DAVANAGERE DISTRICT COMMERCE LECTURERS' FORUM DAVANAGERE,

SERIES EXAMINATION 1 - 2023-24

Time: 3Hrs. 15mins   **SECOND PUC BUSINESS STUDIES (27)**   Max Marks :80

PART –A

I Choose the correct answer: **5 x 1 = 5**

1. Policy formulation is the function of
   a) Top level manager   b) middle level manager   c) operational management   d) all of the above
2. Henri Fayol was a
   a) Social scientist   b) Mining engineer   c) Accountant   d) Product engineer
3. Which of the following is an example for the single use plan?
   a) policy   b) procedure   c) budget   d) method
4. Name the process which coordinates human efforts, assembles resources and integrates both into a unified whole to be untilised for achieving specified objectives
   a) management   b) planning   c) organizing   d) directing
5. Which of the following is promotion mix
   a) advertising   b) production   c) transportation   d) price

II Fill in the blanks by choosing appropriate word/words from those given in brackets 5 x 1 = 5

[Standing plan, Trade mark, Capital structure, Job rotation, Coordination, Motivation]

6. _____is the essence of management
7. A plan designed and used for activities that occur regularly over a period of time is called_____
8. The shifting of trainees from one department/ job to another is known as _____
9. _____refers to the mix between owners' funds and borrowed funds
10. The part of the seal that is given legal protection is called _____

III Match the following: **5 x 1 = 5**

11.

A	B
a) Downward transfer of authority	i) Promotion technique
b) Laissez faire	ii) Select process
c) Preliminary screening	iii) Style of leadership
d) Controlling	iv) Delegation
e) Advertisement	v) Quick decision making
	vi) Function of management

IV Answer the following questions in one word or one sentence each: **5 x 1 = 5**

12. What is efficiency?
13. Who advocated piece wage system?
14. What is orientation?
15. Name the source of finance carrying two fixed obligations viz., interest and redemption.
16. In which year the consumer protection act was passed?

P. T. O.

V Answer any SIX of the following questions in two or three sentences each: **6 x 2 = 12**
(Each question carries 2 marks)

17. Define coordination.
18. State any two differences between unity of command and unity of direction.
19. What is a policy?
20. What is formal organization?
21. State two internal source of recruitment.
22. Write any two feature of motivation.
23. State any two importance of controlling.
24. State the twin objectives of financial planning.
25. State the two feature of personal selling.
26. State any two responsibilities of consumer.

PART –C

VI Answer any SIX of the following questions in ten or twelve sentences each: **6 x 4 = 24**
(Each question carries 4 marks)

27. Explain the scientific principles of management contributed by F.W.Taylor.
28. Explain any four features of business environment.
29. Identify the type of dimension of environment to the following.
      i. Banks reduces the interest rate on house loans.
      ii. Number of working women is increasing.
      iii. Reservation of tickets by interest.
      iv. Prohibition of alcohol beverages to be advertised.
30. Explain the importance of planning with any four points.
31. The quality of production is not as per standards. On investigation it was observed that most of the workers were not fully aware of the proper operation of the machinery. What could be the way to improve the accuracy? Briefly explain any three benefits to the organization.
32. Briefly explain the four steps involved in controlling process.
33. Explain following factors affecting the dividend of the company
      a) Taxation policy   b) Cash flow position   c) Stability of dividends   d) Share holders'
34. State any four considerations to be kept in mind while choosing a brand name.
35. Explain the elements of marketing mix.
36. Briefly explain any four right of consumer.

PART –D

VII Answer any THREE of the following questions in 20-25 sentences each: **3 x 8 = 24**
(Each question carries 8 marks)

37. Explain the characteristics of management.
38. What is organising? Explain its importance.
39. Explain the stages involved in staffing process.
40. Explain any four financial incentives and any four non-financial incentives used to motivate employees of a company.
41. Explain any eight functions of marketing.