

II PUC ANNUAL EXAMINATIONS – 2025
BUSINESS STUDIES (27)

- I. Choose the correct answer:** **5x1=5**
1. d) Providing employment opportunities.
 2. a) Transfer
 3. c) Abraham Maslow
 4. b) Setting performance standards
 5. b) Cash in hand
- II. Fill in the blanks:** **5x1=5**
6. Managerial Principle
 7. Budget
 8. Delegation
 9. Sender
 10. Publicity
- III. Match the following:** **5x1=5**
- | | |
|-------------------------|------------------------------------|
| 11. A | B |
| a) Demonetization | tax administration measure |
| b) Planning premises | assumptions about future |
| c) Divisional structure | product specialization |
| d) Staffing | putting people into right jobs |
| e) Transportation | component of physical distribution |
- IV. Answer the following in 1 word or 1 sentence each:** **5x1=5**
12. a) Management of people
b) Management of work
c) Management of operations
 13. Henry Fayol
 14. Mix between owners fund and borrowed funds.
 15. a) The product concept
b) The selling concept
c) The production concept
d) The marketing concept
e) The societal marketing concept
 16. Upto 1 crore
- V. Answer any SIX of the following, each carries 2 marks:** **6x2=12**
17. a) Coordination integrates group efforts.
b) Coordination ensures unity of action
c) Coordination is a continuous process
d) Coordination is an all pervasive function
e) Coordination is the responsibility of all managers
f) Coordination is a deliberate function

18. The formal lines of authority and communication between superiors and subordinates from the highest to the lowest ranks are known as scalar chain.
Gang Plank is a shorter route of communication in the scalar chain between the same level employees in case of emergencies.
19. a) Programme
b) Rule
20. “ Organizing is the process of defining and grouping the activities of the enterprise and establishing authority relationships among them” – Theo Haimman
21. Orientation refers to introducing the selected employee to other employees and familiarizing him with rules, regulations and policies of the organization.
22. a) Autocratic or Authoritarian
b) Democratic or Participative
c) Laissez Faire or Free rein leader
23. Importance of Controlling:
a) Accomplishing organizational goals
b) Judging accuracy of standards
c) Making efficient use of resources
d) Improving employee motivation
e) Ensuring order and discipline
f) Facilitating coordination in action
24. Factors affecting capital budgeting decisions:
a) Cash flow of the project
b) The rate of return
c) The investment criteria involved
25. Example for durable products – Furniture, Television etc
26. Relief available:
a) To remove the defect in goods or deficiency in service
b) To refund the price paid for the product, or the charges paid for the service
c) Not to offer hazardous goods from sale
d) To withdraw the hazardous goods from sale
e) To pay punitive damages in appropriate circumstances

VI. Answer any SIX of the following, each carries 4 marks:

6x4=24

27. F.W.Taylor principles

- a) Science not rule of Thumb
b) Harmony, not Discord
c) Cooperation, Not Individualism
d) Development of Each and Every Person to His or Her Greatest Efficiency and Prosperity

28. Importance of Business Environment:

- a) Enables the firm to identify opportunities and getting the first mover advantage
- b) It helps the firm to identify threats and early warning signals.
- c) It helps in tapping useful resources
- d) It helps in coping with rapid changes
- e) It helps in assisting in planning and policy formulation
- f) It helps in improving performance

29. Identifying dimensions

- a) Economic Environment
- b) Legal Environment

30. Features Of Planning:

- a) Planning focuses on achieving objectives.
- b) Planning is a primary function of management
- c) Planning is pervasive
- d) Planning is continuous
- e) Planning is futuristic
- f) Planning involves decision making
- g) Planning is a mental exercise

31. Off the job methods of training:

- a) Class Room Lectures/ Conferences
- b) Films
- c) Case study
- d) Computer modeling
- e) Vestibule training
- f) Programmed instructions

32. Limitations of Controlling

- a) difficulty in setting quantitative standards
- b) little control on external factors
- c) resistance from employees
- d) costly affair

33. Fixed Capital Requirement

Factors affecting fixed capital requirement:

- a) Nature of business
- b) Scale of operations
- c) Choice of technique
- d) Technology Upgradation
- e) Growth Prospects
- f) Diversification
- g) Financing Alternatives
- h) Level of Collaboration

34. Characteristics of Good Brand Name:

- a) The brand name should be short, easy to pronounce, spell, recognize and remember
- b) A brand should suggest the product's benefits and qualities.
- c) A brand name should be distinctive.
- d) The brand name should be adaptable to packaging or labeling requirements, to different advertising media and to different languages.
- e) The brand name should be sufficiently versatile to accommodate new products, which are added to the product line.
- f) It should be capable of being registered and protected legally
- g) Chosen name should have staying power.

35. Differences between Advertising and Personal Selling

Advertising	Personal Selling
1. Impersonal form of communication	1. Personal form of communication
2. Transmission of standardized message	2. Sales talk is adjusted
3. Inflexible	3. Flexible
4. Reaches masses	4. Reaches limited number of people
5. Advertising cost per person is low	5. Cost per person is high
6. Advertising can cover market in short time	6. Efforts take lot of time
7. Makes use of mass media, television, radio etc	7. Makes use of sales staff
8. Lacks direct feedback	8. Direct and immediate feedback
9. Useful in creating and building interest of consumers	9. Important role in awareness stage
10. Useful in marketing to ultimate consumer	10. Selling to industrial buyers or intermediaries

36. 4 consumer rights

- a) right to safety
- b) right to be heard
- c) right to choose
- d) right to be informed
- e) Right to seek redressal
- f) Right to consumer education

VII. Answer any THREE of the following, each carries 8 marks:

3x8=24

37. Functions of Management

- a) Planning
- b) Organizing
- c) Staffing
- d) Directing
- e) Controlling

38. Advantages of Formal Organisation:

- a) It is easier to fix responsibility since mutual relationships are clearly defined
- b) There is no ambiguity in the role that each member has to play as duties are specified
- c) Unity of command is maintained
- d) It leads to effective accomplishment of goals
- e) It provides stability to the organization

Disadvantages of Formal Organisation:

- a) Formal communication may lead to procedural delays
- b) It may not provide adequate recognition for creative talent
- c) It is difficult to understand all human relationships in an enterprise

39. Selection Process:

- a) Preliminary Screening
- b) Selection Tests
 - i. Intelligence test
 - ii. Aptitude test
 - iii. Trade test
 - iv. Interest tests
- c) Employment interview
- d) Reference and background check
- e) Selection decisions
- f) Medical examinations
- g) Job offer
- h) Contract of employment

40. Principles of directing:

- a. Maximum individual contribution
- b. Harmony of objectives
- c. Unity of command
- d. Appropriateness of direction technique
- e. Managerial communication
- f. Use of informal organisation
- g. Leadership
- h. Follow through

41. Price is the amount of money paid by a buyer in consideration of the purchase of a product or service.

- a) Factors affecting price of product
- b) Product cost
- c) The utility and demand
- d) Extent of competition in the market
- e) Government and legal regulation
- f) Pricing objectives
- g) Marketing methods used

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