

Kerala Plus 2 Business Studies

Question Paper 2022

PART – I

A. Answer any 4 questions from 1 to 6. Each carries 1 score.

(4 × 1 = 4)

1. Find the odd one out.

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|------------------------|-----------------------|
| (a) Marketing Manager | (b) Managing Director |
| (c) Production Manager | (d) Purchase Manager |

2. Change in lifestyle relates to _____ environment of business.

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|---------------------------|-------------------------------|
| (a) Social environment | (b) Technological environment |
| (c) Political environment | (d) Economic environment |

3. In the new economic policy 1991, LPG stands for _____.

4. The assumptions on the future upon which plans are based are called _____.

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|-------------------------|-----------------------|
| (a) Planning Procedures | (b) Planning Premises |
| (c) Alternate plans | (d) None of these |

5. Name the training methods that are applied to the work place, while employee is actually doing the work.

6. Write the term that denotes the mix between owners fund and borrowed fund.

B. Answer all questions from 7 to 10. Each carries 1 score.

(4 × 1 = 4)

7. Doing and completing tasks with minimum cost is denoted by the term ____.
- (a) efficiency — (b) effectiveness
(c) co-ordination (d) None of these
8. Deciding in advance what to do and how to do is ____.
- (a) Directing (b) Organising
(c) Staffing (d) Planning —
9. Learning opportunities designed to help the overall growth of employees is called ____.
- (a) Development (b) Education
(c) Training (d) None of these ✓
- ✓ 10. Which among the following is the nature of principles of management ?
- (a) Universal applicability (b) General guidelines
(c) Cause and effect relationship (d) All of these ✓

PART – II

A. Answer any 3 questions from 11 to 15. Each carries 2 scores.

(3 × 2 = 6)

- ✓ 11. Profit is one of the organizational objectives of management. Write other two organizational objectives of management.

12. What do you mean by organisational structure ?
- ✓ 13. Write any two difference between money market and capital market.
- ✓ 14. Briefly explain any two rights enjoyed by a consumer as per Consumer Protection Act, 1986.
15. Write any two functions performed by stock exchange.
- B. Answer any 2 questions from 16 to 18. Each carries 2 scores. (2 × 2 = 4)**
- ✓ 16. The Indian Corporate Sector faced with several challenges due to the government policy of liberalisation, privatisation and globalisation. Describe any two such challenges.
17. List out any two steps in the selection process.
18. Name any two types of formal communication network.

PART – III

- A. Answer any 3 questions from 19 to 23. Each carries 4 scores. (3 × 4 = 12)**
- ① ✓ 19. List out any four dimensions of business environment.

21. Explain Maslow's Need Hierarchy Theory of motivation.

22. Briefly explain the first four steps in the process of controlling.

23. Briefly explain the four elements of Marketing Mix.

B. Answer any 1 question from 24 to 25. Carries 4 scores.

(1 × 4 = 4)

24. Describe the importance of management.

25. "Planning does not guarantee success." Comment on the statement by narrating any four demerits of planning.

PART – IV

A. Answer any 3 questions from 26 to 29. Each carries 6 scores.

(3 × 6 = 18)

26. What do you mean by co-ordination ? Explain its importance in an organisation.

27. Write any six differences between formal organisation and informal organisation.

28. Briefly explain any six qualities required for a good leader.

29. Every finance manager has to take three important financing decisions. Which are they ? Explain.

B. Answer any 2 questions from 30 to 32. Each carries 6 scores.

(2 × 6 = 12)

- ✓30. Write a short note on the principles of scientific management.
31. Classify the following into financial incentive and non-financial incentive :
- (a) Bonus
 - (b) Status
 - (c) Job enrichment
 - (d) Profit sharing
 - (e) Retirement benefits
 - (f) Employee Recognition programmes
32. Describe different levels of packaging.

PART – V

Answer any 2 questions from 33 to 35. Each carries 8 scores.

(2 × 8 = 16)

- ✓33. Briefly explain any eight principles of management given by Henry Fayol.
34. Explain the various steps involved in planning process.
35. Describe the various steps in staffing process.
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