

Section : A
Time : 3.15 hrs.

Model Question Paper
Sub : Business Studies
Subject Code : 27

Batch - E

Max.Marks -100

I Answer all the following questions in a sentence or a word. Each question carries one mark. **10 x 1 = 10**

1. Is management a science or an art or both ?
2. Who is called the father of General Management ?
3. Give an example for Budget.
4. Give the meaning of Organising.
5. State any one method of on-the job training.
6. State any one element of direction.
7. Give the meaning of deviation in controlling.
8. Expand BSE.
9. State any one method of Sales Promotion.
10. State any one consumer responsibility.

Section –B

II Answer any ten questions in two or three sentences. Each question carries two marks. **10 x 2 = 20**

11. State any two features of Management.
12. What is Scientific Management.
13. State any two limitations of planning.
14. What is delegation.
15. What is functional structure of an Organisation.
16. What is placement.
17. Define communication.
18. State any two steps in controlling process.
19. What is Financial Management ?
20. What is Marketing ?
21. What is personnel selling ?
22. List any two importance of consumer protection.

Section –C

III Answer any Six questions in fifteen to twenty sentences. Each question carries five marks. **6 x 5 = 30**

23. Explain briefly five features of principles of Management.

24. Explain the steps in organizing process.
25. Explain the benefits of Training.
26. Explain the importance of Supervision.
27. What do you mean by standard in controlling ? State the requirements of good standard.
28. Explain any five factors which may influence the amount of working capital requirements in a business.
29. State any ten depository services offered by a Depository.
30. Explain briefly the channels of distribution.
31. State the features of District Forum.

Section – D

IV. Answer any three questions in twenty to thirty sentences. Each question carries ten marks.

3 x 10 = 30

32. Explain the objectives of Management.
33. What is planning ? Explain the various steps involved in the planning process.
34. Explain the various sources of Recruitment.
35. Explain the different functions of stock exchange.
36. What are the qualities of a successful salesman ?

Section – E (Practical Oriented Questions)

V. Answer any ten questions in twenty to thirty sentences. Each question carries ten marks.

2 x 5 = 10

37. State any ten Fayols principles of management.
38. Draw a neat diagram of Maslow's hierarchy of needs.
39. As an advertiser, what essentials do you expect in a good advertisement copy ?

ಮಾದರಿ ಪ್ರಶ್ನೆಪತ್ರಿಕೆ
ವಿಷಯ : ವ್ಯವಹಾರ ಅಧ್ಯಯನ (27)

ವಿಭಾಗ-ಎ

ಗರಿಷ್ಠ ಅಂಕ-100

- I. ಈ ಕೆಳಗಿನ ಎಲ್ಲಾ ಪ್ರಶ್ನೆಗಳನ್ನು ಒಂದು ಪದ ಅಥವಾ ಒಂದು ವಾಕ್ಯದಲ್ಲಿ ಉತ್ತರಿಸಿ- ಪ್ರತಿಯೊಂದು ಪ್ರಶ್ನೆಗೂ ಒಂದು ಅಂಕ. **10 x 1 = 10**
1. ನಿರ್ವಹಣೆಯು ವಿಜ್ಞಾನವೇ ? ಕಲೆಯೇ ? ಅಥವಾ ಇವೆರಡೇ ?
 2. ಸಾಮಾನ್ಯ ನಿರ್ವಹಣೆಯ ಪಿತಾಮಹ ಯಾರು ?
 3. ಮುಂಗಡ ಪತ್ರಕ್ಕೆ ಒಂದು ಉದಾಹರಣೆ ಕೊಡಿ.
 4. ಸಂಘಟಿಸುವಿಕೆಯ ಅರ್ಥ ಬರೆಯಿರಿ.
 5. ಒಂದು ವಿಧದ ಕಾರ್ಯನಿರತ ತರಬೇತಿ ಕ್ರಮವನ್ನು ತಿಳಿಸಿರಿ.
 6. ನಿರ್ದೇಶನದ ಯಾವುದಾದರೂ ಒಂದು ಅಂಶವನ್ನು ತಿಳಿಸಿ.
 7. ನಿಯಂತ್ರಿಸುವಿಕೆಯಲ್ಲಿ ವ್ಯತ್ಯಾಸದ ಅರ್ಥವನ್ನು ನೀಡಿ.
 8. **BSE** ಯನ್ನು ವಿಸ್ತರಿಸಿ.
 9. ಮಾರಾಟ ಪ್ರವರ್ತನೆಯ ಒಂದು ವಿಧಾನವನ್ನು ತಿಳಿಸಿರಿ.
 10. ಗ್ರಾಹಕರ ಯಾವುದಾದರೂ ಒಂದು ಜವಾಬ್ದಾರಿಯನ್ನು ತಿಳಿಸಿರಿ.

ವಿಭಾಗ -ಬಿ

- II. ಈ ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಹತ್ತು ಪ್ರಶ್ನೆಗಳನ್ನು ಎರಡು ಅಥವಾ ಮೂರು ವಾಕ್ಯಗಳಲ್ಲಿ ಉತ್ತರಿಸಿ. ಪ್ರತಿಯೊಂದು ಪ್ರಶ್ನೆಗೂ ಎರಡು ಅಂಕಗಳು. **10 x 2 = 20**
11. ನಿರ್ವಹಣೆಯ ಯಾವುದಾದರೂ ಎರಡು ಲಕ್ಷಣಗಳನ್ನು ತಿಳಿಸಿರಿ.
 12. ವೈಜ್ಞಾನಿಕ ನಿರ್ವಹಣೆ ಎಂದರೇನು ?
 13. ಯೋಜಿಸುವಿಕೆಯ ಎರಡು ಅನಾನುಕೂಲಗಳನ್ನು ತಿಳಿಸಿರಿ.
 14. ಪ್ರತಿನಿಯೋಜನೆ ಎಂದರೇನು ?
 15. ಕಾರ್ಯಾತ್ಮಕ ರಚನೆ ಎಂದರೇನು ?
 16. ಸ್ಥಳ ನಿಯೋಜನೆಯ ಅರ್ಥ ನೀಡಿರಿ.
 17. 'ಸಂವಹನ' ವ್ಯಾಖ್ಯಾನಿಸಿ.
 18. ನಿಯಂತ್ರಿಸುವಿಕೆಯ ಪ್ರಕ್ರಿಯೆಯ ಯಾವುದಾದರೂ ಎರಡು ಹಂತಗಳನ್ನು ತಿಳಿಸಿರಿ.
 19. ಹಣಕಾಸು ನಿರ್ವಹಣೆ ಎಂದರೇನು ?
 20. ಮಾರಾಟ ಪ್ರಕ್ರಿಯೆ ಎಂದರೇನು ?
 21. ವೈಯಕ್ತಿಕ ಮಾರಾಟ ಎಂದರೇನು ?
 22. ಗ್ರಾಹಕರ ಹಿತರಕ್ಷಣೆಯ ಯಾವುದಾದರೂ ಎರಡು ಪ್ರಾಮುಖ್ಯತೆಯನ್ನು ತಿಳಿಸಿರಿ.

ವಿಭಾಗ-ಸಿ

- III. ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಆರು ಪ್ರಶ್ನೆಗಳಿಗೆ ಹದಿನೈದರಿಂದ ಇಪ್ಪತ್ತು ವಾಕ್ಯಗಳಲ್ಲಿ ಉತ್ತರಿಸಿ. ಪ್ರತಿಯೊಂದು ಪ್ರಶ್ನೆಗೂ ಐದು ಅಂಕಗಳು. **6 x 5 = 30**
23. ನಿರ್ವಹಣೆ ತತ್ವಗಳ ಯಾವುದಾದರೂ ಐದು ಲಕ್ಷಣಗಳನ್ನು ಸಂಕ್ಷಿಪ್ತವಾಗಿ ವಿವರಿಸಿ.
 24. ಸಂಘಟಿಸುವಿಕೆ ಪ್ರಕ್ರಿಯೆಯ ಹಂತಗಳನ್ನು ವಿವರಿಸಿ.

25. ತರಬೇತಿಯ ಪ್ರಯೋಜನಗಳನ್ನು ವಿವರಿಸಿ.
26. ಮೇಲ್ವಿಚಾರಣೆಯ ಮಹತ್ವವನ್ನು ವಿವರಿಸಿ.
27. ನಿಯಂತ್ರಿಸುವಿಕೆಯಲ್ಲಿ ಶಿಷ್ಟದ ಅರ್ಥವನ್ನು ನೀಡಿ ಮತ್ತು ಉತ್ತಮ ಶಿಷ್ಟದ ಅವಶ್ಯಕತೆಗಳನ್ನು ತಿಳಿಸಿರಿ.
28. ಕಾರ್ಯಶೀಲ ಬಂಡವಾಳದ ಅವಶ್ಯಕತೆಯ ಮೇಲೆ ಪ್ರಭಾವ ಬೀರುವ ಯಾವುದಾದರೂ ಐದು ಅಂಶಗಳನ್ನು ವಿವರಿಸಿ.
29. ನ್ಯಾಸಧಾರಿಯು ಒದಗಿಸುವ ಯಾವುದಾದರೂ ಹತ್ತು ನ್ಯಾಸಧಾರಿ ಸೇವೆಗಳನ್ನು ಬರೆಯಿರಿ.
30. ವಿತರಣಾ ಮಾರ್ಗಗಳನ್ನು ಸಂಕ್ಷಿಪ್ತವಾಗಿ ವಿವರಿಸಿ.
31. ಜಿಲ್ಲಾ ಗ್ರಾಹಕರ ವೇದಿಕೆಯ ಲಕ್ಷಣಗಳನ್ನು ತಿಳಿಸಿರಿ.

ವಿಭಾಗ-ಡಿ

- IV. ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಮೂರು ಪ್ರಶ್ನೆಗಳಿಗೆ ಇಪ್ಪತ್ತು ಅಥವಾ ಮೂವತ್ತು ವಾಕ್ಯಗಳಲ್ಲಿ ಉತ್ತರಿಸಿ. ಪ್ರತಿಯೊಂದು ಪ್ರಶ್ನೆಗೂ ಹತ್ತು ಅಂಕಗಳು. 3 x 10 = 30**

32. ನಿರ್ವಹಣೆಯ ಉದ್ದೇಶಗಳನ್ನು ವಿವರಿಸಿ.
33. ಯೋಜನೆ ಎಂದರೇನು ? ಯೋಜಿಸುವಿಕೆಯ ಪ್ರಕ್ರಿಯೆಯು ಒಳಗೊಂಡಿರುವ ವಿವಿಧ ಹಂತಗಳನ್ನು ವಿವರಿಸಿ.
34. ನೇಮಕಾತಿಯ ವಿವಿಧ ಮೂಲಗಳನ್ನು ವಿವರಿಸಿ.
35. ಷೇರು ವಿನಿಮಯ ಕೇಂದ್ರದ ಕಾರ್ಯಗಳನ್ನು ವಿವರಿಸಿ.
36. ಯಶಸ್ವಿ ವಿಕ್ರಯ ಚತುರನ ಗುಣಲಕ್ಷಣಗಳು ಯಾವುವು ?

ವಿಭಾಗ-ಇ

(ಪ್ರಾಯೋಗಿಕ ಪ್ರಶ್ನೆಗಳು)

- V. ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಎರಡು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ. ಪ್ರತಿಯೊಂದು ಪ್ರಶ್ನೆಗೂ ಐದು ಅಂಕಗಳು. 2 x 5 = 10**

37. ಹೆನ್ರಿ ಫಯಾಲ್‌ರವರ ಯಾವುದಾದರೂ ಹತ್ತು ನಿರ್ವಹಣಾ ತತ್ವಗಳನ್ನು ತಿಳಿಸಿ.
38. ಮಾಸ್ಲೋರವರ ಶ್ರೇಣೀಕೃತ ಅಗತ್ಯತೆಗಳ ಸಿದ್ಧಾಂತದ ನಕ್ಷೆಯನ್ನು ಚಿತ್ರಿಸಿರಿ.
39. ನೀವೊಬ್ಬ ಜಾಹೀರಾತುದಾರನಾಗಿ, ಉತ್ತಮ ಜಾಹೀರಾತು ಪ್ರತಿಯಲ್ಲಿ ಯಾವ ಲಕ್ಷಣಗಳನ್ನು ನೀವು ನಿರೀಕ್ಷಿಸುತ್ತೀರಿ ?

SCHEME OF VALUATION
Subject : Business Studies (27)
Section –A

Q.No	Suggested Answers	Marks Each
01	Management is both a science and an art.	1
02	Henry Fayol is called the father of General Management.	1
03	Sale Budge, Cost Budget.	1
04	Organising is the process of defining and grouping the activities of the enterprise and establishing authority relationships among them.	1
05	Apprenticeship, Coaching, Internship Training, Job Rotation (any one)	1
06	Delegation, Supervision, Leadership, Motivation, Communication, co-ordination (any one)	1
07	Deviation means variation from the standard.	1
08	Bombay stock exchange.	1
09	Rebate/Discount, Refunds, Product complement, quantity gift, Instant Draws and Assured Gift, Lucky draw, usable benefit, full finance at lower rate, Free samples, Sweepstakes and contests. (any one)	1
10	Awareness of rights, quality conscious, Ready to lodge complaint, not to be misled by false advertisements, Demand for cash memo, cautious consumer, selection of goods, consumer organization, protection of Environment, not to buy in hurry. (any one)	1
Section - B		
11	<ol style="list-style-type: none"> 1) Management is a goal oriented process 2) Management is all pervasive. 3) Management is multidimensional. 4) Management is a continuous process 5) It is a group activity. 6) It is a dynamic function 7) It is an intangible force (any two) 	2
12	In the words of F.W. Taylor, %Scientific mgt means knowing exactly what you want men to do and seeing that they do it in the best and cheapest way.	2
13	<ol style="list-style-type: none"> 1. Planning leads to rigidity. 2. Planning may not work in a dynamic environment. 3. Planning reduces creativity. 4. Planning involves huge cost. 5. Planning is time consuming. 6. Planning does not guarantee success. (any two) 	2

14	Delegation is the process of transferring authority from a superior to his subordinate. It is essential for smooth functioning of a business.	2
15	Functional structure means grouping the jobs of similar nature and organizing these major functions as separate departments. All departments report to a co-ordinating head.	2
16	Placement means assigning jobs to the selected candidates. Assigning jobs to employees may involve a new job or different job.	2
17	In the words of George Terry %Communication is an exchange of facts, ideas, opinions or emotions by two or more persons+	2
18	1. Setting performance standards. 2. Measurement of actual performance 3. Comparing actual performance with standards 4. Analysing deviations. 5. Taking corrective action. (any two)	2
19	Financial mgt means the efficient and effective mgt of money (funds) in such a manner so as to accomplish the objectives of the organization.	2
20	Marketing involves discovery of customersqactual and potential needs for the products or services and steps taken to satisfy them. Or Marketing includes all those activities concerned with identifying the needs of the customers, producing products that suit the needs of the customers and ultimately distributing them to the customers at a profit.	2
21	Personal selling or salesmanship is the personal effort of winning the buyers confidence for the sellers house and goods, thereby creating a regular and permanent customer.	2
22	1. It is required to educate the consumers about their rights. 2. It is required for the consumer to get organized against exploitation. 3. It is required to protect consumer from unfair trade practices. (any two)	2
Section- C		
23	Features of principles of Mgt : 1. Universal applicability 2. General guidelines 3. Formed by practice and experimentation 4. Flexible 5. Mainly behavioural nature. 6. Cause and effect relationships 7. Contingent. (With explanation, any five)	5
24	Steps in organizing process : 1. Identification and Division of work	5

	<p>2. Departmentalisation</p> <ol style="list-style-type: none"> a) On the basis of function b) On the basis of type of product manufactured c) On the basis of territory <p>3. Assignment of duties.</p> <p>4. establishment of reporting relationships. (with explanation)</p>	
25	<p>Benefits of training :</p> <ol style="list-style-type: none"> 1. Improves employees performance 2. Reduces the time and cost 3. Reduces supervision 4. Leads to High morale 5. Reduces the chances of accidents 6. More promotion chances 7. Maintains industrial peace. <p>(any five, with brief explanation)</p>	5
26	<p>Importance of Supervision :</p> <ol style="list-style-type: none"> 1. Issue of orders and instructions 2. Planning and organizing the work 3. Vital link between workers and management 4. Motivating subordinates 5. Feedback to workers 6. Proper assignment of work 7. Maintains discipline. <p>(any five, with brief explanation)</p>	5
27	<p>Standard : The standard is a yardstick consisting of a specific set of actions, relating to a particular job on which the actual results are to be evaluated. Standard may be :</p> <ol style="list-style-type: none"> a) Quantitative standards (Quantity, quality, cost, time etc.) b) Qualitative standards (employees morals, consumer satisfaction, brand leadership etc.) <p>Control standards are derived directly from the objectives, goals, expectation stated in the planning requirements of a good standard :</p> <ol style="list-style-type: none"> 1. Must be simple and easy to understand 2. Should be capable of achieving with reasonable effort and time. 3. Should be flexible and not rigid. 4. Should be set scientifically with the help of time & motion studies. 5. Should be expressed in quantitative terms. 6. Should be set in consultation with people- responsible to achieve them. 	5
28	<p>Factors affective working capital requirements :</p> <ol style="list-style-type: none"> 1. Nature of the business 2. Scale of operations 3. Growth and expansion 4. Business cycle 5. Seasonable factors 6. Credit policy 7. Price level charges 8. Level of competition 9. Production cycle 	5

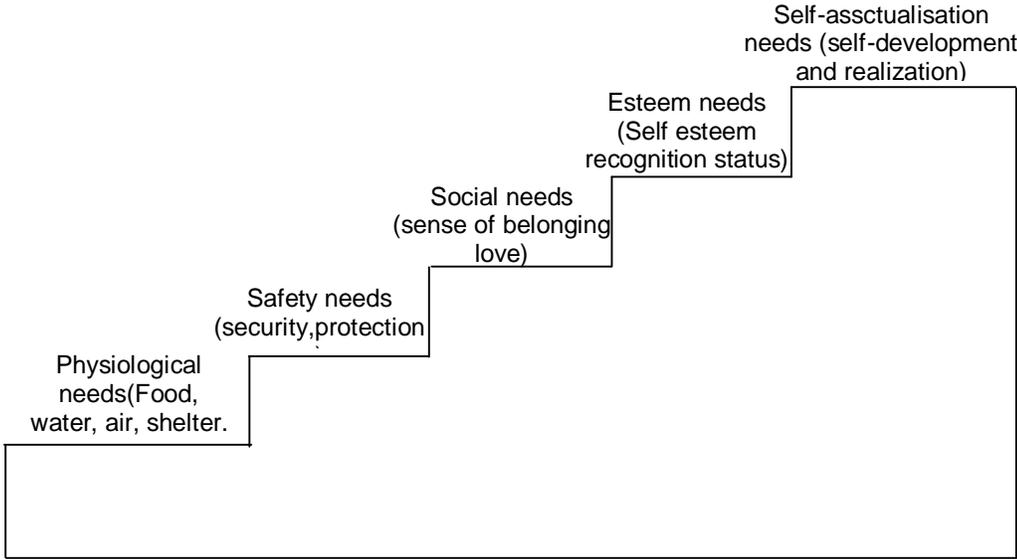
	10. Profit level (any five, with brief explanation)	
29	<p>Services offered by a Depository :</p> <ol style="list-style-type: none"> 1. Helps in converting physical holding of securities into electronic holding. 2. Keeps custody of investors holdings. 3. Eliminates the risks involved with the physical certificates such as theft, forgery, damage of certificates. 4. Reduces brokerage charges. 5. Reduces time required to clear ract transaction as there is no paper work involved. 6. Helps the investor to apply for new issues, as at present public issues are taking place only at demat mode. 7. All corporate benefits like right issue, bonus shares are paid directly into investors demat account. 8. Company pays dividend to the investors into their bank a/c registered in the demat account. 9. Stamp duty is not applicable for transfer of securities in demat mode. 10. An investor can monitor his investment dealings easily in demat mode as depositories send SMS regarding debits and credits in Demat Account. 11. The procedure of pledging demat shares is easy, to raise, money from lenders. 12. It enables e-trading to the investors. Investors can buy or sell shares through internet. 13. Correspondents like annual reports, notice for AGM etc are dispatched to the address of the investors mentioned in their Demat Account. 14. Shares belonging to any number of companies can be transferred by way of single delivery instruction qform,, instead of preparing separate forms. <p style="text-align: right;">(any ten points)</p>	5
30	<p>Types of channels of distribution :</p> <p>The channels of distribution can be classified into two main categories as under :</p> <ol style="list-style-type: none"> a) Direct channel/Zero level channel (selling without middleman) b) Indirect channels (selling through middlemen) Indirect channel consists of the following distribution channels : <ol style="list-style-type: none"> 1. One level channel (Producer . Retailer . consumer channel) 2. Two level channel (producer . wholesaler . retailer consumer channel) 3. Three level channel (producer . Agent- wholesaler . Retailer . consumer channel) <p style="text-align: right;">(With explanation)</p>	5
31	<p>Features of District Forum :</p> <ol style="list-style-type: none"> a) Composition b) Qualification c) Powers d) Jurisdiction e) Redressal proceedings f) Remedy g) Appeal <p style="text-align: right;">(With explanation)</p>	

Section – D		
32	<p>Objectives of Management :</p> <ol style="list-style-type: none"> 1. Organisational objectives <ol style="list-style-type: none"> a) Survival b) Profit c) Growth (With explanation) 2. Social objectives : <ol style="list-style-type: none"> a) Using environment friendly methods of production b) Evating employment opportunities c) Providing amenities to society like schools. d) Providing financial support to society for noble causes. e) Participating in social service projects of Govt. and non-govt.al organizations. 3. Personal or invidual objectives : <ol style="list-style-type: none"> a) Providing financial needs like salaries, incentives and other benefits. b) Providing social needs like recognition in the Organisation. c) Providing higher level needs which include personal growth and development. 	10
33	<p>Planning is a pre-determined course of action to achieve a specific goal or objective. It is concerned with deciding in advance what is to be done, when, where, how an by whom it is to be done.</p> <p>Steps in planning process :</p> <ol style="list-style-type: none"> 1. Setting objectives 2. Developing premises 3. Identification of alternative courses of action. 4. Evaluating alternative courses 5. Selecting an alternative 6. Implementing the plan. 7. Follow up action. (With explanation) 	10
34	<p>Sources of Recruitment :</p> <div style="text-align: center;"> <p>Sources of Recruitment</p> <pre> graph TD A[Sources of Recruitment] --> B[Internal Sources] A --> C[External Sources] B --- B1[a. Promotions] B --- B2[b. Transfers] C --- C1[a. Direct Recruitment] C --- C2[b. Casual callers] C --- C3[c. Advertisement] C --- C4[d. Employment Exchange] C --- C5[f. Placement Agencies] C --- C6[g. Labour contractors] C --- C7[h. Telecasting] C --- C8[I. Web-publishing] </pre> </div> <p style="text-align: center;">(With explanation)</p>	10
35	<p>Functions of stock exchange</p> <ol style="list-style-type: none"> 1. Continuous and ready market for securities. 2. Provides liquidity and marketability for securities 3. Mobilisation of savings 4. Capital formation 	10

	<p>5. Provides safety and security in dealings 6. Regulates company management 7. Evaluation of securities 8. Public finance 9. Price stability 10. Capital mobility 11. Facilities healthy speculation 12. serves as economic barometer.</p> <p style="text-align: right;">(any ten, with explanation)</p>	
36	<p>Qualities of a successful salesman :</p> <ol style="list-style-type: none"> 1. Physical qualities : <ol style="list-style-type: none"> a) Good health and appearance b) Good posture c) Voice and conversational habits d) Cheerfulness 2. Mental and psychological Qualities <ol style="list-style-type: none"> a) Initiative b) Intelligence and Imagination c) Presence of mind d) sharp memory 3. Social Qualities <ol style="list-style-type: none"> a) Sociability b) courtesy and good manners c) Tact or diplomacy d) Enthusiasm 4. Moral Qualities <ol style="list-style-type: none"> a) Honesty and Loyalty b) Aspiration and Determination c) Maturity d) Courage 5. Other Qualities <ol style="list-style-type: none"> a) Knowledge of self b) Knowledge of products he is selling c) Knowledge of company he is representing d) Knowledge of the customers. e) Knowledge of the techniques of selling. <p style="text-align: right;">(with explanation, any ten)</p>	10
Section . E		
37	<p>Fayol's principles of Management</p> <ol style="list-style-type: none"> 1. Division of work 2. Authority and Responsibility 3. Discipline 4. Unity of command 5. Unity of direction 6. Subordination of individual interest to general interest. 7. Remuneration of employees 8. Centralisation and decentralization 9. Scalar principle 	5

	10. Order 11. Equity 12. Stability of personnel 13. Initiative 14. Esprit de corps (spirit of co-operation)	
38	<p style="text-align: center;">Maslow's Hierarchy of needs</p>	5

(any ten)



Maslow's Hierarchy of needs