

M - 2018

Subject Code : 27 (NS)

0936345

**BUSINESS STUDIES**

(Kannada and English Versions)

Time : 3 Hours 15 Minutes]

[Total No. of questions : 39]

[Max. Marks : 100

(Kannada Version)

ವಿಭಾಗ-ಎ

1. ಕೆಳಗಿನ ಎಲ್ಲಾ ಪ್ರಶ್ನೆಗಳಿಗೆ ಒಂದು ಪದ ಅಥವಾ ಒಂದು ವಾಕ್ಯದಲ್ಲಿ ಉತ್ತರಿಸಿರಿ. ಪ್ರತಿಯೊಂದು ಪ್ರಶ್ನೆಗೆ ಒಂದು ಅಂಕ. (10 × 1 = 10)

1) ಉನ್ನತ ಹಂತದ ನಿರ್ವಹಣೆಗೆ ಒಂದು ಉದಾಹರಣೆ ಕೊಡಿ.

2) ಅಧಿಕಾರ ವಿಕೇಂದ್ರೀಕರಣ ಎಂದರೇನು?

3) ಯೋಜನೆಯ ಒಂದು ವಿಧವನ್ನು ತಿಳಿಸಿರಿ.

4) ಔಪಚಾರಿಕ ಸಂಘಟನೆಯ ಅರ್ಥವನ್ನು ನೀಡಿರಿ.

5) ಮಾನವ ಶಕ್ತಿಯ ಯೋಜನೆ ಎಂದರೇನು?

6) ನಾಯಕತ್ವದ ಯಾವುದಾದರೊಂದು ಶೈಲಿಯನ್ನು ಹೆಸರಿಸಿರಿ.

7) ನಿಯಂತ್ರಿಸುವಿಕೆ ಎಂದರೇನು?

P.T.O

(English Version)

SECTION – A

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

- 1) Give an example for top level management.
- 2) What is meant by decentralisation?
- 3) State a type of plan.
- 4) Give the meaning of formal organisation.
- 5) What is manpower planning?
- 6) Name any one style of leadership.
- 7) What do you mean by controlling?
- 8) Expand "SEBI".
- 9) Name a middleman in the channel of distribution.
- 10) When is consumer rights day observed?





## SECTION - B

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

- 11) What is meant by co-ordination?
- 12) Give the meaning of Gang Plank.
- 13) Define planning.
- 14) State any two importance of delegation.
- 15) Write the first two steps involved in the organising process.
- 16) State any two types of interview.
- 17) Define motivation.
- 18) State any two importance of controlling.
- 19) Give the meaning of financing decisions.
- 20) What is Grading?
- 21) State any two methods of sales promotion.
- 22) Write any two differences between District consumer forum and State Consumer Commission.

**SECTION - C**

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

- 23) Explain any five features of principles of management.
- 24) Write in brief any five importance of organisation.
- 25) What is training? Explain the different types of "Off-The-Job" training.
- 26) Explain the ways to overcome barriers of communication.
- 27) Briefly explain the controlling process.
- 28) Explain any five objectives of financial management.
- 29) Distinguish between money market and capital market.
- 30) Explain any five functions of marketing.
- 31) Write in brief the importance of consumer protection.



**SECTION – D**

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

32) Explain the objectives of management.

33) Briefly explain the various steps involved in the planning process.

34) "Selection is the process of elimination". Justify this statement by explaining different steps in selection process.

35) State the functions of SEBI.

36) Distinguish between advertising and salesmanship.

**SECTION – E****(PRACTICAL ORIENTED QUESTIONS)**

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

37) State any Ten Fayol's principles of management.

38) Draft the functional chart of an organisation.

39) As an advertiser, what essentials do you expect in a good advertisement copy?