



M – 2017

Subject Code : 27 (NS)

1931887

BUSINESS STUDIES

(Kannada and English Versions)

Time : 3 Hours 15 Minutes]

[Total No. of questions : 39]

[Max. Marks : 100

(English Version)

SECTION – A

- I. Answer **all** the following questions in a sentence or a word. Each question carries **one** mark : (10 × 1 = 10)

- 1) State any one importance of management.
- 2) Who is called the father of General management?
- 3) Give an example for rule.
- 4) State any one type of organisational structure.
- 5) What is Training?
- 6) Mention any one style of leadership.
- 7) What is positive variation in controlling?
- 8) Expand NSEI.
- 9) Name any one element of marketing mix.
- 10) When was Consumer Protection Act enacted?



SECTION – B

II. Answer **any ten** questions in **2 or 3** sentences. Each question carries **2** marks :
(10 × 2 = 20)

- 11) What is management?
- 12) What is meant by Esprit-de corps?
- 13) State any two limitation of planning.
- 14) Give the meaning of organising.
- 15) What is delegation?
- 16) State any two importance of staffing.
- 17) What is supervision?
- 18) Mention any two steps in controlling process.
- 19) Write the meaning of dividend decisions.
- 20) Mention any two channels of distribution.
- 21) What is warranty?
- 22) Mention any two needs of consumer protection.

SECTION – C

III. Answer **any six** questions in **15 to 20** sentences. Each question carries **5 marks** : **(6 × 5 = 30)**

23) Briefly explain the principles of scientific management of F.W. Taylor.

24) Write any five differences between Formal and Informal organisation.

25) Explain the different types of selection test.

26) Explain any five ways to overcome barriers of communication.

27) Explain the importance of controlling.

28) Explain any five factors, which may influence the amount of fixed capital requirements in business.

29) State any five features of stock exchange.

30) Explain any five functions of marketing.

31) State any five features of district forum.



SECTION – D

IV. Answer **any three** questions in 20 to 30 sentences. Each question carries 10 marks : (3 × 10 = 30)

- 32) Explain the features of management.
- 33) Explain any five types of plans.
- 34) Explain the various steps followed in staffing process.
- 35) Describe objectives of financial management.
- 36) Explain the merits and demerits of advertising.

SECTION – E

(PRACTICAL ORIENTED QUESTIONS)

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

- 37) Draw a neat diagram of level of management.
 - 38) Assuming that you are the H.R. Manager of a firm, state any ten sources you would look into while recruiting employees.
 - 39) As an advertiser, what essentials do you expect in a good advertisement copy?
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