



GOVERNMENT OF KARNATAKA

Department of School Education (Pre University)

18th Cross, Malleswaram Bengaluru- 560012

Web site: <https://www.pue.karnataka.gov.in/>

and

Karnataka School Examination and Assessment Board

6th Cross, Malleswaram Bengaluru- 560003

Web site: <https://kseab.karnataka.gov.in/>

2025 – 26 II PUC QUESTION BANK

SUBJECT CODE: 27

SUBJECT NAME: BUSINESS STUDIES

Disclaimer:

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II PUC CHAPTERWISE MARKS ALLOTMENT

TIME: 3 HOURS

27 – BUSINESS STUDIES

Max Marks: 80

UNIT NUMBER	UNIT NAME	Number of Teaching Hours	Marks Allotted	Page Number
1	NATURE & SIGNIFICANCE OF MANAGEMENT	12	12	8-14
2	PRINCIPLES OF MANAGEMENT	08	08	15-20
3	BUSINESS ENVIRONMENT	09	09	21-26
4	PLANNING	08	08	27-31
5	ORGANISING	12	12	32-36
6	STAFFING	16	16	37-42
7	DIRECTING	12	12	43-47
8	CONTROLLING	07	07	48-50
9	FINANCIAL MANAGEMENT	08	08	51-54
10	MARKETING	21	21	55-61
11	CONSUMER PROTECTION	07	07	62-65
TOTAL		120	120	
11	2025 Board Exam Question papers (Three Papers)	---	---	66-78
12	Previous Year Model Question papers and Practice Papers (Five Papers)	---	---	79-99

Specific Instructions:

Part / Section / Chapter	Instructions
Part- A	This part consists of four Sections and since all questions are compulsory, the questions should be lucid, clear, precise and unambiguous. Questions must be selected only from those provided in the textbook or as per the Department guidelines. No new questions should be created or included.
Section-I	This section consists of five multiple – choice questions and each question will have four answer options. Only one of the four options should be the correct answer. As far as possible, avoid using options like “None of the above” or “All of the above”. If absolutely it is necessary then such options should be given only as the last answer choice.
Section-II	This section consists of five questions where the blanks are to be filled using the words given in the brackets. The words given in the brackets should be single words. If an extra word is to be given, it should not have any connection with the correct answer. It should be completely unrelated. A comma should be placed after each word of answer. There should be a small space between the answer words, which are given in the brackets.
Section-III	This section consists of five match -the -following type questions. In Part-A, the questions should be short and must clearly indicate the concept. In part-B, the answer provided should indicate the meaning/example/ brief explanation/characteristics, etc., of the questions given in Part-A. If an extra answer is to be given in this section, it should be completely unrelated and must not resemble the correct answer.
Section-IV	This section should contain five direct questions that require answer in one word or expand or One sentence. If HOTS questions are to be asked in this section and the HOTS question should be selected from the stipulated chapter given in the model question paper they must be selected from the Text Book or as per the department guidelines. New questions should not be created or framed.
Part – B	This section contains Ten – 2 marks questions, out of which the student must answer any six questions and questions should be selected from the stipulated chapters given in the model papers. In this section, questions may be asked such as, meaning/definition Two characteristics, Two objectives, Two differences Two advantages, Two limitations, Two stages, Two examples or Two types. If HOTS questions are to be asked in this section, those questions must be selected from the Text book and as per the department guidelines only, new questions should not be framed.

Part – C	This section contains Ten – 4 marks questions, out of which the student must answer any six questions. In this section, questions such as four importance/four characteristics/four advantages/ four limitations/ four stages/ four dimensions/ four influencing factors, four differences or a short note on any Two topics may be asked and the questions should be selected from the stipulated chapters given in the model question papers. If HOTS questions are to be asked in this section, those questions must be selected from Text Book or as per the Department guidelines. New questions should not be framed.
Part – D	In this part, five 8-marks questions are given and the student must answer any three of them. The questions should be selected from the stipulated chapters given in the model question papers. A question can be framed for 8 marks by combining the definition along with importance/characteristics/advantages/limitations/stages/types / differences and functions. HOTS questions should not be asked. The questions must be selected from the text book or as per the department guidelines. New questions should not be framed.
CHAPTER-1	Nature and significance of management: In this chapter, two 1-mark questions, one 2-marks question, and One 8-marks question should be asked. For 8-marks question, any One of the following topics should be chosen for this section characteristics of management, objectives of management, or meaning and features of coordination. For remaining questions of Part A & Part B, should be asked from the textbook or as per the department guidelines.
CHAPTER-2	Principles of management: In this chapter, Two 1-mark questions, One 2-marks question, and One 4-marks question should be asked. For the 4-marks question, any One of the following aspects should be asked: Taylor’s principles of scientific management, four techniques of scientific management, any eight principles of Henry Fayol. For remaining questions of Part A & Part B, should be asked from the textbook or as per the department guidelines.
CHAPTER-3	Business environment: In this chapter, you should ask One 1-marks question, and Two 4-marks questions. Out of the two 4-marks questions: One question should be about the characteristics of business environment and the other question should be a HOTS question. While choosing HOTS questions, those questions must be selected from the Text book or as per the department guidelines.
CHAPTER-4	Planning: In this chapter, Two 1-mark questions, One 2-marks question, and One 4-marks question should be asked. For 4-marks question, One of the following should be asked: features of planning or limitations of planning or steps in planning process (HOTS) etc. For remaining questions of Part A & Part B, should be asked from the textbook, or as per the department guidelines.

CHAPTER-5	Organizing: In this chapter, Two 1-mark questions, One 2-marks question, and One 8- marks question should be asked. For 8-marks question, one of the following should be asked: Meaning and importance of organizing, meaning and importance of delegation, and meaning and importance of decentralization. For remaining questions of Part A & Part B, should be asked from the textbook or as per the department guidelines.
CHAPTER-6	Staffing: In this chapter Two 1-mark questions, One 2–marks question, One 4-marks question and One 8-marks question should be asked. For 8-marks question, it should be based on any one of the aspects : Stages in the selection process, external Sources of Recruitment (any 8), Four on -the-job and Four off-the-job training methods. For remaining questions of Part A, Part B & Part C should be asked from the textbook or as per the department guidelines.
CHPATER-7	Directing : In this chapter , Two 1-mark questions, One 2-marks question, and One 8- marks question should be asked. For 8-marks question, one of the following should be asked- Principles of Direction, Four financial and four non- financial incentives and ways to improve the effectiveness of communication, Maslow’s theory of motivation (HOTS). For remaining questions of Part A & Part B, should be asked from the textbook or as per the department guidelines.
CHAPTER-8	Controlling: In this chapter, one 1-mark question, one 2-marks question and One 4- marks question should be asked. For 4-marks question one of the following should be asked- Importance of controlling, Four limitations of Controlling, and First four steps of the Controlling process. For remaining questions of Part A & Part B, should be asked from the textbook or as per the department guidelines.
CHAPTER-9	Financial Management: In this chapter, two 1-mark question, one 2-marks question and One 4-marks question should be asked. For 4-mark question one of the following questions should be asked- Four factors affecting dividend / Financing / Investing decision, four factors affecting the requirement of fixed capital / Working Capital. For remaining questions of Part A & Part B should be asked from the textbook or as per the department guidelines.
CHAPTER-10	Marketing : In this chapter , Three 1-mark questions, One 2-marks question, Two 4-marks questions and One 8-marks question should be asked. For 8-marks question, one of the following should be asked- Eight functions of Marketing, Meaning of price along with factors affecting the price determination and eight differences between advertising and personal selling. For Part C out of two questions one question of 4 marks should be asked on HOTS. For remaining questions of Part A & Part B, should be asked from the textbook or as per the department guidelines.

CHAPTER-11	Consumer protection: In this chapter, One 1-mark question, One 2-marks question and One 4-marks question should be asked. For 4-marks question, one of following questions should be asked- Four rights of consumers, four responsibilities of consumers and four relief available to consumer. For remaining questions of Part A & Part B, should be asked from the textbook or as per the department guidelines.
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This should be strictly followed while setting the question paper.

CHAPTER-1

NATURE AND SIGNIFICANCE OF MANAGEMENT

PART-A

One-mark questions

Multiple Choice Questions:

I.	Select and write the correct alternative from the choices given below:	
1.	which of the following is not a function of Management? a. Planning b. Staffing c. cooperation d. Controlling	Easy
2.	Top level management consists of _____ (2024 Ex-1) a. Chairman b. Manager c. Divisional Head d. Supervisors	Easy
3.	Coordination is : a. Functions of Management b. The essence of Management c. An objective of Management d. Type of Management	Easy
4.	Which of the following is not the Organisational objective of management. a. Survival b. Profit c. Growth d. Providing employment opportunities (2024 Ex-3)	Easy
5.	The following is not an objective of management. (2024 Ex-2) a. Earning of profits b. Growth of the organisation c. Providing employment d. Policy making	Easy
6.	Management is Considered as: a. Art b. Science c. Both Art and Science d. Psychology	Easy
7.	_____ refers to the doing the task correctly and with minimum cost. a. Effectiveness b. Coordination c. Process d. Efficiency	Easy

8.	<p>Policy formulation is the function of</p> <p>a. Top level management b. Middle level management</p> <p>c. Operational management d. All levels of the management</p>	Easy
9.	<p>Why is Management considered multidimensional?</p> <p>a. Because it involves planning and controlling</p> <p>b. Because it deals with work, people and operations simultaneous.</p> <p>c. Because it is both art and science</p> <p>d. Because it focuses only on economic objectives.</p>	Average
10.	<p>Successful Management ensures that _____</p> <p>a. Goals are achieved with least cost</p> <p>b. Timely achievement of Goals</p> <p>c. Both a and b are correct</p> <p>d. Not to earn the enough revenue</p>	Average
11.	<p>Management as a Profession</p> <p>a. Well defined body of Knowledge</p> <p>b. Restricted entry</p> <p>c. Ethical code of conduct</p> <p>d. a, b and c are correct.</p>	Average
12.	<p>The quality of workmanship and the quantity of output depend on the _____</p> <p>a. Hard work of the workers</p> <p>b. Discipline of the workers</p> <p>c. Loyalty of the workers</p> <p>d. a, b and c</p>	Average
13.	<p>Management is considered as an Art because</p> <p>a. It is based on experimentation</p> <p>b. It requires personal skills</p> <p>c. It is well defined body of knowledge</p> <p>d. It has universal principles</p>	Average

14.	<p>Hemangi enterprises limited is planning to increase its sales by 30% in the next quarter. Identify the feature of management being high lightened in the given statement.</p> <ul style="list-style-type: none"> a. Management is all pervasive b. Management is goal-oriented process c. Management is a continuous process d. Management is a dynamic function 	Hots
15.	<p>Providing facilities of Schools, Creches and Hospitals is the objective of Management.</p> <ul style="list-style-type: none"> a. Social objective b. Organizational objective c. Personal objective d. Professional objective 	Hots
16.	<p>Management ensures optimum utilization of resources. This highlights management as:</p> <ul style="list-style-type: none"> a. A Science b. A Profession c. A process d. An Art 	Hots
17.	<p>A company's Sales target was Rs 50 lakh, but the actual sales reached Rs. 70 lakhs. This shows management is successful in achieving:</p> <ul style="list-style-type: none"> a. Social objectives b. Organizational objectives c. Personal objectives d. Professional objectives 	Hots
18.	<p>A company provides eco-friendly products to Society. This reflects which objective of Management?</p> <ul style="list-style-type: none"> a. Personal Objective b. Economic Objective c. Social Objective d. Professional Objective 	Hots
19.	<p>Social objective of management is _____. (2025 Ex-1)</p> <ul style="list-style-type: none"> a. Earning profit b. Personal growth and development. c. Survival d. Providing employment opportunities. 	

1	c	2	a	3	b	4	d	5	d
6	c	7	d	8	a	9	b	10	c
11	d	12	d	13	b	14	b	15	a
16	c	17	b	18	c	19	d		

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II. Fill in the blanks by choosing appropriate answers from those given in the brackets.

[Specialisation, Coordination, Lower level, Team, Functions, Unity of actions, Link, Top level, Planning, Achieving goals]

- Management is the process of getting things done with the aim of _____.
- _____ is considered as the base for all the other managerial functions.
- _____ Management consists of senior most executives of the organization.
- Middle level management act as a _____ between top level management and supervisory management.
- Co-ordination ensures _____.
- Management consists of a series of interrelated _____ that are performed by all managers.
- Together everyone achieves more as a _____.
- Foremen and supervisors comprise the _____ in the hierarchy of the organization.
- ‘DABBAWALLAS’ – Excellence through _____.
- Modern organizations are characterised by a high degree of _____.

III.	<p>Match the following:</p> <table><tr><td></td><td>A</td><td></td><td>B</td></tr><tr><td>a.</td><td>Organization objectives</td><td>i</td><td>Environment friendly methods</td></tr><tr><td>b.</td><td>Social objectives</td><td>ii</td><td>Survival of Business</td></tr><tr><td>c.</td><td>Supervisory level</td><td>iii</td><td>Integrates group efforts</td></tr><tr><td>d.</td><td>Coordination</td><td>iv</td><td>Example for middle management</td></tr><tr><td>e.</td><td>Effectiveness</td><td>v</td><td>Top management</td></tr><tr><td>f.</td><td>Production manager</td><td>vi</td><td>Doing the right task</td></tr><tr><td>g.</td><td>Ethical code of conduct</td><td>vii</td><td>Foremen</td></tr><tr><td>h.</td><td>chairman</td><td>viii</td><td>Profession</td></tr><tr><td>i.</td><td>Operational management</td><td>ix</td><td>Planning</td></tr><tr><td>j.</td><td>Management function</td><td>x</td><td>Doing the task with minimum cost.</td></tr><tr><td>k.</td><td>Efficiency (2025 Ex-3)</td><td>xi</td><td>Supervisors</td></tr></table> <table><tr><td>a</td><td>ii</td><td>b</td><td>I</td><td>c</td><td>vii</td><td>d</td><td>Iii</td><td>e</td><td>Vi</td><td>F</td><td>Iv</td></tr><tr><td>g</td><td>viii</td><td>h</td><td>V</td><td>i</td><td>Xi</td><td>j</td><td>Ix</td><td>k</td><td>X</td><td></td><td></td></tr></table>		A		B	a.	Organization objectives	i	Environment friendly methods	b.	Social objectives	ii	Survival of Business	c.	Supervisory level	iii	Integrates group efforts	d.	Coordination	iv	Example for middle management	e.	Effectiveness	v	Top management	f.	Production manager	vi	Doing the right task	g.	Ethical code of conduct	vii	Foremen	h.	chairman	viii	Profession	i.	Operational management	ix	Planning	j.	Management function	x	Doing the task with minimum cost.	k.	Efficiency (2025 Ex-3)	xi	Supervisors	a	ii	b	I	c	vii	d	Iii	e	Vi	F	Iv	g	viii	h	V	i	Xi	j	Ix	k	X			
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g	viii	h	V	i	Xi	j	Ix	k	X																																																																	
IV.	<p>Answer the following questions in One word or One sentence each:</p>																																																																									
1.	What is efficiency? (2024 Ex-3)	Easy																																																																								
2.	What is effectiveness in management is concerned with?	Easy																																																																								
3.	State any one dimension of management. (2025 Ex-1)	Easy																																																																								
4.	State any one social objective of management.	Easy																																																																								
5.	State any one personal objective of management.	Easy																																																																								
6.	State any one Organisational objective of management. (2024 Ex-1)	Easy																																																																								
7.	Give an example of Top-level management. (2025 Ex-2)	Average																																																																								
8.	Give an example of Middle level management.	Average																																																																								
9.	Why is management considered a goal-oriented process?	Average																																																																								
10.	State one reason why management is considered a continuous process.	Average																																																																								
11.	Give one reason why management is called a dynamic function.	Average																																																																								

12.	In a hospital, doctors, nurses and staff work together. Which nature of management is reflected here?	Hots
13.	A cricket team works under a coach. which nature of management does this indicate?	Hots
14.	Ritu is the manager of the northern division of a larger corporate house. At what level does she work in the organization?	Hots
15.	When business environment keeps changing, which feature of management helps the organization to adapt?	Hots
16.	Which function of management ensures that “finding the right people for the right job”?	Hots
17.	A petrol bunk needs to be managed as much as a hospital or a school does. Which characteristics of the management is stated here? (2025 Ex-3)	Hots
V.	PART-B Answer the following questions in TWO-THREE sentences each. Each question carries 2 marks.	
1.	Define Management.	Easy
2.	Define coordination. (2024 Ex-3)	Easy
3.	State any two characteristics (features) of Coordination. (2024 Ex-1, 2025 Ex-2, Ex-3)	Easy
4.	State any two organizational objectives of management.	Easy
5.	State any two importance of Management.	Easy
6.	State any two social objectives of management. (2025 Ex-3)	Easy
7.	State any two importance of coordination. (2024 Ex-2)	Easy
8.	How is management multidimensional in nature?	Average
9.	State any two reasons why management is regarded as a group activity.	Average
10.	Give any two examples for Top level Management.	Average
11.	Give any two examples for Middle level management.	Average
12.	In a cricket match, player have talent but fail to win without a captain. Which nature of management is reflected here?	Hots
13.	A company changes its strategies frequently due to competition. Which nature of management does these highlights?	Hots

14.	“As a manager, which five interrelated functions of management would you apply in your organization”?	Hots
VI	PART-D Answer the following questions in TWENTY to TWENTYFIVE sentences each. Each question carries 8 marks.	
1.	Explain the characteristics of Management. (2024 Ex-1, Ex-3, 2025 Ex-2)	Average
2.	Explain the objectives of management?	Average
3.	Management is considered to be both Art and Science. Explain	Average
4.	What is coordination? Explain its characteristics.	Average
5.	“Management is intangible but its presence is felt through results.” Justify the statement by describing the characteristics of management.	Hots
6.	What objectives a management aims to achieve? Elucidate.	Hots
7.	‘Management as an art and science are not mutually exclusive, but complement to each other’. Elucidate.	Hots
8.	“Coordination is considered the essence of management. Critically analyze this statement with reference to the characteristics of coordination.”	Hots
9.	Management is a series of continuous interrelated functions- comment. (2024 Ex-2, 2025 Ex-1) Note: Meaning of management -2 mark, functions -5 marks and conclusion - 1	Hots
10.	Management is a three-tier activity. Show the levels of management with a neat diagram. Explain them with examples. (2025 Ex-3) Note: for diagram(triangular) 5 marks and for explanation 3 marks.	Hots

Type of questions	1 mark	2 marks	4 marks	8 marks	Total Marks
No. of questions	2	1	-	1	12

CHAPTER-2

PRINCIPLES OF MANAGEMENT

PART-A

One-mark questions

Multiple Choice Questions:

I.	Select and write the correct alternative from the choices given below:	
1.	Principles of management are not _____ (2025 Ex-3) a. Universal b. Flexible c. Absolute d. Behavioural	Easy
2.	Which of the following is a technique of Scientific work study? (2024 Ex-1) a. Time study b. Environment study c. Mental study d. Management study	Easy
3.	Henri Fayol was a _____ a. Social scientist b. Mining Engineer c. Accountant d. Production engineer	Easy
4.	Which of the following is not a Principle of Management given by Taylor? a. Science, not rule of thumb b. Division of Work c. Cooperation not individualism d. Harmony not discord	Easy
5.	Taylor was a strong advocate of _____ wage system. (2024 Ex-3) a. Differential piece b. Equal c. Ratios d. Both a and b	Easy
6.	How are principles of management are formed? a. In a laboratory b. By experience of Managers c. Experiences of Customers d. By propagation of social scientists	Easy

7.	Henry Fayol suggested how many principles of management? a. 10 b. 12 c. 14 d. 16	Easy
8.	Who is known as father of General Principles Management? (2025 Ex-1) a. Henry Fayol b. Gilbreth c. F.W. Taylor d. Harold Koonts	Easy
9.	The principles of management are significant because of a. Increase in efficiency b. Initiative c. Optimum utilization of resources d. Adaptation to changing technology	Average
10.	Which of the following statement best describes the principles of ‘Division of work’. (2024 Ex-2) a. Work should be divided into small task. b. Labour should be divided. c. Resources should be divided among job. d. It leads to specialisation	Average
11.	Which of the following statements best describes ‘Mental Revolution’? a. It implies change of attitude b. The management and workers should not play the game of upmanship c. Both management and workers require each other d. Workers should be paid more	Average
12.	Which principles advocates that “employees should receive orders from only one superior”? a. Unity of Direction b. Discipline c. Unity of command d. Centralisation	Average
13.	“A place for everything and everything in its place “refers to which principles of management? a. Equity b. Order c. Stability d. discipline	Average
14.	‘She/He keeps machines, material, tools etc., ready for operations by concerned workers. Whose work is described by this sentence under functional foremanship?	Hots

	a. Instruction card clerk c. Gang boss	b. Repair boss d. Speed boss																																									
15.	Management should find “One best way” to perform a task. Which technique of Scientific management is defined in this sentence? a. Time study c. Fatigue study		Hots																																								
	b. Motion study d. Method study																																										
16.	In a college, all teachers of commerce subjects work under one head of department and follow a single plan of action for teaching. Which principles is followed? a. Unity of Command c. Discipline		Hots																																								
	b. Unity of Direction d. Centralisation																																										
17.	During an emergency, a manager allows subordinates to contact each other directly by passing the chain of command. This is an example of: a. Equity c. Gang plank		Hots																																								
	b. Order d. Discipline																																										
	<table><tr><td>1</td><td>c</td><td>2</td><td>a</td><td>3</td><td>b</td><td>4</td><td>b</td><td>5</td><td>a</td></tr><tr><td>6</td><td>b</td><td>7</td><td>c</td><td>8</td><td>a</td><td>9</td><td>c</td><td>10</td><td>a</td></tr><tr><td>11</td><td>a</td><td>12</td><td>c</td><td>13</td><td>b</td><td>14</td><td>c</td><td>15</td><td>d</td></tr><tr><td>16</td><td>b</td><td>17</td><td>c</td><td colspan="6"></td></tr></table>		1	c	2	a	3	b	4	b	5	a	6	b	7	c	8	a	9	c	10	a	11	a	12	c	13	b	14	c	15	d	16	b	17	c							
1	c	2	a	3	b	4	b	5	a																																		
6	b	7	c	8	a	9	c	10	a																																		
11	a	12	c	13	b	14	c	15	d																																		
16	b	17	c																																								
II.	<p>Fill in the blanks by choosing appropriate answers from those given in the brackets.</p> <p>[Principles of Management, Gangplank, general Guidelines, Unity of command, Initiative, Centralisation, Differential Piece wage, Order, Henri Fayol, Fatigue study, just in time, F.W. Taylor]</p> <p>1. _____ is known as Father of Scientific Management.</p> <p>2. _____ is the new technique of management developed on the basis of Principles of management.</p> <p>3. The amount and frequency of rest intervals in completing a task is called as _____</p> <p>4. _____ is called Father of General management. (2024 Ex-2, 2025 Ex-3)</p>																																										

5.	_____ principle states that there is a place for everything and everything in its place.																																																																					
6.	Taylor was a strong advocate of _____ system.																																																																					
7.	The concentration of decision -making authority is called_____.																																																																					
8.	_____ means taking the first step with self -motivation.																																																																					
9.	One subordinate should receive orders from and should be responsible to only one_____. (2024 Ex-1)																																																																					
10.	Principles of management is _____. (2024 Ex-3)																																																																					
11.	_____ communication method can be used in case of emergency. (2025 Ex-2)																																																																					
12.	A _____ is a broader and general guideline for decision making and behaviour. (2025 Ex-1)																																																																					
III.	Match the following:																																																																					
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III.	Answer the following questions in one word or one sentence each:																																																																					
1.	What is Standardization according to Taylor?	Easy																																																																				
2.	What is the aim of simplification according to Taylor?	Easy																																																																				
3.	Who is called the ‘Father of Scientific management’?	Easy																																																																				

4.	Who is called the father of General principles of management? (2025 Ex-1)	Easy
5.	Who advocated separation of planning and execution function in any organisation?	Easy
6.	Name any one foreman under functional foremanship.	Easy
7.	Why is Discipline considered an important principle of Management?	Average
8.	Why are the principles of scalar chain important in an organisation?	Average
9.	How does the principle of Order help in effective management?	Average
10.	Interpret the meaning of principle of Equity given by the Henri Fayol.	Average
11.	Describe in one line the principle of Espirit de corps.	Average
12.	A company appoints a female manager but pays her less than male managers for the same work. Which principle is ignored here?	Hots
13.	Workers in a factory are wasting time from one machine to another. Which principle can solve this problem?	Hots
14.	If a worker receives conflicting instructions from two different bosses, which principle is being violated?	Hots
15.	A team of workers completes a project successfully because of mutual trust and unity. Which principle is followed?	Hots
V.	PART-B Answer the following questions in ONE or THREE sentences each. Each question carries 2 marks	
1.	Give the meaning of Principles of management?	Easy
2.	What is scientific management?	Easy
3.	Write any two significances of principles of management. (2024 Ex-1)	Easy
4.	What is Motion Study?	Easy
5.	According to F.W Taylor, what is mental Revolution? (2025 Ex-3)	Easy
6.	What is Scalar chain? (2025 Ex-1)	Easy
7.	State any two aspects of work study according to Taylor? (2025 Ex-2)	Easy
8.	State any two differences between unity of command and unity of direction. (2024 Ex-2)	Average
9.	Describe the principles of Order with one example.	Average
10.	How does Motion study helps in improving efficiency?	Average
11.	Why is Time study important in scientific management?	Average

12.	Which principle of management is followed when a manager should replace 'I' with 'WE' in all his conversations with workers to foster team spirit?	Average
13.	A factory worker takes long breaks and becomes less productive due to tiredness. Which scientific management technique can help? Explain in one sentence.	Hots
14.	A manger distributes work equally among workers according to their skills. Which principle is being followed? Explain in one sentence.	Hots
15.	A manager always treats his subordinates fairly and kindly, without discrimination. Identify the principle and explain in one sentence.	Hots
VI.	<p style="text-align: center;">PART-C</p> <p>Answer the following questions in TEN to TWELVE sentences wherever applicable. Each question carries 4 marks:</p>	
1.	Explain briefly any four natures of Principles of Management (2025 Ex-2)	Average
2.	Briefly explain any four techniques of Scientific management. (2024 Ex-2)	Average
3.	Briefly explain the Principles of Scientific Management contributed by F.W. Taylor. (2025 Ex-1)	Average
4.	Briefly explain four principles of management contributed by Henri Fayol. (2024 Ex-3)	Average
5.	Explain briefly any four significances of Principles of management. (2025 Ex-3)	Average
6.	As a general manager list out any eight principles advocated by Henri Fayol which you would like to adopt in your business organisation.	Hots

Type of questions	1 mark	2 marks	4 marks	8 Marks	Total Marks
No. of questions	2	1	1	-	8

CHAPTER-3

BUSINESS ENVIRONMENT

PART-A

One-mark questions

I. Multiple Choice Questions:

I.	Select and write the correct alternative from the choices given below:	
1.	Which of the following does not characterize the business environment? a. Uncertainty b. Relativity c. Employees d. Complexity	Easy
2.	Which of the following best indicates the importance of business environment? a. Identification of opportunities b. Improvement in performance c. Coping with rapid changes d. Relativity	Easy
3.	Liberalisation means a. Integration among economics b. Reduced govt. controls and restrictions c. Policy of planned disinvestments d. a, b and c	Easy
4.	Which of the following is not feature of demonetization? a. Tax administration measure b. Channelizing saving into the formal financial system. c. Development of less cash economy d. Coping with rapid changes	Easy

5.	Which of the following is a part of economic environment? a. Public debt b. Lifestyle of people c. Technological changes d. level of education	Easy
6.	Which of the following is an example of social environment? a. Money supply in the economy b. Consumer protection Act c. The Constitution of the country d. Composition of family	Average
7.	Business environment is a group of _____ powers. a. Special b. General c. Internal d. Specific and General	Easy
8.	Which of the following is an example of economic environment? a. Level of Income b. Customs and tradition c. Technology used in production d. Social values	Average
9.	Which elements of the business environment refers to belief, values and customs of people? a. Political environment b. legal environment c. Social environment d. Technological environment	Average
10.	Change in consumer preferences directly affects the _____ of business. a. Technology b. working capital c. Demand and supply d. Legal frame work	Average
11.	Change in government policies is an example of _____ environment. a. Economic b. Political c. Social d. Technological	Average
12.	Between June 2023 and June2024 a report says the exports of India have increased by 2.47% while imports have increased by 5.04%. Identify the related dimensions of the business environment. a. Social dimension b. Technological dimension c. Legal dimension d. Economic dimension	Hots
13.	Identify the related dimensions of the business environment which led to the mandatory usage of masks and PPE kits during COVID – 19 a. Social dimension b. Legal dimension c. Technology dimension d. political dimension	Hots

14.	<p>The government of India has allowed foreign direct investment in insurance sector. What economic reform is the reason of this change in government's policy?</p> <div> <div>a. Globalisation</div> <div>b. Liberalisation</div> <div>c. Privatisation</div> <div>d. Demonetization</div> </div>	Hots																																								
15.	<p>Rapid increase in mobile phone usage is part of _____ environment.</p> <div> <div>a. Political</div> <div>b. Technological</div> <div>c. Social</div> <div>d. Legal</div> </div>	Hots																																								
16.	<p>Goods and Service Tax (GST) relates to _____ environment.</p> <div> <div>a. Political</div> <div>b. Legal</div> <div>c. Social</div> <div>d. Technological</div> </div> <table> <tr> <td>1</td><td>C</td><td>2</td><td>D</td><td>3</td><td>b</td><td>4</td><td>d</td><td>5</td><td>a</td></tr> <tr> <td>6</td><td>d</td><td>7</td><td>D</td><td>8</td><td>a</td><td>9</td><td>c</td><td>10</td><td>c</td></tr> <tr> <td>11</td><td>b</td><td>12</td><td>D</td><td>13</td><td>b</td><td>14</td><td>b</td><td>15</td><td>B</td></tr> <tr> <td>16</td><td>b</td><td colspan="8"></td></tr> </table>	1	C	2	D	3	b	4	d	5	a	6	d	7	D	8	a	9	c	10	c	11	b	12	D	13	b	14	b	15	B	16	b									Hots
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II.	<p>Fill in the blanks by choosing appropriate answer from those given in the brackets.</p> <p>[Technological , Legal , Economic, Social, Privatisation, Tax, Uncertain, Scientific, Political , Dynamic]</p> <p>Business Environment is _____ in nature.</p> <div> <div>1. Government rules and regulations relevant to business are included in</div> <div>2. _____ of business.</div> <div>3. Technological environment includes forces relating to _____ improvements and innovations.</div> <div>4. It is very difficult to predict the future happening because business environment is largely_____</div> <div>5. Demonetization is viewed as a _____ administration measure.</div> <div>6. _____ refers to giving more resources in the hands of private sector.</div> <div>7. An increase in population growth affects the _____ environment.</div> </div>																																									

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5.	Expand BIFR.	Average																																																																												

6.	Expand FIPB.	Average
7.	Expand LPG.	Average
8.	Expand FDI.	Average
9.	Mention any one denomination of Notes which was demonetized by Government of India in the year 2016.	Hots
VI.	PART-C Answer the following questions in TEN to TWELVE sentences wherever applicable. Each question carries four marks:	
1.	Explain briefly any four features of the Business environment. (2024 Ex-1, Ex-2, Ex-3, 2025 Ex-2)	Average
2.	Briefly explain any four importance of Business environment. (2025 Ex-3)	Average
3.	Explain briefly any four dimensions of the business environment. (2025 Ex-3)	Average
4.	Briefly explain four points to show how important the understanding of business environment for a manager is. (2025 Ex-1)	Hots
5.	Show the different elements of the business environment that influence the success of business enterprises with a neat diagram.	Hots
6.	The project of Nano car re-established in Gujarat is indicated by which factor of Environment? Write a note on it.	Hots
7.	Identify the dimension of business environment to which the following are related: a. Banks reduces the interest rate on house loans b. Number of working women is increasing c. Reservation of Tickets by internet. d. Prohibition of alcohol beverages to be advertised.	Hots
8.	The court passed an order that all schools must have water purifier for the school children (2024 Ex-1, Ex-2) a. Society in general is more concerned about quality of life. b. Innovative techniques are being developed to manufacture water purifiers at competitive rates.	Hots

	<p>c. Incomes are raising and children at home are also drinking purified water.</p> <p>d. Representative of public interested to provide water purifier at school.</p> <p>Identify the different dimensions of business environment by quoting the lines from the above particulars.</p>	
9.	<p>‘Banks decide the lower interest rates on housing loans.’</p> <p>State the dimension of Business environment with which it is related. Write a note on it.</p> <p>(2024 Ex-3)</p>	Hots
10.	<p>Identify and explain the related dimension of business environment in the following statements:</p> <p>(2025 Ex-1)</p> <p>a. Banks have reduced interest rates on housing loans.</p> <p>b. Advertisements including packets of cigarettes carry the statutory warning ‘Cigarette smoking is injurious to health.</p>	Hots
11.	<p>‘Karnataka state government has banned the use of artificial colours in the preparation of food items.’</p> <p>Identify the dimension of business environment from the above statement and write a note on it.</p> <p>(2025 Ex-2)</p>	Hots

Type of questions	1 mark	2 marks	4 Marks	8 Marks	Total Marks
No. of questions	1	-	2	-	9

CHAPTER- 4

PLANNING

PART-A

One-mark questions

I. Multiple Choice Questions:

I.	Select and write the correct alternative from the choices given below:	
1.	Name the function of management which involves setting objectives <div> a. Directing b. Planning </div> <div> c. Staffing d. Organizing </div>	Easy
2.	_____ is a primary function of Management. (2024 Ex-3) <div> a. Planning b. Organising </div> <div> c. Staffing d. Controlling </div>	Easy
3.	Which of the following is a type of Standing plan? (2024 Ex -1) <div> a. Objectives b. Method </div> <div> c. Strategy d. Budget </div>	Easy
4.	Which of the following is not the feature of the Planning? (2024 Ex-2) <div> a. It focuses on achieving objectives </div> <div> b. It involves identification and division of work </div> <div> c. It is the primary function of the management </div>	Easy

	d. It is a pervasive function.	
5.	Which of the following is not a type of plan? a. Objectives b. Coordination c. Budget d. Rule	Easy
6.	First step in the planning process is (2025 Ex-3) a. Implementing the plan b. Evaluate alternative courses c. Setting an objectives d. Procedure	Easy
7.	Which of the following is an example of a single use plan? (2025 Ex-2) a. Policy b. Procedure c. Budget d. Method	Average
8.	Planning is called a mental exercise because it involves: a. Physical strength b. Mental effort and foresight c. Delegation of work d. Use of technology	Average
9.	Which of the following is an example of Standing plan? a. Budget b. Project c. Programmes d. Methods	Average
10.	Polices are example for _____ plan. a. Single use b. Standing c. Regular d. Both a and c	Average
11.	A company plans everything in detail but sudden government restrictions make the plan fail. Which limitation of planning is highlighted? a. Planning is time consuming b. Planning may not work in dynamic environment c. Planning involves huge cost d. Planning reduces creativity	Hots
12.	A manager sets a target of doubling sales in one month. Which limitation of planning does this represent? a. Creates rigidity b. May not work in dynamic environment c. Planning involves huge cost d. Does not guarantee success	Hots

13.	<p>If manager spend too much time on planning, the actual work may get delayed.</p> <p>Which limitation does this reflects?</p> <p>a. planning reduces uncertainty</p> <p>b. Planning is a time-consuming process</p> <p>c. Planning reduces flexibility</p> <p>d. Planning increases efficiency</p>	Hots																														
14.	<p>“Planning bridges the gap between where we are and where we want to go.”</p> <p>This statement highlights which feature of planning?</p> <p>a. Continuous process</p> <p>b. Goal oriented</p> <p>c. Primary Function</p> <p>d. Futuristics</p> <table><tr><td>1</td><td>a</td><td>2</td><td>a</td><td>3</td><td>b</td><td>4</td><td>b</td><td>5</td><td>b</td></tr><tr><td>6</td><td>c</td><td>7</td><td>c</td><td>8</td><td>b</td><td>9</td><td>d</td><td>10</td><td>b</td></tr><tr><td>11</td><td>b</td><td>12</td><td>d</td><td>13</td><td>b</td><td>14</td><td>b</td><td></td><td></td></tr></table>	1	a	2	a	3	b	4	b	5	b	6	c	7	c	8	b	9	d	10	b	11	b	12	d	13	b	14	b			Hots
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II.	<p>Fill in the blanks by choosing appropriate answer from those given in the brackets.</p> <p>[General, Procedure, Policy, setting objectives, Rules, Standing Plan, Single use plan, Primary, Projects, Planning, Numerical, Budget, dynamic]</p> <p>1. _____ is a statement of expected results expressed in numerical terms. (2025 Ex-1)</p> <p>2. A budget is a statement of expected results expressed in _____ terms. (2024 Ex-3)</p> <p>3. _____ is deciding in advance what to do and how to do.</p> <p>4. _____ is an example of single use Plan. (2024 Ex-2)</p> <p>5. Planning is a _____ function of management.</p> <p>6. _____ plan is developed for a onetime event.</p> <p>7. _____ plan is likely to be repeated in future.</p> <p>8. _____ are specific statement that inform what is to be done.</p> <p>9. Planning may not work in a _____ environment. (2025 Ex-2)</p> <p>10. _____ is the first and foremost step in planning process.</p> <p>11.</p>																															

12.	_____ are general statements that guide thinking towards a particular direction. (2024 Ex-1)																																																																					
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a	iv	b	v	c	ii	d	i	e	iii	f	vii																																																											
g	vi	h	x	i	viii	j	ix																																																															
IV.	Answer the following questions in one word or one sentences each:																																																																					
1.	What is Planning?	Easy																																																																				
2.	Which function of management involves decision making?	Easy																																																																				
3.	What is Budget?	Easy																																																																				
4.	State any one importance of planning.	Easy																																																																				
5.	State any one Feature of planning.	Easy																																																																				
6.	Give an example for a Standing plan.	Average																																																																				
7.	Give an example for a Single use plan.	Average																																																																				
8.	Give an example for Rule.	Average																																																																				
9.	Name the plan which specifies a detailed step by step presentation of a job.	Average																																																																				
10.	Name the type of plan in which expected results are expressed in numerical terms.	Average																																																																				

11.	"No smoking in office" is an example of which type of plan?	Hots
12.	A company planned to open a new showroom in June, but due to heavy rain and flood it is failed, which limitation of planning is highlighted?	Hots
13.	A mobile company planned to launch a new model but a competitor copied the idea and launched it first. which limitation is this?	Hots
14.	"Wearing ID card is compulsory in office at working time." is an example of which type of planning?	Hots
15.	A company planned to reduce costs, but workers resisted changes and efficiency was not achieved. Which limitation of planning is seen here?	Hots
V.	PART-B Answer the following questions in TWO to THREE sentences each. Each question carries 2 marks:	
1.	State the first two steps in Planning process. (2025 Ex-2)	Easy
2.	Give the meaning of planning premises.	Easy
3.	State any two features of planning. (2025 Ex-3)	Easy
4.	State any two limitations of planning. (2024 Ex-1)	Easy
5.	What is a Policy? (2024 Ex-2)	Easy
6.	Mention any two Standing plans.	Easy
7.	Give any two examples for policies in planning.	Average
8.	What are the Rules? Give an example.	Average
9.	What is Budget? Give an example.	Average
10.	A school principal planned a cultural fest, but due to sudden strike and transport issues the event could not take place. Which limitation of planning is seen here and explain in one sentence.	Hots
11.	A company made a detailed plan for its new product launch but due to sudden change in government policy the plan could not be executed. Identify the limitation of planning and explain in one sentence.	Hots
12.	A manager prepared a plan for entire year and instructed employees to follow it strictly even when market conditions changed. Which limitation of planning is highlighted? explain in one sentence.	Hots
13.	Identify the types of plans in the following statements: (2025 Ex-1) a. Increase the quantity of goods sold by 10% in this year. b. Wearing of ID card is compulsory for employees during work.	Hots

PART-C		
VI.	Answer the following questions in TEN to TWELVE sentences wherever applicable. Each question carries 4 marks:	
1.	Explain briefly any four features of planning. (2025 Ex-1)	Average
2.	Briefly explain the importance of planning with any four point. (2024 Ex-2, 2025 Ex-2))	Average
3.	Explain briefly any four limitations of planning. (2024 Ex-3)	Average
4.	As a manager of an enterprise what steps you will follow in the planning process before executing a project? (without explanation) (2024 Ex-1)	Hots

Type of questions	1 mark	2 marks	4 Marks	8 Marks	Total Marks
No. of questions	2	1	1	-	8

CHAPTER-5 ORGANISING

PART-A

One-mark questions

Multiple Choice Questions:

I.	Select and write the correct alternative from the choices given below:	
1.	Which of the following is not an element of delegation? a. Accountability b. Authority c. Responsibility d. Informal Organisation	Easy
2.	The form of organisation known for giving rise to rumours is called _____ a. Centralised Organisation b. Decentralised organisation c. Formal Organisation d. Informal organisation	Easy

3.	Company has its registered office in Delhi, Manufacturing unit at Gurgaon and marketing and sales department at Faridabad. The company manufactures the consumer products. Which type of Organisational structure should it adopt to achieve its target? (2024 Exam-1) a. Functional structure b. Divisional structure b. Formal organisation d. Informal organisation	Hots
4.	Which of the following does not follow the scalar chain a. Functional Structure c. Formal organisation b. Divisional structure d. Informal organisation	Easy
5.	A network of social relationship that arise spontaneously due to interaction at work is called _____ (2025 Ex-2) a. Formal organisation c. Decentralisation b. Informal organisation d. Delegation	Average
6.	Grouping of activities on the basis of product line is a part of (2024 Ex-2) a. Delegated c. Functional organisation b. Divisional organisation d. Autonomous organisation	Average
7.	Grouping of activity on the basis of functions is a part of a. Delegated organisation c. Functional organisation b. Divisional organisation d. Autonomous organisation	Average
8.	Which steps of organizing involves deciding who will perform a particular job? a. Departmentalisation b. Assignment of duties c. Establishing reporting relationships d. Identifying activities	Average
9.	Under what function of management the relationship between different position is explained? (2025 MQP-1) a. Planning c. Organisation b. Communication d. Supervision	Average
10.	Mohan was given a task by his superior to prepare a plan in one week. He asked two of his subordinates to work on two aspects of his task. One of the subordinates was sick and could not complete his work. Who is accountable for his task?	Hots

	<div>a. Mohan is accountable</div> <div>b. Mohan’s superior is accountable</div> <div>c. Mohan subordinate is accountable</div> <div>d. Nobody is accountable.</div>																															
11.	<div>Under this type of organizational structure manpower is grouped on the basis of different products manufactured.</div> <div><div>a. Divisional structure</div><div>b. Functional structure</div><div>c. Network structure</div><div>d. Matrix structure</div></div>	Hots																														
12.	<div>A company manufacturing mobile phones has separate departments for production, finance, marketing and human resources. Which type of organizational structure is this?</div> <div><div>a. Divisional structure</div><div>b. Functional structure</div><div>c. Informal structure</div><div>d. Project structure</div></div>	Hots																														
13.	<div>A manager assigns work to subordinates but retains the authority of final decision -making. This shows:</div> <div><div>a. Delegation of authority</div><div>b. Decentralisation</div><div>c. Accountability</div><div>d. Centralisation</div></div>	Hots																														
14.	<div>_____ organisation is a function of interpersonal relationship without any conscious purpose but which may contribute to joint results.</div> <div><div>a. Formal</div><div>b. Informal (2024 Ex-3)</div><div>c. Centralisation</div><div>d. Decentralisation</div></div> <table><tr><td>1</td><td>D</td><td>2</td><td>d</td><td>3</td><td>c</td><td>4</td><td>d</td><td>5</td><td>b</td></tr><tr><td>6</td><td>B</td><td>7</td><td>c</td><td>8</td><td>b</td><td>9</td><td>c</td><td>10</td><td>a</td></tr><tr><td>11</td><td>A</td><td>12</td><td>b</td><td>13</td><td>a</td><td>14</td><td>b</td><td></td><td></td></tr></table>	1	D	2	d	3	c	4	d	5	b	6	B	7	c	8	b	9	c	10	a	11	A	12	b	13	a	14	b			Hots
1	D	2	d	3	c	4	d	5	b																							
6	B	7	c	8	b	9	c	10	a																							
11	A	12	b	13	a	14	b																									
II.	<div>Fill in the blanks by choosing appropriate answers from those given in he brackets</div> <div>[Formal organisation, Hierarchical, Divisional, Responsibility, Delegation, Centralisation, Formal, Organising]</div>																															

1.	_____ is the process of identifying and grouping the activities of the enterprises and establishing authority relationship among them.																																					
2.	_____ organisation specifies the relationships among various job positions and the nature of their inter relationship. (2025 Ex-3)																																					
3.	Organisation in which decision-making authority lies with the top management are termed as _____ .																																					
4.	_____ refers to the down word transfer of authority from a superior to a subordinate. (2025 Ex-1)																																					
5.	_____ is the obligation of a subordinates to properly perform the assigned duty.																																					
6.	In a _____ structure, the organisation structure comprises of separate business units or divisions.																																					
7.	Decentralisation explains the manner in which decision-making responsibilities are divided among _____ levels.																																					
8.	The organisation structure which is based on rules and procedures is called _____																																					
III.	Match the following: <table><tr><td></td><td>A</td><td></td><td>B</td></tr><tr><td>a.</td><td>Decentralisation</td><td>i</td><td>Product specialisation.</td></tr><tr><td>b.</td><td>Authority</td><td>ii</td><td>Steps in the process of organising</td></tr><tr><td>c.</td><td>Informal organisation</td><td>iii</td><td>Elements of delegation</td></tr><tr><td>d.</td><td>Accountability</td><td>iv</td><td>Downward transfer of authority</td></tr><tr><td>e.</td><td>Departmentalisation</td><td>v</td><td>Responsibility</td></tr><tr><td>f.</td><td>No written rules</td><td>vi.</td><td>Informal organisation</td></tr><tr><td>g.</td><td>Elements of delegation</td><td>vii.</td><td>Steps in the process of organising</td></tr><tr><td>h.</td><td>Delegation (2024 Ex-1)</td><td>viii.</td><td>Answerable for final outcome</td></tr></table>			A		B	a.	Decentralisation	i	Product specialisation.	b.	Authority	ii	Steps in the process of organising	c.	Informal organisation	iii	Elements of delegation	d.	Accountability	iv	Downward transfer of authority	e.	Departmentalisation	v	Responsibility	f.	No written rules	vi.	Informal organisation	g.	Elements of delegation	vii.	Steps in the process of organising	h.	Delegation (2024 Ex-1)	viii.	Answerable for final outcome
	A		B																																			
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g.	Elements of delegation	vii.	Steps in the process of organising																																			
h.	Delegation (2024 Ex-1)	viii.	Answerable for final outcome																																			

	i.	Responsibility (2024 Ex-2, 2025 Ex-2))					ix.	Rise to a network of social																													
	j.	Identification and division of work. (2024 Ex-3)					x.	Right to command																													
	k.	Divisional structure.					xi.	Delegation of authority																													
<table><tr><td>a</td><td>xi</td><td>b</td><td>x</td><td>c</td><td>ix</td><td>d</td><td>viii</td><td>e</td><td>vii</td><td>f</td><td>vi</td></tr><tr><td>g</td><td>v</td><td>h</td><td>iv</td><td>i</td><td>iii</td><td>j</td><td>ii</td><td>k</td><td>i</td><td></td><td></td></tr></table>													a	xi	b	x	c	ix	d	viii	e	vii	f	vi	g	v	h	iv	i	iii	j	ii	k	i			
a	xi	b	x	c	ix	d	viii	e	vii	f	vi																										
g	v	h	iv	i	iii	j	ii	k	i																												
IV.	Answer the following questions in one word or one sentence each:																																				
1.	State any one type of Organisational structure.											Easy																									
2.	Give the meaning of Authority. (2025 Ex-3)											Easy																									
3.	State any one advantage of Formal organisation.											Easy																									
4.	State any one Disadvantage of Formal organisation.											Easy																									
5.	State any one advantage of Informal organisation.											Easy																									
6.	which management function translates the plans into actions?											Average																									
7.	Can accountability be delegated?											Average																									
8.	Name the activity which increases the importance of the role of subordinates.											Average																									
9.	Which organizational structure is more suitable for a business producing multiple product lines like soaps, textiles and cosmetics?											Hots																									
10.	Name any one company which follows a divisional structure in its organisation.											Hots																									
V.	PART-B Answer the following questions in TWO to THREE sentences each. Each question carries 2 marks:																																				
1.	Define Oraganising. (2024 Ex-1, 2025 Ex-1, Ex-2, Ex-3)											Easy																									
2.	State any two steps in the process of organizing.											Easy																									
3.	What is organizational structure?											Easy																									
4.	Write the meaning of Formal organisation. (2024 Ex-2)											Easy																									
5.	What is Responsibility?											Easy																									
6.	What is Accountability?											Easy																									
7.	State any two elements of Delegation.											Easy																									

8.	State any two differences between Functional and Divisional structure.	Average
9.	State any two differences between Delegation and Decentralisation.	Average
10.	State any two differences between Formal and Informal organisation.	Average
11.	Draw the divisional structure which is suitable for organisations producing a variety of products for performing diversified activities.	Hots
VI.	PART-D Answer the following questions in TWENTY to TWENTYFIVE sentences each. Each question carries 8 marks:	
1.	What is Organising? Explain the importance of Organising.	Average
2.	“The role of organising is important for a business organisation to successfully achieve its goals”. Explain the importance of organisation to justify this statement.	Hots
3.	What is Delegation? Explain the importance of Delegation. (2025 Ex-3)	Average
4.	What is Delegation? Explain the elements of Delegation. (2024 Ex-3)	Average
5.	Why Delegation is considered essential for effective organisation? Explain.	Hots
6.	What is Decentralisation? Explain its importance. (2024 Ex-1, Ex-2)	Average
7.	State the advantage and limitations of Formal organisation. (2025 Ex-1)	Average
8.	State the four advantages and four disadvantages of functional structure. (2025 Ex-2)	Average

Type of questions	1 mark	2 marks	4 Marks	8 Marks	Total Marks
No. of questions	2	1	-	1	12

CHAPTER-6

STAFFING

PART-A

One-mark questions

Multiple choice questions:

I.	Select and write the correct alternative from the choices given below:	
1.	Promotion of employees results in a. Increase in pay b. Increase in responsibility c. Increase in job satisfaction d. a, b and c	Average
2.	Which of the following is off-the -job training method (2025 Ex-3)	Easy

	a. Coaching c. Internship training b. Vestibule training d. Job rotation	
3.	Which of the following is on the job training method a. Job rotation c. Computer modeling b. Films d. Vestibule training	Easy
4.	Which of the following is an internal source of recruitment (2025 Ex-1) a. Advertisement b. Campus recruitment c. Transfer d. Employment exchange	Easy
5.	Horizontal movement of employees within the organisation is called a. Promotion c. Demotion b. Transfer d. Campus selection	Easy
6.	The test which is helpful in assessing the Individual capacity for learning new skills a. Aptitude test c. Interest test b. Personality test d. Intelligence test	Easy
7.	The Staffing function deals with, which element of management. a. Human b. Machine c. Resource d. Material	Average
8.	An MNC wants to select candidates who can handle stress, adapt to new cultures and work in teams. Which test will be most suitable? a. Intelligence c. Personality test b. Aptitude test d. Trade test	Hots
9.	A firm recruits fresh graduates from a university campus. Which advantages of external recruitment is highlighted here? a. Motivates existing employees b. Bring in new ideas and fresh talent c. Improves employee morale d. Cost saving	Hots
10.	A company wants to reduce the cost of recruitment but still motivate its employees. Which source of recruitment should it prefer? a. External recruitment b. Internal recruitment	Hots

	c. Campus recruitment	d. Labour recruitment																															
11.	During an interview the employer focuses on judging the candidate's body language, confidence and communication style. Which type of test is this? a. Trade test b. Psychological test c. Personality test d. Intelligence test		Hots																														
12.	A multinational company conducts a test where candidates are asked to solve puzzles and handle hypothetical problems. The test measures: a. Trade skill b. Personality c. Aptitude d. Interest		Hots																														
<table><tr><td>1</td><td>d</td><td>2</td><td>b</td><td>3</td><td>a</td><td>4</td><td>c</td><td>5</td><td>b</td></tr><tr><td>6</td><td>a</td><td>7</td><td>a</td><td>8</td><td>c</td><td>9</td><td>b</td><td>10</td><td>b</td></tr><tr><td>11</td><td>c</td><td>12</td><td>c</td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>				1	d	2	b	3	a	4	c	5	b	6	a	7	a	8	c	9	b	10	b	11	c	12	c						
1	d	2	b	3	a	4	c	5	b																								
6	a	7	a	8	c	9	b	10	b																								
11	c	12	c																														
II	Fill in the blanks by choosing appropriate answer from those given in the brackets. [Recruitment, Training, Internal, External, Transfer, Orientation, Development, Selection, estimating manpower requirements, promotion, Staffing]																																
1.	The process of placing the right person at the right job is called_____.																																
2.	_____ results in higher responsibility and hike in salary.																																
3.	The first step in the staffing process is _____.																																
4.	_____ is the process of choosing from among the prospective job candidates.																																
5.	_____ refers to the learning opportunities designed to help employee grow.																																
6.	_____ is the process of introducing the selected employee to other employees.																																
7.	Shifting of trainees from one department to another is known as _____																																
8.	_____ source of recruitment helps to bring in new blood in the organisation.																																
9.	Promotion and transfer are examples of _____ sources of recruitment.																																
10.	The process of increasing knowledge and skill for performing a particular job is called_____																																

11.	The process of identifying and attracting potential candidates is called _____. (2025 Ex-3)																										
III	Match the following :																										
		A	B																								
	a.	Estimating manpower requirement	I Internal sources																								
	b.	Preliminary scrutiny	ii External source																								
	c.	Campus recruitment	iii First step in selection process																								
	d.	Transfer (2024 Ex-2)	iv On the job training																								
	e.	Coaching	v Off the job training																								
	f.	Vestibule training	vi Tests used for selection																								
	g.	Recruitment (2024 Ex-1)	vii Putting people to job																								
	h.	Trade test	Viii Increasing the knowledge																								
	i.	Training	ix Possible real problems																								
	j.	Staffing (2025 Ex-1)	x Staffing process																								
	k.	Case study (2025 Ex-2)	xi Aspects of staffing																								
	<table><tr><td>a</td><td>x</td><td>b</td><td>iii</td><td>c</td><td>ii</td><td>d</td><td>i</td><td>e</td><td>iv</td><td>f</td><td>v</td></tr><tr><td>g</td><td>xi</td><td>h</td><td>vi</td><td>i</td><td>viii</td><td>j</td><td>vii</td><td>k</td><td>ix</td><td></td><td></td></tr></table>			a	x	b	iii	c	ii	d	i	e	iv	f	v	g	xi	h	vi	i	viii	j	vii	k	ix		
a	x	b	iii	c	ii	d	i	e	iv	f	v																
g	xi	h	vi	i	viii	j	vii	k	ix																		
IV.	Answer the following questions in One word or one sentence each:																										
1.	What do you mean by Recruitment? (2024 Ex-1)		Easy																								
2.	Give the meaning of Transfer?		Easy																								
3.	What is Promotion?		Easy																								
4.	State any one type of selection test.		Easy																								
5.	State any one difference between training and development. (2024 Ex-3)		Average																								
6.	Which function of management is concerned with placing the right person at the right job?		Average																								
7.	Which test is conducted to know the candidate's learning and decision-making ability?		Average																								
8.	Mention any one external source of recruitment. (2024 Ex-2)		Easy																								
9.	Write any one internal source of recruitment. (2025 Ex-2)		Easy																								

10.	Name On -the-Job training method used to train plumbers, electricians and iron workers.	Hots
11.	Name Off-the -job training method used to train employees before handling sophisticated machinery and equipment.	Hots
12.	How does training improve the quality of human resources?	Hots
V.	PART-B Answer the following questions in TWO or THREE sentences each. Each question carries 2 marks:	
1.	What is Staffing? (2025 Ex-2)	Easy
2.	Write any two importance of Staffing.	Easy
3.	Give the meaning of Placement.	Easy
4.	What is Apprenticeship training programme? Give one example. (2025 Ex-3)	Average
5.	What is Orientation in Staffing process? (2025 Ex-1)	Easy
6.	Name the internal source of Recruitment.	Easy
7.	Give the meaning of Selection.	Easy
8.	What is Job Rotation? (2024 Ex-2)	Easy
9.	Bring out any two differences between Training and Development. (2024 Ex-1)	Average
10.	How does training improve the quality of human resources?	Average
11.	Name any two sources of recruitment suitable to recruit technical, professional and managerial personnel.	Hots
12.	The manager of the company designed learning opportunities to improve skills and abilities of employees and help in the growth of individuals in all respects. Identify the two concepts involved in it.	Hots
13.	An Organisation has advanced machines, but production is still low. Which staffing related step needs to be improve?	Hots
VI.	PART-C Answer the following questions in TEN to TWELVE sentences wherever applicable. Each question carries 4 marks:	
1.	State any two merits and any two limitations of external source of recruitment.	Easy

2.	State any two merits and any two limitations of Internal source of recruitment.	Easy
3.	Explain briefly four merits of external sources of recruitment. (2025 Ex-3)	Easy
4.	Explain briefly any four steps followed in Staffing Process. (2024 Ex-1)	Easy
5.	State four benefits of Training and Development activity to the employee.	Easy
6.	Explain briefly the importance of Staffing with any four points.	Average
7.	Briefly explain any four Selection Test in Staffing.	Average
8.	Explain briefly any four On- the -job training method.	Average
9.	Briefly explain any four Off-the-job training method. (2025 Ex-1)	Average
10.	In an Organisation, many employees are leaving because of improper job fit. Which steps of the staffing process were not followed properly? Briefly explain in four points?	Hots
11.	Suppose you are the human resource manager of Pragathi Company Limited. You have been directed by the directors of the company to select a chartered accountant for the company. (2024 Ex-2) Explain the first four steps in the selection procedure followed by you.	Hots
12.	'All the vacancies cannot be filled through internal recruitment.' Do you accept this statement? State any three merits of external source of recruitment. (2024 Ex-3)	Hots
13.	As a HR manager, list out any eight external sources of recruitment to fill the vacancies in your organisation. (2025 Ex-2)	Hots
VII	PART-D Answer the following questions in TWENTY to TWENTYFIVE sentences each. Each question carries 8 marks:	
1.	Explain the various steps followed in Staffing Process. (2024 Ex-2, Ex-3, 2025 Ex-1, Ex-3)	Average
2.	Explain the different steps in Selection process. (2025 Ex-2)	Average

3.	Explain the four methods of On-the-Job training and four Off-the-job training.	Average
4.	Explain any eight commonly used External source of recruitment. (2024 Ex-1)	Average
5.	As a Human Resource Manager of a company, prepare a list of any eight external sources of recruitment which you will use to recruit new employee and state any four merits of external source.	Hots
6.	Assume yourself as HR manager of a company and explain the various steps you would like to adopt in selection of employees.	Hots

Type of questions	1 mark	2 marks	4 Marks	8 Marks	Total Marks
No. of questions	2	1	1	1	16

CHAPTER-7

DIRECTING

PART-A

One - mark question

Multiple choice questions:

SUBJECT: 27- BUSINESS STUDIES

I.	Select and write the correct alternative from the choice given below:	
1.	Which one of the following is not an element of Direction? a. Motivation b. Communication c. Delegation d. Supervision	Easy
2.	The motivation theory which classifies needs in hierarchical order is developed by _____ (2025 Ex-1) a. Fred Luthans b. Scott c. Abraham Maslow d. Peter.F.Drucker	Easy
3.	Which of the following is a financial incentive? a. Promotion b. Bonus c. Job security c. Employee participation.	Easy
4.	Which of the following is not an element of Communication process? a. Decoding b. Sender c. Encoding d. Distrust	Easy
5.	Grapevine is a. Formal Communication b. Barriers c. Lateral Communication d. Informal Communication	Easy
6.	Status comes under the following type of barriers. a. Semantic barriers b. Organisation Barriers c. Non- Semantic Barriers d. Psychological barriers	Average
7.	The software company promoted by Narayan Muthy is a. Wipro b. Infosys c. Satyam d. HCL	Average
8.	The process of converting the message into communication symbol is known as a. Media b. Encoding c. Feedback d. Decoding	Average
9.	The communication network in which all subordinates under a supervisor communicate through supervisor only is a. Single Chain b. Inverted V c. Wheel d. Free flow	Average
10.	On the successful completion of two years in a company Kailash received a letter confirming his job as a permanent employee. Identify the need of Kailash being fulfilled as per Maslow's need Hierarchy theory. a. Esteem needs b. Self-actualization needs c. Basic physiological needs d. Security needs	Hots

	<table><tr><td>1</td><td>c</td><td>2</td><td>c</td><td>3</td><td>b</td><td>4</td><td>d</td><td>5</td><td>d</td></tr><tr><td>6</td><td>b</td><td>7</td><td>b</td><td>8</td><td>b</td><td>9</td><td>c</td><td>10</td><td>d</td></tr><tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>	1	c	2	c	3	b	4	d	5	d	6	b	7	b	8	b	9	c	10	d											
1	c	2	c	3	b	4	d	5	d																							
6	b	7	b	8	b	9	c	10	d																							
II.	<p>Fill in the blanks by choosing appropriate answer from those given in the brackets.</p> <p>[Grapevine communication, Sender, Leadership, Bonus, Wheel network, Motive, Motivator, Motivation, Downwards, Instruction]</p> <p>1. Directing means giving _____ to people to do the work.</p> <p>2. Directing flows _____ in organizational hierarchy.</p> <p>3. _____ is the process of stimulating people to action to accomplish desired goals. (2025 Ex-3)</p> <p>4. _____ is the technique used to motive people in an organisation. (2024 Ex-1, Ex-3)</p> <p>5. _____ is an inner state that activates and directs behavior towards goal.</p> <p>6. The communication network in which all subordinates under a superior communicate through supervisor only is called _____.</p> <p>7. _____ is an incentive offered over and above the wages / salary to the employees.</p> <p>8. Supervision + Motivation + _____ + Communication = Directing.</p> <p>9. An element of communication process is _____. (2025 Ex-2)</p> <p>10. Informal communication is also called _____. (2024 Ex-2)</p>																															
III.	<p>MATCH THE FOLLOWING:</p> <table><tr><td></td><td>A</td><td></td><td>B</td></tr><tr><td>a.</td><td>Unity of command</td><td>i</td><td>Food, shelter, clothing</td></tr><tr><td>b.</td><td>Pay and allowance</td><td>ii</td><td>Job enrichment</td></tr><tr><td>c.</td><td>Non-Financial incentives</td><td>iii</td><td>Abraham Maslow</td></tr><tr><td>d.</td><td>Issue of orders and Instructions</td><td>iv</td><td>Lack of attention</td></tr><tr><td>e.</td><td>Need Hierarchy theory(2025 Ex-3)</td><td>v</td><td>Principle of directing</td></tr></table>		A		B	a.	Unity of command	i	Food, shelter, clothing	b.	Pay and allowance	ii	Job enrichment	c.	Non-Financial incentives	iii	Abraham Maslow	d.	Issue of orders and Instructions	iv	Lack of attention	e.	Need Hierarchy theory(2025 Ex-3)	v	Principle of directing							
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	f.	Basic physiological needs	vi	Semantic barriers	
	g.	Hindrance to communication	vii	Financial incentives	
	h.	Faulty translations	viii	supervision	
	a	v	b	Vii	c
	g	iv	h	Vi	
IV.	Answer the following questions in One word or one sentence each:				
1.	What is Directing?				Easy
2.	State any one element of Directing. (2025 MQP-1)				Easy
3.	State any one assumption of Maslow's Hierarchical Theory of needs.				Easy
4.	Give the meaning of motivator? (2025 Ex-2)				Easy
5.	State the highest level of need in the Maslow's need Hierarchy theory.				Easy
6.	Name any one Leadership style. (2024 Ex-1, Ex-2, 2025 Ex-1)				Easy
7.	State any one type of Grapevine network.				Easy
8.	Which communication may be further classified as Vertical Communication.				Average
9.	Which communication may be further classified as Horizontal Communication.				Average
10.	Which function of management initiates action in an Organisation?				Average
11.	Give any one financial incentive. (2024 Ex-3)				Average
12.	Name the function of management which is concerned with supervision, motivation, leadership and communication.				Average
13.	Which leadership style gives complete freedom to employees?				Average
14.	Which leadership style involves Centralised decision making?				Average
15.	Communication originally in English has been poorly translated in Kannada. Name the type of barrier to effective communication.				Hots
16.	A company displays on the notice board or in the company's newsletter about the achievement of employees. Name the kind of non-monetary incentives given by the company.				Hots
V.	PART-B Answer the following questions in TWO or THREE sentences wherever applicable. Each question carries two marks:				

1.	What is Supervision? (2024 Ex-2)	Easy
2.	State any two elements of Direction. (2025 Ex-2)	Easy
3.	What is Leadership?	Easy
4.	What is Communication?	Easy
5.	What is Formal communication?	Easy
6.	What is Grapevine communication?	Easy
7.	State any two Semantic Barriers to Communication.	Easy
8.	State any two psychological Barriers to Communication.	Easy
9.	State any two Organisational Barriers to Communication.	Easy
10.	State any two Personal Barriers to Communication.	Easy
11.	State the first two needs of 'Maslow's Need Hierarchy Theory.' (2024 Ex-1)	Easy
12.	Classify the following motivations into Positive and Negative motivation. a. Promotion b. Threatening.	Hots
13.	The following are the Barriers to Communication. Classify them into Personal barrier and Organisational barriers. a. Rules and Regulations. b. Challenge to authority.	Hots
14.	A reputed hostel Gyan Pradhan provides medical aid and free education to children of its employees. Which incentives is being highlighted here? State its category. (2025 Ex-3)	Hots
PART-D		
VI.	Answer the following questions in 20 to 25 sentences each. Each question carries 8 marks:	
1.	Explain the Principles of Directing. (2025 Ex-1)	Average
2.	Explain any four financial incentives and four non-financial incentives. (2024 Ex-2, 2025 Ex-2)	Average
3.	What is supervision? Explain the importance of supervision.	Average
4.	Draw a neat diagram of Maslow Hierarchy Needs (Triangular diagram). Classify the following needs as per Maslow need Hierarchy Theory.	Hots

	a. Need for love, affection and friendship. b. Safety from illness, accident, fire etc. c. Need for food, Shelter and clothing d. Job Security.	
5.	Suggest any eight suitable measure to improve communication effectiveness. (2024 Ex-3)	Hots

Type of questions	1 mark	2 marks	4 Marks	8 Marks	Total Marks
No. of questions	2	1	-	1	12

CHAPTER-8

CONTROLLING

PART-A

One-mark questions

Multiple choice questions:

I.	Select and write the correct alternative from the choice given below:	
1.	An efficient control system helps to a. Accomplish Organisational objectives b. Improving employee motivation c. Judge accuracy of standards d. a, b and c	Easy
2.	Controlling function of an organisation is a. Forward looking b. Backward looking c. Both forward looking and backward looking d. Depends on situation	Easy
3.	Controlling function is performed by Manager at a. Top level b. Middle level c. Lower-level d. All levels	Easy
4.	Standards can be set in _____ terms a. Quantitative b. Qualitative c. Both quantitative and qualitative d. Measurement.	Easy
5.	What should be the 'Critical Point' for a manager to attend while controlling as controlling in each and every step is not possible. a. Special area b. Key result area c. Normal area d. a, b and c	Easy
6.	The first step in controlling process is _____ a. Measurement of actual performance b. Setting performance standards c. Analysing deviations d. Taking corrective actions.	Easy

1	d	2	c	3	d	4	c	5	b
6	b								

II.	<p>Fill in the blanks by choosing appropriate answer from those given in the brackets.</p> <p>[Corrective, Costly, Quantitative, Twin, Controlling]</p> <p>1. _____ is the process of ensuring that activities in an organisation are performed as per plan.</p> <p>2. Planning and Controlling functions are _____ of management.</p> <p>3. Comparison becomes easier when standards are set in _____ terms.</p> <p>4. Controlling is a _____ affair.</p> <p>5. Taking _____ action is the last step in Controlling.</p>																																																													
III.	<p>Match the following:</p> <table><tr><td></td><td>A</td><td></td><td>B</td></tr><tr><td>a.</td><td>Controlling function</td><td>i</td><td>Resistance from employee</td></tr><tr><td>b.</td><td>Setting performance standards</td><td>ii</td><td>Repair / Replacement of Machinery</td></tr><tr><td>c.</td><td>Controlling limitation (2024 Ex-3)</td><td>iii</td><td>Indispensable function of every management.</td></tr><tr><td>d.</td><td>Defective machine</td><td>iv</td><td>Key result area</td></tr><tr><td>e.</td><td>Critical point control (2025 Ex-2)</td><td>v</td><td>First step of controlling.</td></tr><tr><td>f.</td><td>Controlling (2024 Ex-1)</td><td>vi</td><td>Criteria for measuring actual performance.</td></tr><tr><td>g.</td><td>Standard</td><td>vii</td><td>Process of controlling</td></tr><tr><td>h.</td><td>Taking corrective action</td><td>vii</td><td>Management function</td></tr></table> <table><tr><td>a</td><td>viii</td><td>b</td><td>v</td><td>c</td><td>i</td><td>d</td><td>ii</td><td>e</td><td>iv</td><td>f</td><td>iii</td></tr><tr><td>g</td><td>vi</td><td>h</td><td>vii</td><td colspan="8"></td></tr></table>		A		B	a.	Controlling function	i	Resistance from employee	b.	Setting performance standards	ii	Repair / Replacement of Machinery	c.	Controlling limitation (2024 Ex-3)	iii	Indispensable function of every management.	d.	Defective machine	iv	Key result area	e.	Critical point control (2025 Ex-2)	v	First step of controlling.	f.	Controlling (2024 Ex-1)	vi	Criteria for measuring actual performance.	g.	Standard	vii	Process of controlling	h.	Taking corrective action	vii	Management function	a	viii	b	v	c	i	d	ii	e	iv	f	iii	g	vi	h	vii									
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IV.	<p>Answer the following questions in One word or one sentence each:</p> <p>1. What is meant by Controlling? (2025 Ex-3)</p> <p>2. Name the inseparable twins of management.</p> <p>3. What is standard in controlling process?</p> <p>4. Expand KRA.</p>	<p>Easy</p> <p>Easy</p> <p>Easy</p> <p>Average</p>																																																												

5.	Mention any one method used to measure actual performance. (2025 Ex-3)	Average
V.	PART-B Answer the following questions in TWO or THREE sentences wherever applicable. Each question carries two marks:	
1.	Define Managerial control. (2024 Ex-2)	Easy
2.	State any two limitations of controlling. (2024 Ex-1)	Easy
3.	Write any two importance of controlling. (2025 Ex-1, Ex-2)	Easy
VI.	PART-C Answer the following questions in TEN to TWELVE sentences wherever applicable. Each question carries four marks:	
1.	Explain briefly the importance of controlling. (2024 Ex-1)	Average
2.	“A good control system helps an organisation in many ways” Justify this statement with any four points.	Hots
3.	Explain briefly the limitations of controlling. (2024 Ex-2, 2025 Ex-1, Ex-2, Ex-3)	Average
4.	Briefly explain the first four steps in controlling process. (2024 Ex-3)	Average.

Type of questions	1 mark	2 marks	4 Marks	8 Marks	Total Marks
No. of questions	1	1	1	-	07

PART-II
CHAPTER-9
FINANCIAL MANAGEMENT

PART-A
One-mark questions

Multiple choice questions:

I.	Select and write the correct alternative from the choice given below:	
1.	Business Finance needed to a. Establish a business b. Run a business c. Expand a business d. a, b and c	Easy
2.	Primary aim of financial management is to a. Maximise shareholder's wealth b. wealth maximization concept c. Maximisation of the market value of equity shares d. Maximisation of Profit.	Easy
3.	Current assets are those Assets which get converted into cash a. With in 6 months b. Within 1 year c. Between 1 and 3 years d. Between 3 and 5 years	Easy
4.	Name the financial decision which relates to disposal of profits. a. Investment decision b. Financing decision c. Dividend decision d. Capital budgeting decision	Easy
5.	A decision to acquire a new and modern plant to upgrade an old one is a: a. Financing decision b. Working capital decision c. Investment decision d. a and b	Average
6.	Capital structure refers to: a. The proportion of equity and debt in the total capital. b. The ratio of fixed cost to variable cost c. The structure of the organisation chart d. The ratio of assets to liabilities	Average
7.	Which of the following is a current asset? (2025 Ex-1)	Easy

	a. Building		b. Cash in hand		c. Machinery		d. Furniture																																											
	1	d	2	a	3	b	4	c	5	c																																								
	6	a	7	b																																														
II.	Fill in the blanks by choosing appropriate answer from those given in the brackets. [Financial leverage, Capital structure, Working capital, Fixed , blue print, Business finance] 1. The money required for carrying out business activities is called_____ (2024 Exam-1) 2. Financial planning is essentially preparation of a financial_____ of an organization’s future operation. 3. _____ capital refers to investment in fixed assets. 4. Investment in _____ facilitates smooth day-to-day operations of the business. 5. The mix between owner’s fund and borrowed fund is called_____. (2024 Ex-2, Ex-3) 6. The proportion of debt in the overall capital is called_____. (2025 Ex-2)																																																	
III.	Match the following: <table><tr><td></td><td>A</td><td></td><td>B</td></tr><tr><td>a.</td><td>Financial management (2025 Ex-3)</td><td>i</td><td>Longterm investment decision</td></tr><tr><td>b.</td><td>Capital budgeting</td><td>ii</td><td>Current assets</td></tr><tr><td>c.</td><td>Current assets- Current Liabilities</td><td>iii</td><td>Trading on equity</td></tr><tr><td>d.</td><td>Cash and Cash equivalents</td><td>iv</td><td>Wealth maximization</td></tr><tr><td>e.</td><td>Returns on Investment</td><td>v</td><td>Owners fund and borrowed fund.</td></tr><tr><td>f.</td><td>Capital structure</td><td>vi</td><td>Net working capital</td></tr></table> <table><tr><td>a</td><td>iv</td><td>b</td><td>i</td><td>c</td><td>vi</td><td>d</td><td>ii</td><td>e</td><td>iii</td><td>f</td><td>v</td></tr></table>										A		B	a.	Financial management (2025 Ex-3)	i	Longterm investment decision	b.	Capital budgeting	ii	Current assets	c.	Current assets- Current Liabilities	iii	Trading on equity	d.	Cash and Cash equivalents	iv	Wealth maximization	e.	Returns on Investment	v	Owners fund and borrowed fund.	f.	Capital structure	vi	Net working capital	a	iv	b	i	c	vi	d	ii	e	iii	f	v	
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IV.	Answer the following questions in One word or One sentence each:																																																	
1.	What is Business Finance?									Easy																																								

2.	State the primary objective of financial management.	Easy
3.	Write the meaning of financial risk.	Easy
4.	What is flotation cost?	Easy
5.	What are Fixed Assets? (2024 Ex-2)	Easy
6.	Give an example for Fixed Assets.	Average
7.	Give an example for Current Assets.	Average
8.	Give the meaning of Current Assets.	Easy
9.	Give the meaning of Current liabilities.	Easy
10.	What is working capital?	Easy
11.	How do you calculate net working capital?	Average
12.	What do you call the capital needed for day-to-day operation. (2024 Ex-3)	Hots
13.	Manyata company wants to construct a new building for Rs. 5 lakhs. Identify the type of decision involved in financial management. (2024 Ex-1)	Hots
14.	Para Ltd company decided to raise 40% of funds through debentures. Which financial decision is it? (2025 Ex-2)	Hots
V.	PART-B Answer the following questions in TWO or THREE sentences wherever applicable. Each question carries two marks:	
1.	What do you mean by Financial Management?	Easy
2.	Give the meaning of Investment decision with an example.	Average
3.	Give two examples for Fixed Assets. (2025 Ex-2)	Average
4.	Give the meaning of Financing decision with an example.	Average
5.	Give the meaning of Dividend decision. (2025 Ex-3)	Easy
6.	Write any two types of financial decision. (2024 Ex-2)	Easy
7.	Give the meaning of financial decision.	Easy
8.	State any two factors affecting capital Budgeting Decisions. (2025 Ex-1)	Easy
9.	State the twin objectives of financial planning. (2024 Ex-1)	Easy
10.	What is meant by Capital Structure? (2025 Ex-1)	Easy
11.	What is financial leverage?	Easy
12.	Give the meaning of Trading on Equity.	Easy
13.	A businessman who wants to start a manufacturing concern, approaches you to suggest him whether the following manufacturing concern would require large or less working capital.	Hots

	a. Bread b. Motor car	
14.	State why the working capital needs for a service industry are different from that of a manufacturing industry.	Hots
VI.	PART-C Answer the following questions in TEN to TWELVE sentences wherever applicable. Each question carries four marks:	
1.	What do you mean by Current Assets? Give any four examples of such assets.	Average
2.	What is Capital Budgeting decision? Explain briefly the factors affecting capital budgeting decisions.	Average
3.	Briefly explain any four factors affecting Financing decision.	Average
4.	Briefly explain any four factors affecting Dividend decision.	Average
5.	Briefly explain any four factors affecting the choice of capital structure. (2024 Ex-3)	Average
6.	Explain briefly any four factors affecting Fixed capital requirements of an organisation.	Average
7.	Explain briefly any four factors affecting working capital requirements of an organisation.	Average
8.	What do you call the capital needed for day-to-day operations? Explain any three factors affecting such capital needs. (2024 Ex-2)	Hots
9.	XYZ company is planning to acquire Land, Building and Machinery. Which type of capital is required for it? Explain any three factors affecting such capital requirements. (2025 Ex-1)	Hots
10.	What do you call the capital needed for acquiring machinery, land and building, etc.? Briefly explain any three factors affecting such capital needs. (2025 Ex-2)	Hots
11.	'Teren,' a newly started company which has taken a decision to raise money for long term capital needs to business from certain sources. What type of decision is involved in this? Explain any three factors affecting such decision. (2025 Ex-3)	Hots

Type of questions	1 mark	2 marks	4 Marks	8 Marks	Total Marks
No. of questions	2	1	1	-	08

CHAPTER-10

MARKETING

PART-A

One-mark questions

Multiple choice questions:

I.	Select and write the correct alternative from the choice given below:	
1.	Which of the following factors do not affects the price determination? a. Product cost b. Demand c. Government regulations d. Political interference	Easy
2.	Which of the following is not a component of Physical Distribution? a. Transportation b. Warehousing c. Inventory control d. Packaging	Easy
3.	Which of the following is not a part of promotion mix? (2025 Ex-3) a. Sales promotion b. Personal selling c. Advertising d. Physical distribution	Easy
4.	Which of the following is a durable product? (2024 Ex-2, 2025 Ex-2) a. Toothpaste b. Chocolate c. Television d. Stationery item.	Average
5.	Which of the following is an example for non-durable product. (2024 Exam-1) a. Radio b. Bicycle c. Refrigerator d. Toothpaste	Average
6.	Amazon is an example for a. Brand name b. Brand Mark c. Trade mark d. Label	Average
7.	Providing information to the customers about a product, its features and quality etc., are part of a. Production b. Promotion c. Pricing d. Both a and c	Hots

8.	‘Focus on satisfaction of customer’s needs is the key to the success of any organisation in the market’. The underlying marketing philosophy is <div>a. Production concept b. Selling concept c. Marketing Concept d. Product concept</div>	Hots																				
9.	Discount, Contest, free samples and lucky draw etc., are the examples of <div>a. Personal selling b. Sales promotion c. Channels of distribution d. Advertising</div>	Hots																				
	<table><tr><td>1</td><td>b</td><td>2</td><td>d</td><td>3</td><td>d</td><td>4</td><td>c</td><td>5</td><td>d</td></tr><tr><td>6</td><td>a</td><td>7</td><td>b</td><td>8</td><td>c</td><td>9</td><td>b</td><td></td><td></td></tr></table>	1	b	2	d	3	d	4	c	5	d	6	a	7	b	8	c	9	b			
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II	<p>Fill in the blanks by choosing appropriate answer from those given in the brackets.</p> <p>[Advertising, name of product, Branding, Discount, Unpaid, sales promotion, personal selling, packaging, physical distribution, Primary package, trade mark, product, marketing]</p> <div><div>1.</div><div>_____ activities start after the product has been developed.</div></div> <div><div>2.</div><div>_____ means goods or services or anything of value, which is offered to the market for sale.</div></div> <div><div>3.</div><div>A brand or part of a brand that is given legal protection is called_____. (2025 Ex-2)</div></div> <div><div>4.</div><div>_____ refers to the product’s immediate container.</div></div> <div><div>5.</div><div>The physical handling and movement of goods from place of production to the place of distribution is called as _____.</div></div> <div><div>6.</div><div>_____ refers to the act of designing and producing the container or wrapper of a product.</div></div> <div><div>7.</div><div>_____ provides direct and immediate feedback of consumers.</div></div> <div><div>8.</div><div>_____ refers to short term incentives which are designed to encourage the buyers to make immediate purchase of a product/service.</div></div> <div><div>9.</div><div>Publicity is a _____ form of communication.</div></div> <div><div>10.</div><div>Offering products at less than list price is _____ (2024 Ex-1, 2025 Ex-3)</div></div> <div><div>11.</div><div></div></div>																					

12.	The process of giving name or a symbol etc. to their product by a seller is called_____.	(2024 Ex-2)																																																																						
13.	Brand means_____. _____ paid form of communication	(2024 Ex-3)																																																																						
III.	Match the following: <table><tr><td></td><td>A</td><td></td><td>B</td></tr><tr><td>a.</td><td>Marketing philosophy</td><td>i</td><td>Identification of a product</td></tr><tr><td>b.</td><td>Shopping product</td><td>ii</td><td>Promotion mix</td></tr><tr><td>c.</td><td>Services (2025 Ex-3)</td><td>iii</td><td>The product concept</td></tr><tr><td>d.</td><td>Brand</td><td>iv</td><td>Intangible</td></tr><tr><td>e.</td><td>Personal selling</td><td>v</td><td>Marketing mix</td></tr><tr><td>f.</td><td>Sales promotion (2025 Ex-2)</td><td>vi</td><td>Marketing Function</td></tr><tr><td>g.</td><td>Branding</td><td>vii</td><td>Jewelry</td></tr><tr><td>h.</td><td>Place</td><td>viii</td><td>Components of physical distribution.</td></tr><tr><td>i.</td><td>Transportation (2024 Ex-3, 2025 Ex-1)</td><td>ix</td><td>Sales promotion</td></tr><tr><td>j.</td><td>Rebate</td><td>x</td><td>Discount</td></tr></table> <table><tr><td>a</td><td>iii</td><td>b</td><td>vii</td><td>c</td><td>iv</td><td>d</td><td>i</td><td>e</td><td>ii</td><td>f</td><td>X</td></tr><tr><td>g</td><td>vi</td><td>h</td><td>v</td><td>i</td><td>viii</td><td>j</td><td>ix</td><td></td><td></td><td></td><td></td></tr></table>				A		B	a.	Marketing philosophy	i	Identification of a product	b.	Shopping product	ii	Promotion mix	c.	Services (2025 Ex-3)	iii	The product concept	d.	Brand	iv	Intangible	e.	Personal selling	v	Marketing mix	f.	Sales promotion (2025 Ex-2)	vi	Marketing Function	g.	Branding	vii	Jewelry	h.	Place	viii	Components of physical distribution.	i.	Transportation (2024 Ex-3, 2025 Ex-1)	ix	Sales promotion	j.	Rebate	x	Discount	a	iii	b	vii	c	iv	d	i	e	ii	f	X	g	vi	h	v	i	viii	j	ix					
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IV.	Answer the following questions in ONE WORD or ONE SENTENCE each:																																																																							
1.	State any one Marketing Philosophy.	(2025 Ex-1)	Easy																																																																					
2.	State any one feature of Marketing.		Easy																																																																					
3.	Give the meaning of product.		Easy																																																																					
4.	Name any one level of packaging.		Easy																																																																					

5.	What is Labeling?	Easy
6.	State any one function of Labelling.	Easy
7.	Write one function of Packaging.	Easy
8.	Give the meaning of Price.	Easy
9.	State any one feature of Personal selling.	Easy
10.	What is publicity?	Easy
11.	Give an example for Consumer products.	Average
12.	Give an example for non-durable products.	Average
13.	Give an example for Durable products.	Average
14.	Give an example for Industrial products.	Average
15.	A company offers free samples of its new soap to consumers. Which element of marketing mix is highlighted here?	Hots
16.	An electronics company sells its goods online through Amazon and Flipkart. Which element of marketing mix involved?	Hots
17.	A company sponsors a cricket match to promote its brand. Which promotion activity is used?	Hots
18.	A pen manufacturing advertises "Buy one, Get one free." Which method of sales promotion is applied.	Hots
V.	PART-B Answer any SIX of the following questions in TWO or THREE sentences wherever applicable. Each question carries two marks:	
1.	What is Modern Marketing?	Easy
2.	Traditionally, what is Marketing? (2024 Ex-1)	Easy
3.	State any two features of marketing. (2024 Ex-2)	Easy
4.	Define Marketing.	Easy
5.	What is Marketing Management?	Easy
6.	What is Standardisation?	Easy
7.	Give the meaning of Grading of Products.	Easy
8.	What are consumer goods?	Easy
9.	Mention any two functions of packaging.	Easy
10.	Mention any two features of advertising.	Easy
11.	What is personal selling?	Easy

12.	Give two examples for Convenience goods.	Average
13.	Give two examples for Industrial goods.	Average
14.	State any two components of physical distribution. (2025 Ex-2)	Easy
15.	Mention any two objectives of pricing. (2025 Ex-3)	Easy
16.	Give two examples for non-durable products.	Average
17.	Give two examples for Durable products. (2025 Ex-1)	Average
18.	A company launches eco-friendly toys at affordable prices. Identify the elements of marketing mix involved.	Hots
19.	A food brand offers attractive discount during festivals. Which component of the marketing mix applied? How does it help the company.	Hots
VI.	PART-C Answer the following questions in TEN to TWELVE sentences wherever applicable. Each question carries four marks:	
1.	Explain briefly any four Marketing Management Philosophies.	Average
2.	Explain briefly any four Functions of Marketing. (2024 Ex-3)	Average
3.	Briefly explain the Elements of Marketing Mix.	Average
4.	State any four characteristics of good brand name.	Average
5.	As a marketing manager ,State any four characteristics you would keep in mind while choosing a good brand name for your company's product . (2025 Ex-1)	Hots
6.	What is packaging? Briefly explain the three different levels of packaging.	Average
7.	Explain briefly the importance of Packaging.	Average
8.	Briefly explain the Functions of Packaging.	Average
9.	Explain briefly any four functions performed by a Label.	Average
10.	Explain briefly any four factors affecting price determination. (2024 Ex-2, Ex-3)	Average
11.	Briefly explain the Components of Physical Distribution.	Average
12.	Explain briefly the Merits of Advertising.	Average
13.	Write any four differences between Advertising and personal selling. (2025 Ex-1, Ex-2))	Average
14.	Briefly explain the importance of personal selling to Businessmen.	Average

15.	Explain briefly the importance of personal selling to consumer.	Average
16.	Explain briefly the importance of personal selling to Society.	Average
17.	Briefly explain any four functions performed by the public relations department.	Average
18.	Packaging has acquired great significance in marketing of goods. in the light of this statement, briefly explain the importance of packaging.	Hots
19.	‘Though advertising is one of the most frequently used medium of promotion of goods and services, yet it attracts a lot of objections. Briefly explain any four such objections.	Hots
20.	The manager of Impact enterprises dealing in cosmetics is facing the problem of poor sales. Suggest and briefly explain any four promotional measures that he can undertake to improve sales.	Hots
21.	Identify the type of sales promotion activities involved in the following statements. a. ‘Scratch a card and win exciting prizes.’ b. ‘Buy 2 Get 1 Free.’ c. ‘A refund of Rs. 5 in return of empty wrapper/foil.’ d. ‘Buy 2 kgs of detergent powder and get one bucket free.’	Hots
22.	Being a conscious customer, what kind of quality certification marks you will look for before buying the following products? (2025 Ex-3) a. Jewelry b. Food products c. Electrical items d. Agriculture products	Hots
VII.	PART-D Answer the following questions in TWENTY to TWENTYFIVE sentences each. Each question carries 8 marks:	

1.	Explain any eight functions of Marketing. (2024 Ex-1)	Average
2.	What is Pricing? Explain in brief the factors affecting Price determination. (2025 Ex-1)	Average
3.	From the view point of management function, explain any eight functions of marketing. (2025 Ex-2, Ex-3)	Average
4.	List out any eight difference between Advertising and Personal selling. (2024 Ex-3)	Average
5.	“An important task in the marketing of goods relates to designing the label as it provides useful and detailed information about the product.’ In the light of the above statement, draw label for a packet of juice and highlight the importance information to be performed on it.	Hots
6.	As a publisher, you have published a new book on marketing management. How will you determine the price of this book? Explain the factors affecting Pricing decisions.	Hots
7.	Explain any four merits of advertising and objections to advertising. (2024 Ex-2)	Average

Type of questions	1 Mark	2 Marks	4 Marks	8 Mark	Total Marks
No. of questions	3	1	2	1	21

CHAPTER-11 CONSUMER PROTECTION

PART-A

One-mark questions

Multiple choice questions:

I.	Select and write the correct alternative from the choice given below:	
1.	Consumer protection Act was replaced in the year: a. 2019 b. 1984 c. 1987 d. 2007	Easy
2.	Which of the following right is not provided by the Consumer Protection Act to the consumer? a. Right to safety b. Right to choose c. Right to scold d. Right to seek redressal	Easy
3.	Those complaints that can be field in the State commission where the value of goods or services and the amount of compensation claimed is: a. More than Rs.20 lakhs but less than Rs. 1 crore. b. More than Rs.50 lakhs but less than Rs. 2 crores. c. More than Rs. 10 crores. d. More than Rs. 10 lakhs but less than Rs. 20 lakhs.	Easy

4.	Where can the aggrieved party appeal further, in case he is not satisfied with the order of District Commission? a. State Commission c. Supreme court of India b. National commission d. Magistrate court.	Easy																				
5.	Consumer protection is important for business because of: a. Long term interest c. Uses Society’s resources b. Social responsibility d. a, b and c.	Average																				
6.	Consumers are exploited when a. The shopkeeper under weights. b. The shop keeper overcharges. c. The shop keeper sells goods of inferior quality. d. a, b and c.	Average																				
<table><tr><td>1</td><td>A</td><td>2</td><td>c</td><td>3</td><td>b</td><td>4</td><td>a</td><td>5</td><td>d</td></tr><tr><td>6</td><td>D</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>			1	A	2	c	3	b	4	a	5	d	6	D								
1	A	2	c	3	b	4	a	5	d													
6	D																					
II.	<p>Fill in the blanks by choosing appropriate answer from those given in the brackets.</p> <p>[State, Business, State government, Interest]</p> <p>1. The concept of consumer protection is to safeguard the _____ of the consumer.</p> <p>2. State commission is established by the respective _____.</p> <p>3. The consumer protection Act, 2019 is applicable to all types of _____ in India.</p> <p>4. If not satisfied order of District commission can appeal to the _____ commission.</p>																					
III.	<p>Match the following:</p> <table><tr><td></td><td>A</td><td></td><td>B</td></tr><tr><td>a.</td><td>Beware of various goods</td><td>i</td><td>Role of consumer organisation</td></tr><tr><td>b.</td><td>District Commission</td><td>ii</td><td>Consumer right</td></tr><tr><td>C.</td><td>Providing legal assistance to consumer</td><td>iii</td><td>Who uses/consumes goods</td></tr><tr><td>d.</td><td>Consumer</td><td>iv</td><td>Redressal Agencies</td></tr></table>		A		B	a.	Beware of various goods	i	Role of consumer organisation	b.	District Commission	ii	Consumer right	C.	Providing legal assistance to consumer	iii	Who uses/consumes goods	d.	Consumer	iv	Redressal Agencies	
	A		B																			
a.	Beware of various goods	i	Role of consumer organisation																			
b.	District Commission	ii	Consumer right																			
C.	Providing legal assistance to consumer	iii	Who uses/consumes goods																			
d.	Consumer	iv	Redressal Agencies																			

	e.	Right to choose	v	Consumer responsibility.								
	a	v	b	iv	c	i	d	iii	e	ii		
IV.	Answer the following questions in One word or One sentences each:											
1.	In which year the Consumer Protection Act-1986 was amended? (2024 Ex-1)											Easy
2.	Who is consumer? (2024 Ex-3)											Easy
3.	What does the approach of ‘Caveat emptor’ mean?											Easy
4.	Write any one importance of consumer protection from the consumer point of view. (2025 Ex-2)											Easy
5.	State any one unfair trade practice of manufacturers and service providers by which consumers are exploited.											Easy
6.	State any one regulation which provides legal protection to the consumers. (2025 Ex-3)											Easy
7.	Name any one redressal agency set up under consumer protection Act to redress consumer grievances.											Easy
8.	Who establishes the National commission?											Easy
9.	What is the monetary limit of claim in National Consumer Disputes Redressal Commission.											Easy
10.	Expand ISI.											Average
11.	What is the monetary limit of claim in District Consumer Disputes Redressal Commission. (2025 Ex-1)											
12.	Expand FPO.											Average
13.	Expand FICCI.											Average
14.	Expand CII.											Average
15.	Expand CCPA.											Average
16.	Expand NGOs.											Average
17.	Santhosh bought a laptop for Rs. 80,000 from a laptop seller on his verbal commitment that the laptop will be replaced in case of any defect. Within a span of six months the system started creating technical issues in spite of proper maintenance. The seller denied taking any action on the complaint made by Santhosh. Name the redressal agency under the Consumer Act where Santhosh can file his complaint.											Hots

V.	PART-B	
	Answer the following questions in TWO or THREE sentences . Each question carries two marks:	
	1. Give the meaning of consumer protection?	Easy
	2. State any two causes of consumer exploitation.	Easy
	3. State any two reasons to emphasize the importance of consumer protection from consumer point of view.	Easy
	4. Write any two Consumer Responsibilities. (2024 Ex-1)	Easy
	5. Write any two Consumer Rights. (2024 Ex-2, Ex-3)	Easy
	6. Give two examples of Unfair Trade Practices.	Average
	7. State any two differences between State commission and National commission. (2025 Ex-3)	Easy
	8. What is the monetary limit of claim in District Consumer Disputes Redressal commission? (2024 Ex-2)	Easy
VI.	PART-C	
	Answer any SIX of the following questions in TEN to TWELVE sentences wherever applicable. Each question carries four marks:	
	1. Briefly explain four rights of consumers. (2025 Ex-1)	Average
	2. State any four responsibilities of consumers while purchasing, using and consuming goods and services. (2024 Ex-2, 2025 Ex-2)	Average
	3. Explain briefly any four ways in which the objective of the consumer protection can be achieved.	Average
	4. Briefly explain the importance of consumer protection from the point of view of Business.	Average
	5. Arohi buys a packet of Biscuits from a bakery without asking for the bill. The packet does not bear any information other than the name of the Bakery. After reaching home she finds the Biscuits to be stale.	Hots

	<p>a. Identify the consumer right that has been violated.</p> <p>b. State any three responsibilities that a consumer must keep in mind while purchasing any goods.</p>	
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Type of questions	1 mark	2 marks	4 marks	8 marks	Total Marks
No. of questions	1	1	1	-	07

2025 ANNUAL EXAM-1

27 (NS)

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(English Version)

- Instructions :**
1. The question paper contains 4 Parts. Parts – A, B, C and D.
 2. 'Part – A' consists of 4 sections. I, II, III and IV.
 3. For 'Part – A' questions, only the first written answers will be considered for evaluation.
 4. Write the serial number of questions properly as given in the question paper while answering.
 5. Write the correct and complete answer.

PART – A

I. Choose and write the correct answer :

(5 × 1 = 5)

- 1) Social objective of Management is _____.
 - a) Earning profits
 - b) Personal growth and development
 - c) Survival
 - d) Providing employment opportunities
- 2) Internal Source of Recruitment is _____.
 - a) Transfer
 - b) Employment Exchange
 - c) Advertisement
 - d) Campus Recruitment
- 3) The Motivation theory which classifies needs in hierarchical order is developed by _____.
 - a) Fred Luthans
 - b) Scott
 - c) Abraham Maslow
 - d) Peter F. Drucker



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27 (NS)

- 4) The first step in controlling process is _____.
 a) Measurement of actual performance
 b) Setting Performance Standards
 c) Analysing deviations
 d) Taking corrective actions

- 5) Which of the following is a current asset?
 a) Building
 b) Cash in hand
 c) Machinery
 d) Furniture

II. Fill in the blanks by choosing appropriate answers from those given in the brackets : **(5 × 1 = 5)**

[Budget, Sender, Publicity, Advertisement, Delegation, Managerial Principle]

- 6) A _____ is a broad and general guideline for decision making and behaviour.
 7) _____ is a statement of expected results expressed in numerical terms.
 8) The downward transfer of authority from a superior to subordinate is _____.
 9) An element of communication process is _____.
 10) _____ is an unpaid form of Communication.

III. Match the following : **(5 × 1 = 5)**

- | 11) A | B |
|-------------------------|---|
| a) Demonetisation | i) Assumptions about future |
| b) Planning Premises | ii) Putting people to jobs |
| c) Divisional Structure | iii) Component of Physical Distribution |
| d) Staffing | iv) Product Specialisation |
| e) Transportation | v) Tax administration measure |
| | vi) Promotion mix |

DRAFT

27 (NS)

-10-



IV. Answer the following questions in **1 word or 1 sentence each** : **(5 × 1 = 5)**

- 12) Name any one dimension of Management.
- 13) Who is called as the Father of General Management?
- 14) What is Capital Structure?
- 15) State any one Philosophy of Marketing Management.
- 16) What is the monetary limit of claim in District Consumer Disputes Redressal Commission?

PART – B

V. Answer **any six** of the following questions in **2 or 3** sentences each.
Each question carries **2** marks : **(6 × 2 = 12)**

- 17) State any two features of coordination.
- 18) What is 'Scalar Chain'?
- 19) Identify the type of plan in the following statements :
 - a) Increasing the quantity of goods sold by 10% in this year.
 - b) Wearing of ID card is compulsory for employees during work.
- 20) Define 'Organising'.
- 21) Give the meaning of 'Orientation' in staffing.
- 22) State any two styles of Leadership.
- 23) Write any two importance of controlling.
- 24) State any two factors affecting Capital Budgeting Decisions.
- 25) Give any two examples for Durable Products.
- 26) State any two reliefs available to consumers under Consumer Protection Act.



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27 (NS)

PART – C

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

- 27) Briefly explain the principles of Scientific Management contributed by F.W. Taylor.
- 28) Explain briefly any four points to show how important is the understanding of Business environment for a Manager.
- 29) Identify and explain the related dimension of business environment in the following statements :
 - a) Banks have reduced interest rates on Housing Loans.
 - b) Advertisements, including packets of cigarettes carry the statutory warning 'Cigarette smoking is injurious to health'.
- 30) Briefly explain any four features of Planning.
- 31) Explain briefly any four methods of Off-the-Job Training.
- 32) Explain four limitations of Controlling.
- 33) XYZ Company is planning to acquire Land, Building and Machinery. Which type of capital is required for it? Explain any three factors affecting such capital requirements.
- 34) As a Marketing Manager, state any four characteristics you would keep in mind while choosing a good Brand name for your Company's Product.
- 35) Write any four differences between Advertising and Personal Selling.
- 36) Explain any four Rights of Consumers.

27 (NS)

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PART – D

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

- 37) 'Management is a series of continuous, interrelated functions'. Comment.
 - 38) State the advantages and limitations of Formal Organisation.
 - 39) Assuming yourself as a Human Resource Manager of a Company, explain the steps to be followed in the selection process of employees.
 - 40) Explain the Principles of Directing.
 - 41) What is Price? Explain the factors affecting Price Determination.
-

2025 EXAM

DRAFT

(English Version)

Instructions to candidates :

1. The question paper contains 4 parts Part-A, Part-B, Part-C and Part-D.
2. Part-A consists of 4 Sections I, II, III and IV.
3. For 'Part-A' questions, only the first written answers will be considered for evaluation.
4. Write the serial number of questions properly as given in the question paper while answering.
5. Write the correct and complete answer.

Part – A

- I. Choose and write the correct answer: (5 × 1 = 5)

- 1) Which of the following is a social objective of management?
 - a) Profit
 - b) Providing employment opportunities
 - c) Growth
 - d) Survival
- 2) Who is known as the father of General Management?
 - a) Henry Fayol
 - b) Gilbreth
 - c) F. W. Taylor
 - d) Harold Koontz
- 3) Single use plan includes _____.
 - a) Procedure
 - b) Method
 - c) Budget
 - d) Rule
- 4) Which organization is created by network of social relationship among employees?
 - a) Functional organisation
 - b) Divisional organisation
 - c) Formal organisation
 - d) Informal organisation

P.T.O. **5**

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5) _____ is an example for durable product.

- | | |
|-------------|---------------|
| a) Radio | b) Milk |
| c) Icecream | d) Toothpaste |

II. Fill in the blanks by choosing appropriate word/words from those given in the bracket. (5 × 1 = 5)

[Capital, Trademark, Gang plank, Financial leverage, Media, Dynamic]

- 6) _____ communication method can be used in case of emergency.
- 7) Planning may not work in a _____ environment.
- 8) One of the elements of communication process is _____.
- 9) The proportion of debt in the overall capital is called _____.
- 10) _____ is the part of a brand that is given legal protection.

III. Match the following: (5 × 1 = 5)

- | 11) A | B |
|----------------------------|---------------------------|
| (a) Life expectancy | (i) Off-the-job training |
| (b) Responsibility | (ii) Key result area |
| (c) Case study | (iii) Social environment |
| (d) Critical Point Control | (iv) Economic environment |
| (e) Sales promotion | (v) Element of delegation |
| | (vi) Promotion mix |

IV. Answer the following questions in one word or one sentence each: (5 × 1 = 5)

- 12) Give an example for top management.
- 13) Write any one internal source of recruitment.
- 14) What is motivator?
- 15) Para Ltd Company decided to raise 40% of funds through debentures. Which financial decision is it?
- 16) Write any one importance of consumer protection from the consumers point of view.

6

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Part – B

V. Answer any six of the following questions in 2-3 sentences each.

Each question carries 2 marks.

(6 × 2 = 12)

- 17) Write any two features of coordination.
- 18) Write any two work study techniques of scientific management.
- 19) State the first two steps in planning process.
- 20) Define organizing.
- 21) What is staffing?
- 22) State any two elements of direction.
- 23) Write any two importances of controlling.
- 24) Give any two examples for fixed assets.
- 25) State any two components of physical distribution.
- 26) Name any two redressal agencies under Consumer Protection Act.

Part – C

VI. Answer any six of the following questions in 10-12 sentences each.

Each question carries 4 marks.

(6 × 4 = 24)

- 27) Briefly explain any four nature of principles of management.
- 28) Briefly explain any four features of business environment.
- 29) "Karnataka State Government has banned the use of artificial colours in the preparation of food items".
Identify the dimension of business environment from the above statement and write a note on it.
- 30) Explain briefly any four importances of planning.

P.T.O. 7

27

- 31) As an HR Manager, list out any eight external sources of recruitment to fill the vacancies in your organization.
- 32) Explain briefly the limitations of controlling.
- 33) What do you call the capital needed for acquiring machinery, land and building, etc? Briefly explain any three factors affecting such capital needs.
- 34) Briefly explain any four philosophies of marketing management.
- 35) Write any four differences between advertising and personal 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. (3 × 8 = 24)

- 37) Explain the characteristics of management.
- 38) State the four advantages and four disadvantages of functional structure.
- 39) Explain briefly the steps in the process of selection.
- 40) Explain any four financial incentives and four non-financial incentives to motivate the employees of an organization.
- 41) From the viewpoint of management function, explain any eight functions of marketing.

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2025 EXAM-3

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(English Version)

Instructions to candidates :

1. The question paper contains 4 parts Part-A, Part-B, Part-C and Part-D.
2. Part-A consists of 4 Sections I, II, III and IV.
3. For 'Part-A' questions, only the first written answers will be considered for evaluation.
4. Write the serial number of questions properly as given in the question paper while answering.
5. Write the correct and complete answer.

Part – A

- I. Choose and write the correct answer. Each question carries one mark. (5 × 1 = 5)

- 1) Principles of Management are not
 - a) Universal
 - b) Flexible
 - c) Absolute
 - d) Behavioural
- 2) First step in the planning process is
 - a) Implementing the plan
 - b) Setting objectives
 - c) Evaluating alternative courses
 - d) followup action
- 3) Which of the following is off-the-job Training Method?
 - a) Vestibule Training
 - b) Coaching
 - c) Internship Training
 - d) Job Rotation
- 4) The cheapest source of Finance is _____
 - a) Debentures
 - b) Retained earnings
 - c) Equity share capital
 - d) Preference shares

P.T.O. 5

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5) Which of the following is not a part of Promotion mix?

- | | |
|--------------------------|---------------------|
| a) Sales promotion | b) Advertising |
| c) Physical distribution | d) Personal selling |

II. Fill in the blanks by choosing appropriate answers from those given in the bracket. Each question carries one mark. (5 × 1 = 5)

[Selection, Discount, Henry Fayol, Formal, Informal, Motivation]

- 6) _____ is called as the father of general management.
- 7) _____ organisation specifies the relationship among various job positions and the nature of their inter-relationship.
- 8) The process of identifying and choosing the best person out of a number of prospective candidates for a job is called _____
- 9) _____ is the process of stimulating people to action to accomplish desired goals.
- 10) Offering products at a price less than the list price is _____

III. Match the following: (5 × 1 = 5)

- | 11) A | B |
|---------------------------|--------------------------------------|
| (a) Efficiency | (i) Wealth Maximisation |
| (b) Policies | (ii) Intangible |
| (c) Need Hierarchy Theory | (iii) Tangible |
| (d) Financial Management | (iv) General statements |
| (e) Services | (v) Doing the task with minimum cost |
| | (vi) Abraham Maslow |

IV. Answer the following questions in one word or one sentence each. Each question carries one mark. (5 × 1 = 5)

- 12) A petrol bunk needs to be managed as much as a hospital or a school does. Which characteristics of the management is stated here?
- 13) What is the meaning of Business Environment?
- 14) What is authority?
- 15) Mention any one method used to measure actual performance.
- 16) State any one regulation which provides legal protection to the consumer.

6

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Part – B

- V. Answer any six of the following questions in 2-3 sentences each. Each question carries 2 marks. (6 × 2 = 12)

- 17) State any two social objectives of management.
- 18) According to F. W. Taylor, what is Mental Revolution?
- 19) State any two features of planning.
- 20) Define Organising.
- 21) What is Apprenticeship Training Programme? Give one example.
- 22) A reputed hostel Gyan Pradan provides medical aid and free education to children of its employees. Which incentive is being highlighted here? State its category.
- 23) What is controlling?
- 24) Give the meaning of Dividend decision.
- 25) Mention any two objectives of pricing.
- 26) State any two differences between State Commission and National Commission.

Part – C

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

- 27) Explain the significance of principles of management with any four points.
- 28) Briefly explain any four importances of Business Environment.
- 29) Explain any four dimensions of the Business Environment.
- 30) Write short note on the following:
 - i) Single-use plan
 - ii) Standing plan

P.T.O. 7

27

- 31) Explain any four merits of external sources of Recruitment.
- 32) Explain any four limitations of controlling.
- 33) 'Teren', a newly started company which has taken a decision to raise money for long term capital needs to business from certain sources. What type of decision is involved in this? Explain any three factors affecting such decision.
- 34) Explain any four importances of Packaging.
- 35) State any four differences between advertising and personal selling.
- 36) Being a conscious customer, what kind of quality certification marks you will look for before buying the following products?
 - i) Jewellery
 - ii) Food products
 - iii) Electrical items
 - iv) Agriculture products

Part – D

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

- 37) Management is a three-tier activity. Show the levels of management with a neat diagram. Explain them with examples.
 - 38) What is delegation? Explain the importance of delegation.
 - 39) Explain the various steps followed in staffing process.
 - 40) What is supervision? Explain the importance of supervision.
 - 41) From the viewpoint of management function, explain any eight functions of marketing.
-

DRAFT

III. Match the following:

(5 x 1 = 5)

11)

A

B

- a) Coordination is
- b) Needs in hierarchical order
- c) Taking corrective actions
- d) Capital Structure
- e) Rebate

- i) Process of controlling
- ii) The essence of management
- iii) Abraham Maslow
- iv) Sales Promotion
- v) Owners fund and borrowed fund
- vi) Management function

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

- 12) What is Budget?
- 13) State any one type of selection tests.
- 14) State any one element of Directing.
- 15) Give an example for fixed asset.
- 16) Write one function of Packaging.

PART- B

V. Answer any **six of the following questions in **2 or 3** sentences each. Each question carries 2 marks: (6 x 2 = 12)**

- 17) State any two Organisational objectives of Management.
- 18) What is Scalar Chain?
- 19) State any two importance of Planning.
- 20) Write any two differences between Authority and Accountability.
- 21) State first two stages in Staffing Process.
- 22) Name any two Leadership styles.
- 23) State any two limitations of controlling.
- 24) Write twin objectives of financial Planning.
- 25) Define Marketing.
- 26) Write any two Consumer Rights.

PART-C

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

- 27) Briefly explain any four nature of Principles of Management.
- 28) Explain any four points to explain how important the understanding of Business Environment for managers is.
- 29) 'Balance of payments and changes in foreign exchange reserves'. State the dimension of business environment with which it is related. Write a note on it.
- 30) Briefly explain the planning function of the management has features throw light on its nature and scope.
- 31) Which source of recruitment is needed to fill new staff in an organisation? Explain briefly three merits of that source.
- 32) "A good control system helps an organisation in many ways"- Justify this statement with any four points.
- 33) The decision in which keeping in view the overall objective of maximising shareholder's wealth is? Explain any three factors affecting on the above decision.
- 34) Write any four characteristics of Good Brand Name.
- 35) Explain four functions of Public Relations performed by the marketing department.
- 36) Explain in brief four importance of consumer protection from the point of view of business.

PART- D

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

- 37) What is Management? Draw the neat diagram which shows the different Levels of Management. Explain them with example.
- 38) State the four advantages and four disadvantages of Functional Structure.
- 39) Explain the four methods of On-the-Job and any four methods of Off-the-Job training.
- 40) Explain Principles of Directing.
- 41) What is Pricing? Explain the factors affecting price determination.

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Government of Karnataka
Karnataka School Examination and Assessment Board
2024-25 II PUC MODEL QUESTION PAPER-2

BUSINESS STUDIES (27)

(Total No. of Questions 41)

Time: 3 Hours

Max.Marks:80

Instructions to candidates:

1. The question paper contains 4 parts – part A, part B, part C and part D.
2. Part A consists of 4 sections I, II, III and IV.
3. For 'Part-A' questions, only the first written answers will be considered for evaluation.
4. Write the serial number of questions properly as given in the question paper while answering.
5. Write the correct and complete answer.

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. How are Principles of management formed?
 - (a) In a laboratory
 - (b) By experiences of managers
 - (c) By experiences of customers
 - (d) By propagation of social scientists
3. Which of the following is an example of a single-use plan?
 - (a) Policy
 - (b) Procedure
 - (c) Budget
 - (d) Method
4. Which of the following is not an element of delegation?
 - (a) Accountability
 - (b) Authority
 - (c) Responsibility
 - (d) Informal Organization
5. The term 'Market' may be understood in which of the following contexts?
 - (a) Geographical area covered
 - (b) Type of buyers
 - (c) Quantity of goods transacted
 - (d) All of the above

4/6

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

[Planning, Leadership, Fixed Asset, Grading, F.W. Taylor, Directing]

6. _____ is called as father of Scientific Management.
7. Primary function of Management is _____.
8. _____ is one element of Directing.
9. Building is an example for _____.
10. The process of classification of products into different groups is called _____.

III Match the following: **5x1=5**

- | A | B |
|-----------------------------------|--|
| a) Liberalisation | i) Internal Source |
| b) Type of organisation structure | ii) Shopping product |
| c) Promotion | iii) Removal of unnecessary controls |
| d) Taking corrective measures | iv) Functional Structure |
| e) Jewellery | v) The final step in the controlling process |
| | vi) Marketing |

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

12. What is Efficiency?
13. Give the meaning of 'Transfer'.
14. What is motive?
15. What is meant by Working Capital?
16. State anyone regulation which provides legal protection to the consumers.

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 organizational objectives of management.
18. Write the meaning of 'unity of command' as given by Henri Fayol.
19. State two limitations of Planning.
20. Define 'Organising'.
21. What is Staffing?
22. What is Grapevine Communication?
23. Suggest any two importances of controlling.
24. State any two types of financial decisions.
25. Give two examples of convenience goods.
26. State any two directions which can be issued by the consumer court to the opposite party.

PART-C

VI Answer any Six of the following questions in 10-12 sentences each.

Each question carries 4 marks:

6x4=24

27. Explain the Principles of Management contributed by F.W. Taylor.
28. What is demonetisation? Explain its three features.
29. Identify the dimensions of the Business environment related to the following situation and explain the same.
 - a) Government regulations to protect consumers' interest by prohibiting the advertisement of alcoholic beverages and advertisements related to cigarettes carry the statutory warning 'Cigarette Smoking is injurious to health'.
 - b) Nowadays Indian Railways and Airline Companies have internet and world wide web pages where Customers can look for timing, destinations and fares and also book their tickets online.
30. No enterprise can achieve its objectives without systematic planning. Do you agree with this? Give any four importance in support of your answer.
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 of it to the organization.
32. Briefly explain the first four steps involved in the controlling process.
33. What do you call the capital needed for acquiring Land and Buildings, Machinery, etc.? State any three factors affecting such capital needs.
34. Explain the elements of the Marketing mix.
35. Discuss briefly any four differences between Selling and Marketing.
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.

3x8=24

37. "Management as an art and a science are not mutually exclusive, but complement to each other"- Elucidate.
38. What is Decentralization? Explain its importance.
39. Explain any eight external sources of recruitment.
40. Explain any four financial incentives and four non-financial incentives.
41. Explain any eight functions of marketing.

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DRAFT

GOVERNMENT OF KARNATAKA
KARNATAKA SCHOOL EXAMINATION AND ASSESSMENT BOARD
2024-25 II PUC MODEL QUESTION PAPER -03
BUSINESS STUDIES (27)
Time: 3 Hours (Total no. of questions:41) Max.Marks: 80

Instructions to Candidates:

- 1.The question paper contains 4 parts – part A, part B, part C and part D.
2. Part -A consists of 4 sections (I, II, III and IV)
3. Write the serial number of questions properly as given in the question paper while answering.
4. Write the correct and complete answer.
5. For Part-A questions only the first written answer will be considered for evaluation.

PART-A

I. Choose the Correct Answer

5x1=5

1. _____ refers to doing the task correctly and with minimum cost.
a) Effectiveness b) Co-ordination
c) Process d) Efficiency
2. Which principle of management suggest the concept of replacing 'I' with 'we'?'
a) Equity b) Unity of Direction
c) Esprit De Corps d) Division of work
3. Which of the following is an example for the Standing plan?
a) Programmes b) Rules
c) Projects d) Budget
4. Which of the following does not follow the Scalar chain?
a) Functional Structure b) Divisional structure
c) Formal Organization d) Informal organization
5. Amazon is an example for _____.
a) Brand Name b) Brand Mark
c) Trade Mark d) Label

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

5x1=5

(Wealth maximisation, Directing, Emergency, Non-personal, Dynamic, Organising)

6. Gang plank is used in the case of _____
7. Planning may not work in a _____ environment.
8. _____ is giving instructions and guiding people in doing work.
9. _____ is the primary objective of Financial management
10. Publicity is a _____ form of communication.

III. Match the following

5x1=5

- | A | B |
|-------------------------|----------------------------|
| 11. a) Repo rate | i) Consumer products |
| b) Divisional Structure | ii) Economic environment |
| c) Compensation | iii) Management function |
| d) Controlling | iv) Product specialisation |
| e) Tooth Paste | v) Specialty products |
| | vi) Salary and bonus |

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 Orientation?
14. Name any one human need as per Abraham Maslow.
15. HDFC Bank wants to open a new branch in Udupi. Which type of Financial Decision is it?
16. Who is Consumer?

PART-B

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

6x2=12

17. Define Management.
18. Give the meaning of Mental revolution as propounded by F.W Taylor.
19. Mention the first two steps in planning Process.
20. State any two elements of Delegation.
21. Write two benefits to employees from training and development.
22. What is Supervision?
23. State any two importance of controlling.
24. What do you understand by Financial Management?
25. State any two examples for marketing of services.
26. Write 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. Explain any four Henry Fayol's principles of management.
28. Explain any four features of Business environment.
29. Identify the dimension of business environment, in each of the following cases, and explain them.
 - a) Customers using more e-payment methods like Paytm, PhonePe etc. in their business transactions
 - b) Karnataka state government has banned the use of artificial colours in some food items.
30. Briefly explain any four limitations of planning.
31. As a HR manager, list out any eight sources of recruitment, to fill in the vacancies in your organization.
32. Briefly explain the first four steps involved in controlling process.
33. 'Lupin' is a newly started company has taken decision to raise money for long term capital needs to business from certain sources. What type of decision is involved in this? Explain any three factors affecting such decision.
34. What is packaging? Explain different levels of packaging?
35. State any four differences between Advertising and personal selling.
36. Explain any four rights of Consumers.

PART-D

**VII. Answer any three of the following questions in 20-25 sentences each.
Each Question carries 8 marks. 3x8=24**

37. "Management is a series of continuous inter related functions". Analyse.
38. Define 'Organizing'. Explain the importance of Organising.
39. Explain the steps involved in selection process.
40. Discuss regarding suitable measures to be taken to overcome barriers of effective communication
41. 'Good Look' Co. is the manufacturer of Cosmetic products is facing problem of poor sales. As a Marketing Expert explain any eight promotional activities that can be undertaken to improve the sales.

* * * * *

2025 PRACTICE PAPER - 1

DRAFT

Code No. 27

(English Version)

Instructions to Candidates :

- i) The question paper contains 4 Parts – A, B, C & D.
- ii) Part A consists of 4 Sections – I, II, III & IV.
- iii) For 'Part-A' questions, only the answers written first will be considered for evaluation.
- iv) Write the serial number of the questions properly as given in the question paper while answering.
- v) Write the correct and complete answer.

PART – A

- I. Choose and write the correct answer. Each question carries 1 mark.

5 × 1 = 5

1. How are principles of management formed ?
- a) By the experiences of managers
 - b) In laboratory
 - c) By the experiences of customers
 - d) By propagation of social scientists.

★ 2533



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Code No. 27

2. Last step in the planning process is
 - a) Setting objectives
 - b) Follow-up action
 - c) Evaluating alternative courses
 - d) Implementing the plan
 3. Horizontal movement of employees within the organisation is called
 - a) Promotion
 - b) Transfer
 - c) Demotion
 - d) Recruitment
 4. Which of the following is not an element of Direction ?
 - a) Motivation
 - b) Supervision
 - c) Delegation
 - d) Communication
 5. The shortest channel in the distribution is
 - a) One level channel
 - b) Two level channel
 - c) Zero level channel
 - d) Three level channel
- II. Fill in the blanks by choosing the correct answer given in the brackets.
Each question carries one mark. 5 × 1 = 5
- [maximum individual contribution, centralisation, goal oriented, unpaid, decentralisation, net working capital.]
6. Management is a process.

★ 2533



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Code No. 27

7. Concentration of all decision making authority at the apex of the management hierarchy is called as
8. "Every individual in the organisation should contribute to his maximum potential for the achievement of organisational objectives" is stated by, the principle of directing.
9. Total current assets – Total current liabilities =
10. Publicity is a form of communication.
- III. 11. Match the following : 5 × 1 = 5

A	B
a) Differential Piece Wage System	i) Arises as a result of social interaction
b) Technical environment	ii) Jewellery
c) Informal organisation	iii) An element of business environment
d) Personal selling	iv) Method of differentiating efficient and inefficient workers
e) Hallmark	v) Promotion mix
	vi) Product mix

★ 2533



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DRAFT

Code No. 27

IV. Answer the following questions in one word or one sentence each.

Each question carries one mark.

$5 \times 1 = 5$

12. What is efficiency ?
13. Which function of management involves decision making ?
14. Name the 'On-the-job training method' used to train plumbers, electricians and iron workers.
15. What is 'Standard' in controlling process ?
16. "Increasing the return to equity shareholders due to the presence of fixed financial charges." Which financial management concept is this ?

PART - B

V. Answer any six of the following questions in 2 to 3 sentences each.

Each question carries 2 marks.

$6 \times 2 = 12$

17. Define Management.
18. Mention any two scientific principles of F.W. Taylor.

★ 2533



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Code No. 27

19. Give the meaning of planning.
20. A manager is of the view that he is not responsible for the quality of work that he has delegated to his subordinate. Do you agree with this viewpoint ? Explain briefly.
21. Write any two differences between training and development.
22. Name any two styles of leadership.
23. State the first two steps of controlling process.
24. What do you suggest when a businessman wants to start a manufacturing concern, approaches you to suggest him whether the following manufacturing concern would require large or small working capital ?

a) Bread b) Motor car
25. What is Brand ? Give an example.
26. List out any two unfair trade practices by which consumers are exploited.

★ 2533



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Code No. 27

PART – C

VI. Answer any six of the following questions in 10 to 12 sentences each.

Each question carries 4 marks.

$6 \times 4 = 24$

27. Identify the Principles of Management contributed by Henry Fayol from the following statements.

- i) Specialisation is the most efficient way to use human effort.
- ii) Organisation should have a chain of authority and communication that runs from top to bottom and should be followed by managers and subordinates.
- iii) Interests of an organisation should take priority over the interests of individual employee.
- iv) Employee turnover should be minimised to maintain organisational efficiency.

28. Briefly explain any four characteristics of business environment.

29. Write a brief note on the following terms.

i) Globalisation

ii) Demonetisation

★ 2533



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DRAFT

Code No. 27

30. Briefly explain any four types of plan.
31. As a human resource manager, list out any eight sources of external recruitment in order to fill the vacancies in your organisation.
32. 'A good control system helps an organisation in many ways.' Justify this statement with any four points.
33. What are the three financial decisions on which financial management is based ? Briefly explain those.
34. What do you mean by consumer products ? Briefly explain the classification of consumer products on the basis of shopping efforts involved.
35. Briefly explain any four merits of advertising.
36. What is consumer protection ? Briefly explain the three redressal agencies under the Consumer Protection Act.

PART – D

VII. Answer any *three* of the following questions in 20 to 25 sentences each.

Each question carries 8 marks.

$3 \times 8 = 24$

37. What is co-ordination ? Explain its characteristics.

★ 2533



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DRAFT

Code No. 27

38. What is organising ? State the differences between formal and informal organisations.
39. Briefly explain the steps in the process of selection.
40. Draw a neat diagram of "Maslows' Need Hierarchy Theory of Motivation" with examples and write the assumptions of the theory.
41. What is pricing decision ? Explain the factors affecting the pricing decision.
-



2025 PRACTICE PAPER-2

27

(English Version)

Instructions to candidates :

1. The question paper contains 4 parts – Part-A, Part-B, Part-C and Part-D.
2. Part-A consists of 4 sections I, II, III and IV.
3. For Part-A questions, only the first written answers will be considered for evaluation.
4. Write the serial number of questions properly as given in the question paper while answering.
5. Write the correct and complete answer.

Part – A

- I. Choose and write the correct answer: (5 × 1 = 5)
- 1) An example for top-level management.
 - a) Finance Manager
 - b) Chairman
 - c) Supervisor
 - d) Foreman
 - 2) Which of the following is NOT a principle of management of Taylor?
 - a) Science, not rule of thumb
 - b) Functional foremanship
 - c) Cooperation, not individualism
 - d) Harmony, not discord
 - 3) Which of the following is a single-use plan?
 - a) Policy
 - b) Procedure
 - c) Method
 - d) Budget
 - 4) A network of social relationship that arises spontaneously due to interaction at work is
 - a) Formal organisation
 - b) Delegation
 - c) Informal organisation
 - d) Decentralisation

P.T.O. 5

27

5) Which of the following is a durable product?

- a) Television
- b) Toothpaste
- c) Chocolate
- d) Stationery

II. Fill in the blanks by choosing appropriate answers from those given in the bracket. (5 × 1 = 5)

[Capital Structure, Physical Distribution, Henri Fayol, Rules, F. W. Taylor, Motivation]

- 6) Father of General Management is _____.
- 7) _____ are specific statements that inform what is to be done.
- 8) The process of stimulating people to action to accomplish desired goals is _____.
- 9) _____ refers to the mix between owners and borrowed funds.
- 10) The activities required to physically move the goods from producers to customers are called _____.

III. Match the following: (5 × 1 = 5)

- | 11) A | B |
|-----------------------------------|--------------------------------------|
| (a) Economic Environment | (i) External source |
| (b) Authority | (ii) Identification of a product |
| (c) Campus Recruitment | (iii) Rate of savings and investment |
| (d) Setting Performance Standards | (iv) Element of delegation |
| (e) Brand | (v) First step in controlling |
| | (vi) Internal Source |

IV. Answer the following questions in one word or one sentence each: (5 × 1 = 5)

- 12) What is efficiency?
- 13) What is 'Placement' in staffing?
- 14) Name any one leadership style.
- 15) Give an example for fixed asset.
- 16) What is the monetary limit of claim in National Disputes Redressal Commission?

6

27

Part – B

- V. Answer any six of the following questions in 2-3 sentences each.
Each question carries 2 marks. (6 × 2 = 12)
- 17) Define Management.
 - 18) Write any two differences between Unity of Command and Unity of Direction.
 - 19) State the first two steps in planning process.
 - 20) Give the meaning of functional structure.
 - 21) Name any two internal sources of recruitment which can be used to fill the vacant post of the Assistant Manager in a company.
 - 22) Classify the following into positive and negative motivation.
 - a) Recognition b) Threatening
 - 23) State any two limitations of controlling.
 - 24) State the twin objectives of financial planning.
 - 25) List any two functions of packaging.
 - 26) What is consumer protection?

Part – C

- VI. Answer any six of the following questions in 10-12 sentences each.
Each question carries 4 marks. (6 × 4 = 24)
- 27) What are the four methods of work study developed by Taylor? Explain them.
 - 28) Explain any four features of Business Environment.
 - 29) Name and briefly explain the dimensions of the business environment related to the following :
 - a) Reservation of tickets through Internet.
 - b) The advertisement of alcoholic beverages is prohibited.
 - 30) Briefly explain the importance of planning with any four points.

P.T.O. **7**

27

- 31) Explain any four types of tests used for the selection of employees.
- 32) "A good control system helps an organisation in many ways" – Justify this statement with any four points.
- 33) Identify the types of financial decisions involved in the following:
 - a) A company wants to establish a new unit in which a machinery worth ₹2 crores is involved.
 - b) A decision is taken to distribute certain parts of profit to shareholders after paying tax.
 - c) A decision for raising funds of ₹50 lakhs through the issue of equity shares.
 - d) A company decided to replace old machinery with modern machinery of higher production capacity.
- 34) Explain the elements of marketing-mix.
- 35) List any eight commonly used sales promotion activities.
- 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. **(3 × 8 = 24)**

- 37) Explain the characteristics of management.
- 38) What is Decentralisation? Explain the importance of decentralisation.
- 39) Briefly explain the four methods of on-the-job training and any four methods of off-the-job training.
- 40) Suggest any eight suitable measures to improve communication effectiveness.
- 41) Explain any eight functions of marketing.

Department of School Education (Pre University),

18th Cross, Malleshwaram Bengaluru- 560012;

and

Karnataka School Education and Assessment Board,

6th Cross, Malleshwaram Bengaluru- 560003

2025 – 26 II PUC BUSINESS STUDIES QUESTION BANK DEVELOPMENT COMMITTEE

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