

2023-24 II PUC ANNUAL EXAMINATION **BUSINESS STUDIES**

PART - A

I. MCQ

1. a) Chairman
2. a.) Time study
3. b.) Method
4. c) Functional structure
5. d) Toothpaste

II. Fill in the blanks

6. Superior
7. General
8. Motivator
9. Business Finance
10. Discount

III. Match the following

11.

A

- | | | |
|----------------------------|---|--------------------------------|
| a) Consumption Habits | - | Elements of Social Environment |
| b) Delegation of authority | - | Decentralisation |
| c) Recruitment | - | Aspects of staffing |
| d) Controlling | - | Management function |
| e) Branding | - | Marketing function |

B

IV. One Word Answer

12. Survival: The essential objectives of any industry is survival.
Profit: Poor survival is not sufficient for the industry.
13. Recruitment: It is the process of searching the candidates for employment and stimulating them to apply for jobs so that the right people in right number can be selected.
14. Autocratic leadership
15. Investment Decision
16. 2019

PART-B

V. 2 Marks

17. a) Coordination Integrates Group Effort

b) coordination ensures unity of action.

18. a) Provides manager with useful insights into reality.

b) scientific decisions

19. a) Planning leads to regity

b) Planning involves huge cost.

20. According to Theo Haimann organising is defined as “the process of defining and grouping the activities of an enterprise and establishing authority relationship among them.”

21.

| BASIS FOR COMPARISON | TRAINING | DEVELOPMENT |
|-----------------------------|---|--|
| Meaning | Training is a learning process in which employees get an opportunity to develop skill, competency and knowledge as per the job requirement. | Development is an educational process which is concerned with the overall growth of the employees. |
| Term | Short Term | Long Term |

22. a) physiological needs

b) Safety needs

23. a) Difficulty in setting quantitative standards

b) Resistance from employees.

24. a)To ensure availability of funds whenever required

b)To see that the firm does not raise resources unnecessarily

25. It refers to the old methods and techniques used in marketing a product, a service, or a brand as a whole. Traditional marketing involves printed advertisements, promotions, flyers, TV ads, billboards, radio ads, newspaper ads, magazine promotions, etc.

26. a) Be honest in your dealings.

b) Assert yourself to ensure that you get a fair deal.

PART-C

27. Science, not the Rule of Thumb

Harmony, Not Discord

Cooperation, not Individualism

Development of Every Person to his Greatest Efficient and prosperity.

28. Totality of external forces

Specific and general forces

Inter-relatedness

Uncertainty

29. a. This line depicting the social environment. As the environment consist of social and cultural force with in which business firm operated

b. This line depicting technological environment. It force relating to scientific improvement and innovations.

c. This line depicting the economic environment it consist of factors and forces concerning the means of production and distribution of wealth.

d. Political Environment – It includes political conditions such as general stability and peace in the country

30. Steps of planning process are

- Setting up of objectives
- Developing planning premises
- Selecting the best alternative
- Follow up action

31. Four steps in staffing process

- Estimating the man power requirement
- Recruitment
- Selection
- Placement and orientation

32. Importance of controlling are

- It helps in accomplishing organizational goal
- It helps in judging accuracy of standard
- It helps in making efficient use of resources
- It helps in improving employee motivation

33. Working capital is known as day-to-day operations

- Nature of business
- Scale of operations
- Business cycle
- Seasonal factor

34. Elements of marketing mix are

- Price
- Product
- Promotion
- Place

35. Commonly used sales promotion activities are

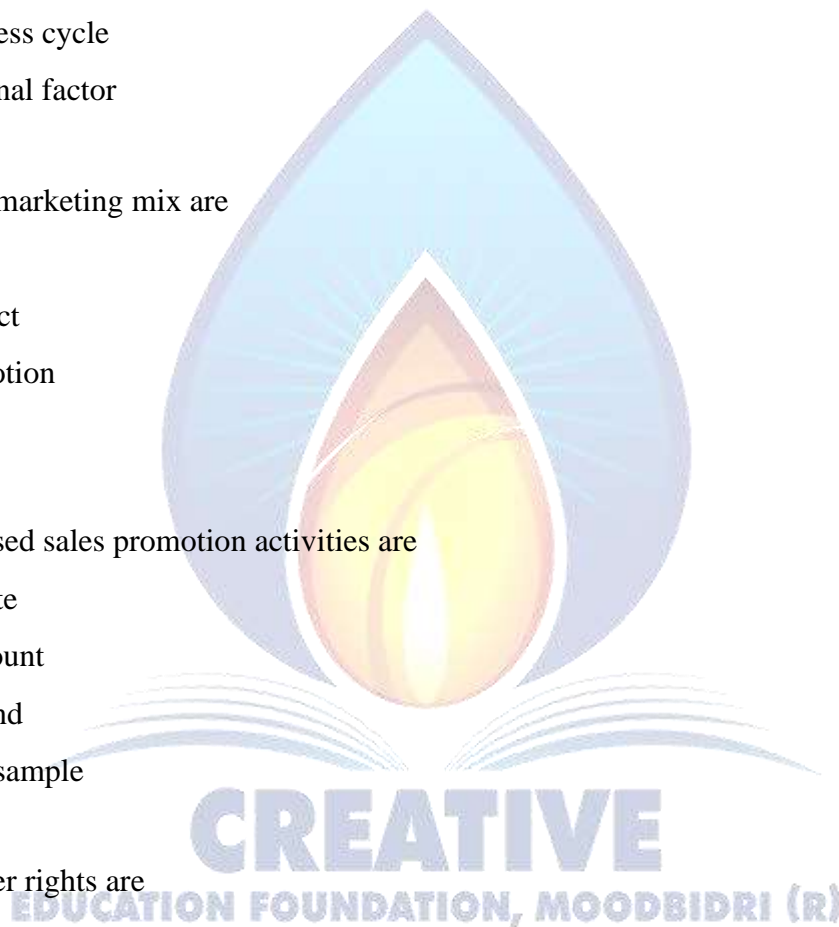
- Rebate
- Discount
- Refund
- Free sample

36. Four consumer rights are

- Right to safety
- Right to be informed
- Right to choose
- Right to be heard

37. Characteristics of Management

- Management is a goal oriented
- Management is all pervasive
- Management is multidimensional



- Management of work
- Management of people
- Management of operations
- Management is continuous
- Management is group activity
- Management is dynamic function
- Management is intangible force

38. Importance of Decentralization

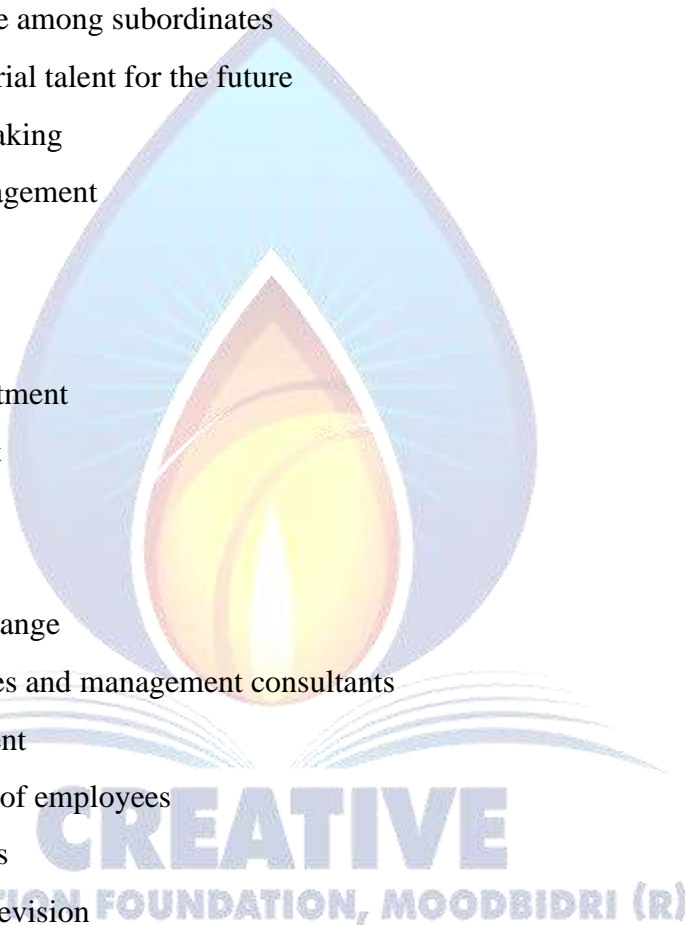
- Develops initiative among subordinates
- Develops managerial talent for the future
- Quick decision making
- Relief to top management
- Facilitates growth
- Better control

39. External source of recruitment

- Direct recruitment
- Casual callers
- Advertisement
- Employment exchange
- Placement agencies and management consultants
- Campus recruitment
- Recommendation of employees
- Labour contractors
- Advertising on television
- Web publishing

40. Principles of Directing

- Maximum individual contribution
- Harmony of objectives
- Unity of command
- Appropriateness of direction technique
- Use of informal organisation
- Leadership
- Follow through



41. Functions of Marketing

- Gathering and analysing market information
- Marketing planning
- Product designing and development
- Standardization and Grading
- Packaging and labelling
- Branding
- Customer support services
- Pricing the product
- Promotion
- Physical distribution
- Transportation
- Storage and warehousing

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