

Questions must be asked from particular chapters given in the model paper.

PART A	I Choose the correct answer II Fill in the blanks III Match the following IV One word answer	Chapter – 1,2,4,5,10 Chapter – 2,4,7,9,10 Chapter – 3,5,6,8,10 Chapter – 1, 6, 7,9,11
PART B	V Two marks	Chapter – 1,2,4,5,6,7,8,9,10,11
PART C	VI Four marks	Chapter – 2, 3(2Q),4,6,8,9,10,11
PART D	VII Eight marks	Chapter – 1,5,6,7,10

Note : HOTS types of question for 4 marks in Part C

Model paper according to the blue print of 2023-24

BAPU COMPOSITE PU COLLEGE

Triveni road, Yashwanthpur

Model paper 1

Business Studies (27)

Time : 3hrs 15min

Marks: 80

Class : II PUC

PART – A

I. Choose the correct answer:

5x1=5

1. Which of the following positions is an example of an Operational management phase?
 - a) Chief Executive Officer
 - b) President
 - c) Chief Secretary
 - d) Supervisors
2. Which of the following is the principle of Traditional management by Henry Fayol?
 - a) Liability & Accountability
 - b) Authority & Responsibility
 - c) Authority & Accountability
 - d) Accountability & Responsibility
3. 'India aims to be a 5 trillion dollar economy by the end of 2025'. What type of plan is this?
 - a) Policy
 - b) Program
 - c) Procedure
 - d) Rule
4. What type of Organizational structure is best suited to unify similar functions in a large organization consisting of various activities?
 - a) Matrix
 - b) Departmental
 - c) Functional
 - d) Committee
5. What is the correct order of basic elements of Marketing mix?
 - a) Product - Place -Price - Promotion
 - b) Product – Price - Promotion -Place
 - c) Product - Promotion – Place - Price
 - d) Product – Price – Place - Promotion

II Fill in the blanks by choosing appropriate word / words from those given in the brackets: **5x1=5**

(Investing decision, Publicity, Methods, Delegation, Directing, Rules)

6. _____ the purpose of the study is to find a better way of doing the work.
7. A principle established to conduct work activities in a systematic manner is _____
8. _____ refers to giving appropriate guidelines and instructions.
9. A decision to buy a new and modern plant to upgrade the old plant is a _____
10. _____ is the non-paid form of mass media

III Match the following:

5x1=5

- | 11. A | B |
|----------------------------------|--------------------------|
| a) Totality of external force | i) Internal sources |
| b) Right to order | ii) Controlling process |
| c) Transfer | iii) External sources |
| d) Setting performance standards | iv) Business environment |
| e) Selling concept | v) Concepts of marketing |
| | vi) Authority |

IV Answer the following questions in one word or one sentences each:

5x1=5

12. Write any two features of profession.
13. State the off the job training method used to train up employees before handling sophisticated machinery and equipment.
14. What is Grapevine communication?
15. Give an example for fixed assets.
16. Who is consumer?

PART – B

V Answer any six of the following questions in Two or Three sentences each. Each question carries 2 marks:

6x2=12

17. State any two importance of Management.
18. Give the meaning of Gang plank.
19. How Rule is differ from a Policy?
20. What is Deparmentalisation.
21. State any two types of Selection test.
22. Define Motivation.
23. Write any two significance of Controlling.
24. Explain the meaning of financial planning.
25. How do you describe shopping products.
26. Name any two parties who can file a complaint with the consumer forum.

PART – C

VI Answer any six of the following questions in 10 -12 sentences each. Each question carries 4 marks: **6x4=24**

27. Briefly explain any four nature of Principles of Management.
28. Explain the concept of Economic policy in India.
29. A) The court ordered that clean drinking water should be provided to children in all schools and therefore ‘Water purification machines’ should be installed in schools.
B) Society is generally more concerned about quality of life.
C) Water treatment plants have been opened at competitive rates by using new technology.
D) Due to availability of clean water, children’s education and health is improved, health expenditure reduced that leads to increase in their income.
Identify the different dimensions of business environment by quoting the lines from the above particulars.
30. Explain first four steps of Planning process.
31. You are working as a head of human resource department of You We Can Co., you have noticed that the quality of competence and skills of the organization’s employees is very poor, describe four methods of training you can adopt in the workplace to improve employees quality.
32. Planning and Controlling are both Backward looking as well as Forward looking function – Comment.
33. What is essential for a new company to avoid problems of excess funds and lack of financial management? And understand any three its importance as a financial advisor to a companies board of directors.
34. Briefly explain any four characteristics of industrial products.
35. Name any four sales promotion activities to promote sales.
36. Briefly explain any four role of consumer organization and NGO’s.

PART – D

VII Answer any three of the following questions in 20-25 sentences each. Each questions carries 8 marks. **8x3=24**

37. Explain the characteristics of Management.
38. Write down the advantages and disadvantages of Formal Organization.
39. Explain the benefits of Training to the Organization and Employees.
40. What is Supervision? Explain role played by Supervisor.
41. Explain the importance of Personal selling to Businessmen.

BAPU COMPOSITE PU COLLEGE

Triveni road, Yashwanthpur

Model paper 2

Business Studies (27)

Time : 3hrs 15min

Marks: 80

Class : II PUC

PART – A

I Choose the correct answer:

5x1=5

1. Which of the following is not a function of management
 - a) Planning
 - b) Organising
 - c) Coordinating
 - d) Staffing

2. Which of the following is not a principle of management given by Taylor?
 - a) Science not rule of thumb
 - b) Functional formenship
 - c) Maximum not restricted output
 - d) Harmony not discord

3. The plan which includes objective, policy, procedure and rule is called
 - a) Strategy
 - b) Budget
 - c) Programme
 - d) All of the above

4. An annual camp was organised by the NSS unit of your college in a neighbouring village. All the students were divided into groups according to the task Dasoha, Shramadana, Stage program and cultural committees were formed and the camp was made successful under the comprehensive supervision of the camp officer who created equality among the campers and achieved mutual communication and clarity". What is the function performed by the camp officer?
 - a) NSS Camp
 - b) Coordination
 - c) Controlling
 - d) Organising

5. It is the amount of money the customer has to get the product.
 - a) Customer
 - b) Branding
 - c) Price
 - d) Money

II Fill in the blanks by choosing appropriate word / words from those given in the brackets: **5x1=5**

(Retained earnings, Mental revolution, Advertising, Planning, Publicity, Internal)

6. _____ involves a change in the attitude of workers and management towards one another.
7. The _____ function of management involves decision making.
8. Motivation is a _____ feeling.
9. _____ is the very cheap source of finance..
10. A paid non-personal form of communication that is _____

III Match the following:

5x1=5

- | | |
|------------------------------------|---|
| 11. A | B |
| a) The level of political morality | i) Decentralisation |
| b) Standard | ii) External sources |
| c) Cooker | iii) Criteria for measuring performance |
| d) Direct recruitment | iv) Elements of political environment |
| e) Delegation of authority | v) Durable product |
| | vi) Centralisation |

IV Answer the following questions in one word or one sentences each: **5x1=5**

12. Write any one features of profession.
13. State the off the job training method used to train up employees before handling sophisticated machinery and equipment.
14. What is Grapevine communication?
15. Give an example for fixed assets.
16. Mention any one unfair trade practice.

PART – B

V Answer any six of the following questions in Two or Three sentences each. Each question carries 2 marks: **6x2=12**

17. State any two importance of management.
18. Give the meaning of Gang plank.
19. How Rule is differ from a Policy?
20. What is Deparmentalisation.
21. State any two types of Selection test.
22. State any two psychological barrier to communication.
23. Give any two examples for esteem needs.
24. What is credit allowed and credit availed?
25. State any two functions of distribution channel.
26. Define Consumer.

PART – C

VI Answer any six of the following questions in 10 -12 sentences each. Each question carries 4 marks: 6x4=24

27. Briefly explain any four significance of management principles.
28. Show the different elements of business environment that influence the success of business environment with a neat diagram.
29. What is demonetisation? State its features.
30. Explain any two types plans.
31. The quality of the production is not as per standards. On the 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 organisation.
32. Draw the neat diagram of Malsow's needs hierarchy theory. (Triangular diagram)
33. The board of directors has asked you to design the capital structure of the company. Explain any four factors that you would consider while doing so.
34. Packaging has acquired great significance in the marking of goods. In the light of this statement state any four functions of packaging.
35. Briefly explain any four objections against Advertising.
36. Name any eight Consumer organisation.

PART – D

VII Answer any three of the following questions in 20-25 sentences each. Each questions carries 8 marks. 8x3=24

37. Define Co-ordination. Explain the features of co-ordination.
38. What is Informal organisation? State any four advantages and disadvantage.
39. Explain any four on the job and any Off the job training methods.
40. Briefly explain the barriers of communication.
41. What is pricing? Explain the factors affecting for price determination.

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Model paper 3

Business Studies (27)

Time : 3hrs 15min
Class : II PUC

Marks: 80

PART – A

I Choose the correct answer:

5x1=5

1. Top level management consist of
 - a) Chairman
 - b) First line management
 - c) Division heads
 - d) Supervisors

2. Henri Fayol was a
 - a) Social scientist
 - b) Mining engineer
 - c) Accountant
 - d) Production engineer

3. A strategy is derived from
 - a) Policy
 - b) Method
 - c) Objectives
 - d) Rule

4. Ganga ltd, is a company dealing in metal products. The work is mainly divided into functions including production, purchases, marketing, finance and human resources. Identify the type of organizational structure followed by the organization.
 - a) Functional structure
 - b) Formal organization
 - c) Divisional structure
 - d) Informal organization

5. Which of the following is promotion mix?
 - a) Advertising
 - b) Transportation
 - c) Production
 - d) Price

II Fill in the blanks by choosing appropriate word / words from those given in the brackets: **5x1=5**

(Motivator, Trade mark, Emergency, Budget, Capital structure, Motivation)

6. Gang plank can be used in case of _____
7. A _____ is a statement of expected results expressed in numerical terms.
8. _____ is the technique used to motive people in an organization.
9. _____ refers to the mix between owner's funds and borrowed funds.
10. The part of the seal that is given legal protection is called _____

III Match the following:

5x1=5

- | A | B |
|-----------------------|----------------------------------|
| a) General guidelines | i) Management function |
| b) Authority | ii) Staffing process |
| c) Recruitment | iii) Characteristics of business |
| d) Controlling | iv) Promotion technique |
| e) Advertisement | v) Right to command |
| | vi) Marketing |

IV Answer the following questions in one word or one sentences each: **5x1=5**

12. What is process?
13. State any one difference between training and development.
14. Name the theory evolved by Abraham Maslow.
15. A company wants to establish a new unit in which a machinery worth Rs.10 lakh is involved. Identify the type of decision involved in financial management.
16. In which year the consumer protection act was passed?

PART – B

V Answer any six of the following questions in Two or Three sentences each. Each question carries 2 marks: **6x2=12**

17. Define Management.
18. State any two principles of scientific management contributed by F. W. Taylor.
19. What is 'Method' under plan?
20. State any two differences between Formal and Informal organization.
21. State two internal source of Recruitment.
22. State any two psychological barrier to communication.
23. Write any two limitation of Controlling.
24. State the twin objectives of financial planning.
25. Give two examples for convenience goods.
26. State any two responsibilities of consumer.

PART – C

VI Answer any six of the following questions in 10 -12 sentences each. Each question carries 4 marks: **6x4=24**

27. Briefly explain any four principles of management contributed by Henri Fayol.
28. Write a note on Social environment and Technological environment.
29. The court passed an order to ban polythene bags as
 - a) These bags are creating many environmental problems
 - b) Society is generally more concerned about quality of life
 - c) The government decided to give subsidy to jute industry to promote this business.
 - d) Innovative techniques are being developed to promote this business.
- e) Identify the different dimensions of business environment by quoting the lines from the above particulars.
30. No enterprises can achieve its objectives without systematic planning. Do you agree with this? Give any four importances in support of your answer.
31. Akash is working in an organization. After every three months, his manager transfers him from one department to another so that he may gain a broader understanding of all the departments of the organization. Name and explain the method of training Akash is undergoing.
32. Briefly explain the first four steps involved in controlling process.
33. What do you call the capital needed for day to day operations? State any three factors affecting such capital needs.
34. As a publisher, you have published a new book on marketing management. How will you determine the price of this book? Briefly explain any four factors of pricing.
35. State any four differences between advertising and personal selling.
36. Briefly explain any four rights of consumer.

PART – D

VII Answer any three of the following questions in 20-25 sentences each. Each question carries 8 marks. **8x3=24**

37. Explain the objectives of management.
38. 'The role of organization is important for a business organization to successfully achieve its goals' – explain the importance of organization to justify this statement.
39. Explain the stages involved in staffing process.
40. Explain the principles of Directing that must be followed for effective direction.
41. Explain any eight functions of marketing

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Model paper 4

Business Studies (27)

Time : 3hrs 15min

Marks: 80

Class : II PUC

PART A

I Choose the correct answer:

5x1=5

1. The following is not an objective of Management
 - a) Survival
 - b) Earning of profit
 - c) Growth of the organization
 - d) Policy making
2. How are principles of management formed?
 - a) In a laboratory
 - b) By managers
 - c) By experiences of customers
 - d) By propagation of social scientists
3. Which of the following is not the features of planning?
 - a) It focuses on achieving objectives
 - b) It involves identification and division of work
 - c) It is the primary function of the management
 - d) It is a pervasive function
4. Which of the following is not an elements of delegation?
 - a) Accountability
 - b) Responsibility
 - c) Authority
 - d) Rights
5. The concept which forces on quality of product is called
 - a) Production concept
 - b) Product concept
 - c) Selling concept
 - d) Marketing concept

II Fill in the blanks by choosing appropriate word / words from those given in the brackets: **5x1=5**

(Publicity, Fixed assets, Advertisement, F.W. Taylor, Financial, Rule)

6. _____ is the father of scientific management.
7. _____ are the statements that inform what is to be done.
8. Pay & allowances are the part of _____ incentives.
9. Fixed capital is invested in _____
10. Non paid communication form _____

III Match the following:

5x1=5

- | 11. A | B |
|--------------------------|---------------------------------|
| a) Interest rates | i) Quick decision making |
| b) Decentralization | ii) Selection process |
| c) Preliminary screening | iii) End function of management |
| d) Controlling | iv) Non-durable product |
| e) Toothpaste | v) Political environment |
| | vi) Economic environment |

IV Answer the following questions in one word or one sentences each: **5x1=5**

12. What is Efficiency?
13. State any one external source of recruitment.
14. Name any one human need as stated by Abraham Maslow.
15. Give the meaning of Financial leverage.
16. State any monetary limit of claim in State Consumer Disputes Redressal Commission.

PART – B

V Answer any SIX of the following questions in TWO or THREE sentences each. Each question carries 2 marks. **6x2=12**

17. State any two importance of Co-ordination.
18. State any two differences between unity of command and unity of direction.
19. Give the meaning of Planning premises.
20. What is formal organization?
21. Mention any two demerits of internal sources of recruitment.
22. Write any two features of Motivation.
23. Define Managerial Control.
24. What is Financing decision? Give an example.
25. How do you describe marketing mix?
26. Write any two rights of consumers.

PART – C

VI Answer any SIX of the following questions in 10-12 sentences each. Each question carries 4 marks

6x4=24

27. Explain F.W. Taylor's Scientific Management Principles.
28. Explain briefly any four features of Business environment.
29. State which environment the following are related to:
 - a) Birth and Death
 - b) Imposition of tax on all goods and services
 - c) Obtaining flight schedules by customers
 - d) Political ideologies of the ruling party
30. Briefly explain any four limitations of Planning.
31. Explain briefly four On-the-Job training methods.
32. 'A good control system helps an organization in many ways – Justify this statement with any four points.
33. Tata international ltd. Earned a net profit of Rs.50 crores. Ankit, the finance manager of Tata International ltd. wants to decide how to appropriate these profits. Identify the decision that Ankit will have to take and discuss any three factors which help him in taking this decision.
34. State any four considerations to be kept in mind while choosing a brand name.
35. Explain any four differences between marketing and selling.
36. State any four responsibilities of consumers while purchasing, using and consuming goods and services.

PART – D

VII Answer any THREE of the following questions in 20-25 sentences each. Each question carries 8 marks.

8x3=24

37. "Management is considered to be both an art and a science" - Explain
38. Define Delegation. Explain the importance of Delegation
39. Explain the process of selection.
40. Suggest the suitable measures to improve communication effectiveness.
41. Explain any four merits and any four limitations of advertising.

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Model paper 5

Business Studies (27)

Time : 3hrs 15min

Marks: 80

Class : II PUC

PART – A

I Choose the correct answer:

5x1=5

1. Coordination is
 - a) function of management
 - b) the essence of management
 - c) an objective of management
 - d) none of the above
2. Principles of management are not
 - a) Universal
 - b) Flexible
 - c) Absolute
 - d) Behavioural
3. Which of the following is an example for the single use plan?
 - a) Policy
 - b) Procedure
 - c) Budget
 - d) Method
4. Span of management refers to
 - a) Number of managers
 - b) Length of term for which a manager is appointed
 - c) Number of subordinates under a superior
 - d) Number of members in top management
5. To reach the mass customer in non personnel manner, the following elements of promotion mix is used.
 - a) Advertising
 - b) Sales promotion
 - c) Personal selling
 - d) Public relation

II Fill in blanks by choosing appropriate word/words from those given in the brackets: 5x1=5

(Motivation, Pay lower dividends, Publicity, Assumptions, Self actualization need, one boss)

6. Unity of command means _____
7. Premises in planning refers to _____
8. The highest level need in the Need Hierarchy of Abraham Maslow is _____
9. Companies with higher growth pattern are likely to pay _____
10. _____ is the activity of promotion mix.

III Match the following: 5x1=5

- | 11. A | B |
|--------------------------------|-------------------------------|
| a) Jan Dhan Yogana | i) Controlling function |
| b) Accountability | ii) Marketing mix |
| c) Performance appraisal | iii) Political environment |
| d) Forward as well as backward | iv) Evaluating performance |
| e) Place | v) Answerability for outcomes |
| | vi) Promotion mix |

IV Answer the following questions in one word or one sentences each: 5x1=5

12. State any one social objective of management.
13. What is Staffing?
14. State any one element of directing.
15. Give an example for current asset.
16. Who can file a complaint?

PART – B

V Answer any SIX of the following questions in Two or Three sentences each. Each question carriers 2 marks: 6x2=12

17. Define Coordination.
18. What is discipline according to Fayol?
19. State the first two steps in planning process.
20. State any two differences between functional structure and divisional structure.
21. Write any two demerits of external source of recruitment.
22. State any two assumption of Maslow's need hierarchy theory of motivation
23. Justify the relationship between planning and controlling with any two points.
24. Give the meaning of trading on equity.
25. Give any two examples for industrial product
26. State any two reasons to emphasizes the importance of consumer protection from the point of view of business.

PART – C

VI Answer any SIX of the following questions in 10-12 sentences each. Each question carries 4 marks: 4x6=24

27. Explain four aspects of work study.
28. Explain the importance of Business environment.
29. Identify the dimensions of business environment to which the following cases are related to:
 - a) Bank reduces the interest rate
 - b) Online reservation of tickets
 - c) Number of working women is increasing
 - d) Prohibition of advertisement which promote use of alcoholic beverage.
30. 'Is planning actually involves huge cost? Justify.
31. Ali, the CEO of super ltd. believes that human resource is the most important asset of the firm. He believes that no organization can be successful unless it can fill and keep filled the various positions provided for in the structure with the right kind of people. Identify the function of management being discussed above and state the benefits to the organization that its proper application in the firm will ensure.
32. Explain the limitations of controlling.
33. The board of directors has asked you to design the capital structure of the company. Explain any four factors that you would consider while doing so.
34. Describe the functions of labeling in the marketing of products.
35. Explain the major activities involved in the physical distribution of products.
36. Explain any four ways in which the objectives of consumer protection can be achieved.

PART -D

VII Answer any THREE of the following questions in 20-25 sentences each. Each question carries 8 marks: 8x3=24

37. Management is a series of continuous interrelated functions. Comment.
38. What is Decentralization? Explain its importance.
39. As a HR manager, explain any eight sources of recruitment to fill in the vacancies in your organization.
40. Explain any four financial incentives and any four non-financial incentives.
41. State any Eight differences between Advertising and Personal Selling.

