M – 2020

Register Number :

Subject **Code : 27 (NS)**

BUSINESS STUDIES

(Kannada and English Versions)

Time : 3 Hours 15 Minutes] [Total No. of questions : 43] [Max. Marks : 100

(English Version)

Instructions to the 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 the 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 answer corresponding to it. Each question carry **1** mark:

(10 × 1 = 10)

1) What is meant by Management?

2) Who is the 'Father of General Management'?

3) Which of the following is not a dimension of business Environment?

   a) Economic Environment

   b) Social Environment

   c) Technological Environment

   d) Natural Environment

4) Give an one example for Rule.

5) Which of the following is not an element of delegation?

a) Accountability b) Authority

c) Responsibility d) Rights

6) Which of the following is off-the-job training method?

a) Coaching b) Films

c) Job rotation d) Internship training

7) Name any one element of Direction.

8) Expand ROI.

9) What is meant by Capital structure?

10) Which of the following is a money market instruments?

a) Treasury bills b) Debentures

c) Equity shares d) Preference shares

11) Who is a Marketer?

12) Write any one Consumer right.

SECTION – B

II. Answer **any ten** of the following questions in **2** to **3** sentences each. Each question carries **2** marks : **(10 × 2 = 20)**

13) State any two importance of co-ordination.

14) Write any two significance of principles of Management.

15) Write two difference between unity of command and unity of direction.

16) What is planning?

17) Define organising.

18) Name any two important tests used for selection of employees.

19) Mention any two features of Motivation.

20) Give the meaning of Break even analysis.

21) State two objectives of financial planning.

22) Write any two development functions of SEBI.

23) List out any two differences between Marketing and Selling.

24) Write any two importance of consumer protection from consumer point of view.

SECTION – C

III. Answer **any seven** of the following questions in **10** to **12** sentences each. Each question carries **4** marks : **(7 × 4 = 28)**

25) Briefly explain any four techniques of Scientific work study.

26) Explain any four features of Business Environment.

27) Explain any four features of Planning.

28) Write the benefits of training and development to employee.

29) Briefly describe first four steps involved in controlling process.

30) Briefly explain any four factors affecting financing decisions.

31) Explain any four factors affecting the requirements of fixed capital.

32) Describe briefly the elements of Marketing Mix.

33) Explain the types of channels of distribution.

34) Explain any four consumer responsibilities.

SECTION – D

IV. Answer **any four** of the following questions in **20** to **25** sentences each. Each question carries **8** marks : **(4 × 8 = 32)**

35) 'Management is considered to be both an Art and Science'. Discuss.

36) State the advantages and disadvantages of Formal Organisation.

37) Discuss any eight commonly used external sources of recruitment.

38) Explain the principles of Directing.

39) What is Stock Exchange? Explain the functions of Stock Exchange.

40) Explain any four merits and any four limitations of advertising.

SECTION – E

(PRACTICAL ORIENTED QUESTIONS)

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

41) As a manager what logical steps you follow in planning process before executing a project.

42) Draw the organisation chart showing, divisional and functional structure.

43) As a marketing manager, suggest any five sales promotion activity to boost the sales.