source of recruitment.
9. What is workforce analysis?
10. State any one financial incentive.
11. Expand; CPM
12. Current assets are those assets which get converted into cash.....:
(a) within six months (b) within one year
(c) between one and three years (d) between three and five years.
13. A treasury bill is basically;
(a) An instrument to borrow short-term funds.
(b) An instrument to borrow long-term funds.
(c) An instrument of capital market.
(d) None of above.
14. Give an example for the marketing of services.
15. State any one regulation which provides legal protection to the consumers.

SECTION- B

II. Answer any Ten of the following questions in two or three sentences each. Each question carries two marks: **10x2=20**

16. Define management.
17. Give the meaning of motion study.
18. State any two importance of principles of management.
19. Write any two features of planning.
20. Give the meaning of rule.
21. Write any two differences between functional and divisional structures.
22. State the two types of direct financial payments which the organization can adopt to pay its employees.
23. What is supervision?
24. State any two traditional techniques of managerial control.
25. State the twin objectives of financial planning.
26. What is capital market?

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27. What is marketing?
28. Give any two examples for durable products.
29. What is consumer protection?
30. What kind of cases can be filed in a state commission?

SECTION – C

III. Answer any SEVEN of the following questions in 10 to 12 sentences. Each question carries four marks. **7x4=28**

31. Briefly explain any four importance of management.
32. Explain the principles of scientific management.
33. Explain any four characteristics of business environment.
34. Briefly explain any four dimensions of business environment.
35. Explain any four limitations of planning.
36. Explain the four methods of on the job training.
37. Explain briefly any four importance of managerial controlling
38. Explain briefly the steps involved in controlling process.
39. Explain any four factors affecting financing decision.
40. Explain any four factors affecting the working capital requirement of a business.
41. Briefly explain any four money market instruments.
42. State any four characteristics of specialty goods.
43. Discuss briefly any four differences between selling and marketing.
44. Explain any four rights of consumers.

SECTION –D

IV. Answer any FOUR of the following questions in 20 to 25 sentences each. Each question carries eight marks. **4x8=32**

45. Explain the characteristic features of management.
46. Explain the importance of organizing.
47. State the advantages and disadvantages of formal organization.
48. Describe the steps involved in selection process.
49. Explain the qualities of a good leader.
50. Suggest the suitable measures to improve communication effectiveness
51. What is stock exchange? Explain the functions of stock exchange..
52. What do you mean by channels of distribution? What functions do they play in the distribution of goods and services? Explain.

SECTION –E (Practical Oriented Questions)

2x5=10

V. Answer any two of the following questions. (Each question carries five marks)

53. Assuming that you are the manager of an organization, draw a neat diagram of different levels of management to specify that authority responsibility relationships create different levels of management..
54. As a manager what logical steps you follow in planning process before executing a project..
55. As a financial consultant, give the list of any ten factors which affect the choice of capital structure.
56. Assuming that you are a promoter of a company and would like to raise capital through primary market. What are the various methods of floating new issues available to you?
