

QUESTION BANK SUBJECT - BUSINESS STUDIES Class-12th

UNIT-1 (Nature and Significance of Management)

1 Marks Questions Year -2020 Q1. Management is: (a) An Art (b) Science (c) An Art and Science (d) None

of these Q2. Coordination is Established : (a) between groups (b) between departments (c) between management and workers (d) all the above Q3. The foremost need of development in a country is of : (a) Physical development (b) Economic resources (c) Efficient management (d) None of the above.

Year -2021 Q4. Management is: (a) An Art (b) Science (c) An Art and Science (d) None of these

Q5. Management is an art of : (a) Doing work for self (b) Taking work from others (c) Both (a) and (b)

(d) None Q6. Management is an art of : (a) Doing work for self (b) Taking work from others (c) Both (a)

and (b) (d) None Q7. Management is essential for the organisations which are: (a) Not –Profit

organization (b) Service org. (c) Social organization (d) All of these Q8. In the nature of social

responsibility of management applies : (a) Buyer beware (b) seller beware (c) None Q9. "Management is

a Profession." this statement is of : (a) George R. Terry (b) American management association (c)

Henry Fayol (d)) None of these Q10. "Management is the development of men and not the direction

of things ." this statement is of (a) Lawrence A. Appley (b) R.C. Davis (c) Keith and Gubellini (d) All of

the above Q11. The foremost need of development in a country is of : (a) Physical development (b)

Economic resources (c) Efficient management (d) None of the above Q12. According to George Terry

the functions of management are : (a) 2 (b) 4 (c) 6 (d) 10 Q13. Management is an art of : (a) Doing work

for self (b) Taking work from others (c) Both (a) and (b) (d) None of these

Q14. Management a _____ force . (a) Tangible (b) Intangible (c) Unnecessary (d) None of these

Year -2022 Q15. The foremost need of development in a country is of (a) Physical development (b)

Economic resources (c) Efficient management (d) None of the above

Q16. Coordination is : (a) Voluntary (b) Necessary (c) Unnecessary (d) Wastage of time

Q17. Policy Formulation is the function of (a) Top level Manager (b) Middle level Managers (c) Operational

Management (d) All of these Q18. Which is not a function of management : (a) Planning (b) Org. (c) Co-

operation (d) Controlling Q19. "Management is the development of men and not the direction of

things ." this statement is of (a) Lawrence A. Appley (b) R.C. Davis (c) Keith and Gubellini (d) All of the

above Q20. Coordination is : (a) Function of Management (b) The essence of management (c) An

objectives of management (d)) None of these Q21. How many levels of management are ? (a) 4 (b) 3

(c) 2 (d) 1 Q22. "Management is a Profession." this statement is of : (a) George R. Terry

(b) American management association (c) Henri Fayol (d)) None of these Q23. The nature of

Management is : (a) As an inborn ability (b) As an acquired ability (c) Both (a) and (b) (d) All of these

Q24. Coordination is the _____ through which harmony is established among different activities of

an organisation. (a) Process (b) Activity (c) Function (d) None of these

Q25. The essence of management is : (a) Co-ordination (b) Organisation (c) Staffing (d) All of these

Year -2023 Q26. How many levels of management are ? (a) 4 (b) 3 (c) 2 (d) 1

Q27. Top level management included (a) General manager (b) Director (c) both above (d) Foreman

Q28. Which of the following are not the characteristics of the management ? (a) Management is

process (b) management is profession (c) management is art (d) Delegation of authority **Year -2024**

How many levels of management are ? (a) 4 (b) 3 (c) 2 (d) 1

Q2. At which level of management are the Foremen included (a) Lower level (b) Middle level (c) Top

level (d) None of the above Q3. When was Frederick Winslow born? (a) 1956 (b) 1886 (c) 1986 (d) 1856

2 Marks Questions Year -2016 Q1. What do you mean by Management? Q2. Management is an Art

, Explain . Q3. What is Top Level Management ? Q4. Explain two characteristics of management.

Q5. Name any two main management institutes of India . Q6. What is low level management ? Explain .

Q7. 'Management cannot be seen.' Explain .**Year -2017**Q8. What is lower level Management ?
 Q9. Management is a science .Explain.Q10. Give two importance of management . Q 11. What is middle level management ?Q12. What is coordination?**Year -2018**Q1. What do you mean by Management?(2023)Q2. Discuss two functions of management in brief.3. State any two Characteristics of Co-ordination .Q4. Management is a Profession,explain.(2023)Q5. state any two functions of top level management .Q6. Define co-ordination .Q7. Management is an Art ,Explain .Q8. At which level of organisation are the workers included Q9. What is the objective of coordination ?
Year -2019Q10. Describe any two characteristics of management ?(2023)
 Q11. Write the names of management functions given by Henry Fayol.Q12. What is the difference between coordination and cooperation ?Q13. Management is all pervasive . explain.
 Q14. Discuss three levels of management in brief .Q15. How is Coordination a continuous process .
 Q16. Management is a process. Explain .Q17. State any two functions of Middle -level management.
 Q18. What do you mean by coordination?
Year -2020Q19. Management is not visible , it can only be felt .Explain. Q20. Explain any Two objectives of Management. .Q21. Coordination is a deliberate function, Explain.
 Q22. State the functions of top level management .Q23. Management is a Profession .Explain .
Year -2021Q24. Management is an art. discuss in brief .Q25. Why it is said that management is goal - oriented process ?Q26. Management is a profession .Q27. Define management.
 Q28. Write two importance of management .Q29. State any two functions of Top level Management.
Year -2022Q30. Write two importance of management . Q31..state the functions of top level management .Q32. Why it is said that management is goal -oriented process ?
Year -2023Q36. Management is science and art both ,explain.
Year -2024 Q1. How is management a continuous process? Q2. Explain two objectives of management.Q3. What do you mean by Management? State any three Characteristics of Co-ordination. Q4. How is coordination a continuous process?

3 Marks Questions **Year -2020**Q1. Management is both Art as well as Science .Explain it.Q2. coordination is deliberate function, explain.Q3. Management is both Art as well as Science .Explain it.
Year -2023Q4. Describe three levels of management.**Year -2024**Q1. What is the objective of coordination ?

UNIT-2(Principles of Management)**Year -2020****1 Marks Questions** Q1. Henry Fayol's Principles of management are : (a) Five (b) Ten (c) Fourteen (d) None of these
 Q2. Production in scientific management is : (a) Maximum (b) Minimum (c) Not affected (d) None
 Q3. Who is the father of scientific management ? (a) H.S person (b) Diemer (c) F.W Taylor (d) Charles Babbage
 Q4. Henry Fayol's Principles of management are: (a) 5 (b) 10 (c) 14 (d) 12
Year -2021Q5. The Propounder of Administrative Management was : (a) Fayol (b) Taylor (c) Terry (d) All
 Q6. Wages given to workers in traditional management are : (a) Low (b) high (c) maximum
 Q7. Henry Fayol was born in : (a) Japan (b) France (c) Germany (d) America
 Q8. Principles of management are : (a) universal (b) Flexible (c) dynamic (d) All the above
 Q9. The father of scientific management is : (a) Gilbreth (b) Taylor (c) Robertson (d) Henry Fayol .
 Q10. How the Principles of management formed: (a) In a Laboratory (b) By Experience of manager (c) By Experience of customers (d) None of the above
 Q11. Analysis in Scientific Management is : (a) 25% (b) 50% (c) 75% (d) 100%
Year -2022Q12. Henri Fayol was: (a) Social Scientist (b) Mining Engineer (c) Accountant

(d)Product EngineerQ13.Principles of management are not : (a)universal (b) Flexible (c) Behavioral (d)Absolute Q14.The Propounder of Administrative Management was : (a) Fayol (b) Taylor (c) Terry (d) AOT

Year -2024Q1. Henry fayol was born in : (a) Japan (b) France (c) Germany (d) AmericaQ2. Principles of management are not : (a)universal (b) Flexible (c) Dynamic (d)All of aboveQ3.Which of the following statement best describes the principle of division of labour?(a) Task should be divided into smaller parts(b) There should be labour .(c) Resources should be divided among tasks .Q4.Which principle of management has been given by hennerly fayol?(a)Principle of unity of command (b) Principle of maximum production (c) The principle of using science instead of conservation (d)None of these Q5.Henry Fayol's Principles of management are: (a) 5 (b) 10 (c) 14 (d)12Q6.The Propounder of Administrative Management was : (a) Fayol (b) Taylor (c) Terry (d) All

2 Marks Questions **Year -2016**

Q1.what is meant by Unity of command? Q2. Explain principle of equity .Q3.Explain unity of direction **Year -2017**Q4. Give two importance of management . Q5. Explain principle of Initiative? Q6.Explain unity of direction .

Year -2018Q7.What is the principle of Espirit-De-Corps?Q8.what is the principle of Division of work ? Q9. what is the principle of Scalar chain ?

Year -2019 Q10. what is meant by Unity of Direction ? Q11. what is the principle of Division of work ? Q12.what is meant by Unity of command? (2023)

Year -2020Q13. state any two features of scientific management.Q14.what is the principle Initiative? Q15. What is the main Objectives of Motion -study?

Year -2021,2022Q16.what is the principle Initiative? Q17.what is the principle of Division of work ? Q18.what is the principle of Scalar chain ? Q19.what is the principle Initiative? Q20. Explain the principle of Equity . (2023)

Year -2024 Q1Mohan is the manager of a business organization. He is very lazy person among his co-workers and subordinates . he does not give them any method of working or rules for coming and completing the work assigned to them. Which principle of management is violated here ? describe.Q2.Ram, a manager often gives instructions related to his department as well as other departments . which principle of management is being violated ? explain. Q3. Mr. Kumar ,the CEO of " Rathe Cycles private Ltd." want maximum production from his employees at competitive cost. On the other hand Ramakant , who is an employee, want to get maximum salary for minimum work . which Fayol's principle has be violated by Ramakant ? Explain.

3Marks Questions **Year -2020**

Q1.Explain the difference between unity of command and unity of direction. Q2.what do you mean by Motion study , Time study and Fatiguestudy? Q3.Explain the difference between Fayol and Taylor's contribution towardmanagement .

Year -2023Q4.state difference between Motion study andTime study.

Q5. What is Mental Revolution ?Q6.Describe any three characteristics of scientific Management .

Year -2024 Q1.How is principle of "unity of command" useful for management ? Explain briefly . Q2What are the principle of "Division of work and scalar chain "?

4Marks Questions **Year - 2016**Q1. Explain any four difference between Taylor and Fayol's views?

Q2.Give any two advantages of decentralisation.Q3.What is mental revolution ?Q4.Write meaning , definitions and features of scientific management ?

Year - 2017Q1. Explain the Time study and Motion Study.

Year -2018Q1.Write any four features of scientific management.Q2.Explain the principles of scientific management.Q3.what do you mean by Motion study , Time study and Fatigue study?

Year -2019Q4.Explain in brief any two techniques of scientific management.

Q5.Write a note on Motion study and Fatigue study.

Q6.Explain in brief the techniques of scientific management.

Year -2022Q7.Write any four features of Scientific Management.

Q8.state difference between Motion study and Time study .

Q9. Write any four features of Scientific Management.

UNIT-3(Business Environment)**Year -2022****1 Marks Questions**

Q1.Which of the following is a factor of economic environment?(a)Economic condition (b) Economic Policies (c)Economic system (d) All of the above

Q2.Which of the following is an example of social environment ?(a)Identification (b) Improvement in performance (c) Coping with rapid changes (d)All

Q3.Liberlisation policy in India has been :(a) Successful (b) unsuccessful (c) Total failure (d)none

Q4.Which of the following doesnotcharacteristics the business ?(a) Uncertainty (b) Employment (c) Relativity (d) Complexity

Q4. Assertion(A):

Totality of external forces is an important characteristics of business environment .

Reason ®: Business environment is the sum total of all things outside the business units and is collective in nature .

Q2 . Assertion(A): Business environment is quite certain

Reason ®: It is not easy to predict future events

Q3. Assertion(A): Business environment is dynamic in nature.

Reason ®: The business environment keeps changing as technology improves , consumer preferences change or new competitors emerge in the market.

(a) both A and R are correct and R is the correct explanation of A (b) Both A and R are correct, but R is not the correct explanation of A (c) Assertion is true ,but reason is false .(d) Assertion is incorrect but reason is correct.

2 Marks Questions Q1.State the two features of business environment

Q2.What is Capitalistic Economic System ?

Year -2024**2 Marks Questions**Q1.What is mean by liberalization ?Q2. What is mixed economic system ?Q3. Which is the economic system being followed in india.

UNIT-4(Planning)**Year -2020****1 Marks Questions** Q1. Planning is :(a)Short term (b) Middle term (c)long term (d) All of the above Q2.Planning is ___ of all managerial activities .(a)Beginning (b) End (c) both a and b (d)All of these

Year -2021Q3.Planning is :a)Necessary b) Unnecessary c) wastage of time d) Wastage of Money.

Q4.Planning is for :(a) past (b) Future (c) Present (d) All of these

Q5.Planning is ___ of all managerial activities .(a)Beginning (b) End (c) both a and b (d)All of these

Year -2021,2022,2023Q6. Planning is :(a)Short term (b) Middle term (c)long term (d) All of the above

Q7. A good plan is :(a) Expensive (b) Time consuming (c) Flexible (d) Rigid

Q8.A plan is trap to capture the future .this statement is of :(a) Newman (b) Hurley (c) Allen (d)Terry

Q9.Planning is for :(a) past (b) Future (c) Present (d) All of these

Year -2023Q10.The planning is step of management: (a) First (b) Medium (c) Final (d) optional

Q11. Which of the following are the features of policies ?(a) Written (b) Simple and clear (c) Policies are not objectives (d) All of these

Year -2024 Q1Planning is ___ of all managerial activities .(a)Beginning (b) End (c) both a and b (d)All of these Q2. Planning is :(a)Top level (b) Middle level (c)Lower level (d) All of the above Q3.Planning focuses on which of the following?(a)Budget (b)Purpose (c) Tenure (d) Rules

2Marks Questions **Year -2021**Q1.Discuss two limitations of planning .

Q2.Explain two features of Planning .Q3. How planning is futuristic?

4Marks Questions**Year -2023**Q1.Explain the various steps in the process of planning.

5Marks Questions **Year -2022**Q1. Distinguish between Policies and procedures.

Q2. Discuss the limitation of planning.Q3. What is the features of planning ? Explain any five

Year -2023Q4.Describe the six limitation of planning . Q5. "Planning is looking a head and controlling is looking back ".discuss it **Year -2024** .Why is planning necessary for effective management ? Give six reasons .Or What do you understand by planning process ? Explain.Q2. ? What are the importance of Planning ?or "Planning is not a guarantee of business." Comment.Q3. Q2.Explain the features of Planning .orQ4.Describe the limitation of planning .

Marks Questions Year -2016Q1. Define Planning ? What are its importance ?

Or What do you understand by planning process ? Explain.

Q 2.Explain the limitation of planning .or

Explain with suitable examples the term objectives ,rules and procedure.

Q3.What is meant by plan ? define its features . or

What are the elements of planning?

Q4. "Planning is meaningless without controlling?"Give your arguments to justify the statement.

Year -2017Q5. Explain the meaning and importance of planning or

What are the characteristics of a good plan ?

Q6Describe briefly the steps involved in the process of planning.or

Q7. Why is planning necessary for effective management ? Give six reasons .

Q8.Briefly explain the limitations of planning. Or Explain the types of planning.

Year -2018Q6.Explain the various steps in the process of planning. (2019) Q7. Explain these under the planning : a) Strategy b) Policies c) Procedures Q8. What is the features of planning ? Explain any six .

Q9. Explain these under : a) Methods b) Rules c) ProgrammesQ10.Explain the importance of planning. Q11. Discuss the limitations of Planning .**Year -2019**Q1. What is planning ? Describe any four features of planning .(2022)Q2. Explain in brief any six types of plans .Q3. What is planning ? Describe the limitation of planning .Q4. State two difference:(a) Objectives and policy (b) Policy and Procedure

(c) Policy and Rule Q5. What is planning ? Describe the importance of planning

UNIT-5(Organising)1 **Marks Questions Year -2020** Q1. Delegation can be done by:

(a)Authority (b) Responsibility (c) Accountability (d) none of the above

Year -2021Q2.Organisation is automatically formed : (a)Functional(b) Informal(c) Formal d) Divisional

Q3.Authority cannot be delegated of :(a) Routine work (b) Secret work (c) Ordinary work (d)Easywork

Year -2019Q6.Explain the various steps in the process of palnning.

Q7. Explain these under the planning : a) Strategy b) Policies c) Procedures

Q8. What is the features of planning ? Explain any six .

Q9. Explain these under : a) Methods b) Rules c) Programmes

Q10.Explain the importance of planning.Q11. Discuss the limitations of Planning .

Year -2020Q4. According to koontz and O'Donnell the organization steps are :(a) 4 (b) 6 (c) 7 (d) 8

Year -2021Q5. In an Enterprises organization is established by ;(a) Top management (b) middle (c)

lower (d) board of directorQ6. Delegation can be done by(a)Authority (b) Responsibility (c)

Accountability (d) none Q7.Delegation results in _ in Administration work load(a) Decrease (b)

Increase (c) Alertness (d) Sluggishness Q8.In large sized enterprise delegation is :(a) voluntary (b)

Necessary (c) compulsory (d) none of these Q9.Organising process involved :a) Grouping of identical

work (b) Division of work c) Assigning work to appropriate person (d) All of these

Q10. Authority can not be delegated of :(2023)(a) routine work (b) secret work (c) ordinary work (d)

easy work **Year -2021**Q1.Delegation results in _ in Administration work load(a) Decrease (b) Increase

(c) Alertness (d) Sluggishness Q2.What is the basis of delegation of authority?(a)Centralization (b)

Decentralization (c) Both of the above (d) Division of labour .Q3.How does accountability arise ? (a) By

assigning responsibility (b) By delegation authority (c) By accountability (d) From no one

Year -2022Q11.Wrong organisation structure prevent business performance up to the extent that it

destroys it .(a) Drucker (b) Terry (c) Allen (d) Brech

Q12. On which of the following does decentralisation depend ? (a) Centralisation (b) Specialisation (c) Scientific Management (d) Delegation of Authority

Q13. Organisation is automatically formed : (a) Functional (b) Informal (c) Formal (d) Divisional

Q14. Organisation is automatically formed : (a) Functional (b) Informal (c) Formal (d) Divisional

Q15. There is no discipline in organization: (a) Functional (b) Informal (c) Formal (d) Divisional

Year -2023 Q16. According to koontz and O'Donnell the organization steps are : (a) 4 (b) 6 (c) 7 (d) 8

Q17. Which of the following is not the principle of organization ? (a) Principle of exception (b) Principles of flexibility (c) Principle of specialization (d) Need Hierarchy theory

Year -2024 Q1. Which organization is more stable ? (a) Formal (b) Informal (c) Both of the above (d) None of the above

Q2. The organization process steps are (a) 2 (b) 4 (c) 6 (d) 8 Q3. Which organization opposes change ? (a) Formal (b) Informal (c) Both of the above (d) None of these

2 Marks Questions Year -2016 Q1. What is organisation structure ? **Year -2017** Q1. Define delegation of authority .

Year -2018 Q1. What is meant by functional organisation structure ? Q2. What is meant by divisional organisation structure

Year -2019, 2020 Q3. State any three limitations of formal organisation . Q4. Define the term organisation structure .

Q5. Describe any two advantages of divisional organisation . Q6. What is departmentalisation as a step ?

Year -2023 Q7. What is delegation of Authority ? Q8. What is organization ?

Year -2024 Q1. State any two limitations of form organization . Q2. What is meant by divisional organization structure ?

Q3. What is meant by functional organization structure ? **3 Marks Questions Year -2016** Q. What is functional organisation structure ? Give its three advantages .

Q. Can responsibility be delegated ? (2017)

Year -2017 Q. What is the difference between formal and Informal organisation ? Discuss . Q. Explain any three characteristics of organisation .

Q. Distinguish between delegation of authority and decentralisation . **Year -2018** Q1. Explain in brief the process of delegation of Authority . Q2. Explain any three advantages of formal organisation .

Q3. State any three differences between delegation of authority and decentralisation . Q4. Discuss three differences between formal and informal organisation

Year -2019 Q5. Explain the importance of delegation of authority . (2021)

Q6. Explain the advantages of informal organisation . Q7. Explain the importance of decentralisation .

Year -2020 Q8. Explain the elements of Delegation of Authority .

Q9. State any two advantages of formal organisation . Q10. State any three circumstances in which functional organisation is more suitable .

Year -2022 Q11. Write any three features of decentralization .

Q12. Describe the steps involved in the process of organization .

Q13. What is functional organization structure ? Give two advantages of this structure .

Q14. Can accountability be delegated ? Explain in brief .

4 Marks Questions Year -2023 Q1. What is the difference between the authority and Responsibility ?

Year -2024 Q1. Difference between functional organisation structure and divisional organisation structure .

Q2. What is functional organization structure ? Give two advantages . Q3. What is formal organisation and its features .

UNIT- 6 (Staffing) 1 Marks Questions Year -2020 Q1. Advertisement is the source of recruitment .

(a) Internal (b) External (c) Neither a nor b

Q2. Development of employees involves : (a) Promotion (b) Transfer (c) Training (d) All of above

Q3. Methods of Training are : (a) Job rotation training (b) On the job training

(c) Apprenticeship training (d) All the above

Q4. Which one of the following is not an external source of Recruitment ?

(a) Advertisement (b) Promotion (c) Educational institution

(d) Employment Exchange

Year -2021Q5. The Appointment on the job is the ____ step of selection process .

(a) First (b) Middle (c) Last (d)None of the above

Q6.Which of following is not a staffing function?(a) Planning (b) Recruitment (c) Selection and Appointment (d) Training and the management development .

Year -2022Q7.Human resources management includes(a) Recruitment (b) Selection (c) Training (d) All

Q8.Recruitment is the process of attracting Potentials employees of the company.(a)Flippo (b)Dale S. Beach (c) Dalton E.Mcfarland (d) Newman

Q9.Which is the first stage of the selection process ?(a) Selection tests (b) Job offer (c) Preliminary screening (d) Selection

Q10. Staffing is the responsibility of :(a) Lower Management (b) middle (c)Top

(d) All of theseQ11. Not the methods of training:a) job Rotation (b) On the Job Training (c) Promotion opportunities (d) None

Q12.Which is the last stage of the selection process?(a) Selection decision (b) Job offer (c) Physical examination (d) Contract of Employment

Year -2023Q13.Recruitment is a _____ step of selection process .(a) Artificial (b) Negative (c)

positive (d) None of these

Q14.money spent on staffing is .

(a) Wastage of money (b) Investment (c) Necessary (d) None of these

Q15. Recruitment in life of organization is :(a) Once (b) Twice (c) Occasionally (d) continuous

Q16. Staffing is responsibility of :(a) Finance Manager (b) Purchase Manager (c) Personal manager

(d) marketing Manager**Year -2023**Q1.Which of is not included is appointment?(a) Recruitment (b)

Training (c) Directing (d)Promotion

Q2.Which one of thefollowing is not a staffing function?(a) Planning

(b) Recruitment (c) Selection and appointment (d) Training and management development.

Q3.At which managerial level staffing is required?(a) Top level (b) Middle level (C) Low level (d) At all level

2Marks questions**Year -2022**Q1. What do you mean by HRM?

Year -2024 Q1.Clarity the difference between between recruitment and selection .Q2.What is

interview? Q3.What is meant by selection test ?

3 Marks Questions**Year -2020**Q1. Explain the Characteristics of training .

Q2.Explain any four steps involved in the process of selection Of employees.

Year -2022Q3. State any three reasons why staffing is needed in an organization.

Q4.Give any four differences between recruitment and selection .

Year -2023Q1. Describe three methods of on the job training .

Q2. Describe benefits of external recruitment .Q3. Difference between external and Internal sources

of recruitment.Q4.Define Staffing process.

Year -2024 Q1.Write any three characteristics of training. Q2.Mr.Amol Khan passed the B.Sc(Non-Medical) Examination in 2006. There after he was successfully running his father business. Suddenly his attention turned towards a job. On the basis of his knowledge experience and skill he was appointed as finance manger in a company . He is doing his job successfully.(i) Tell me , is the appointment of Mr. khan as a manger valid .(ii) Was it not necessary for him to pass MBA or any other managerment exam for this post?

4 Marks Questions**Year -2016**Q Explain briefly the meaning and importance of staffing ?

Q Explain the advantages and limitations of internal recruitment.

Q.Clarity ,how staffing is term as a part of Human Resources Management (HRM)

Q Explain briefly any four external resources of recruitment of workers?

Year -2017Q. What are the advantages of external recruitment ?Q.Explain ,in brief ,the process of

recruitment .Q Distinguish between recruitment and selection .

QWhat are the limitations of Internal recruitment?QExplain the internal source of recruitment .

Q Difference between training and development .QExplain the qualities of Good leader .

Year -2018Q1.Difference between recruitment and selection .

Q2.Difference between training and development.Q3.Explain the process of recruitment.

Q4.Explain the four characteristics of training.Q5.Explain briefly on the Job-training .

Year -2019Q6.State the importance of staffing .Q7. Describe the importance of training .
 Q8.What is Recruitment ? Describe the internal sources of recruitment.
 Q9.Explain the process of selection of employees.Q10.Explain briefly the meaning and importance of staffing .Q7.State two advantages and two disadvantages of Internal sources Recruitment.
 Q11.what do you mean by Employee development. Why is it needed?
Year -2020Q12. What is meant by Recruitment ?Explain any four external sources of recruitment .
 Q13.Explain the limitations of external recruitment.Q14. Explain any four methods of on-the-Job
Year -2021Q4.Explain the four characteristics of training.Q11.Differentiate between Training &dev.
Year -2022Q12.Difference between recruitment and selection .

UNIT -7(Directing)

1 Marks Questions**Year -2020**Q1.Main elements of direction are :(a) 2 (b) 3 (c) 4 (d) 6
 Q2.Supervision is :(a)Necessary (b) Unnecessary (c) Wastage of time (d) none of above
 Q3.According to Maslow needs are satisfied at first:(a) Physiological (b) Safety (c) Social (d) Esteem
 Q4.Direction is related to employees :(a) Top level (b)Middle level (c) All levels (d) Lower level
Year -2021Q5.. For efficient direction motivation is :(a) Necessary (b) Unnecessary (c) Wastage of money (d) Wastage of time Q6. during the process of communication there is an exchange of :
 (a) ideas (b) Orders (c) Feelings (d) All the aboveQ7.The minimum parties to communication . (a) 2
 (b) 4 (c) 8 (d) 16 Q8.Direction is :(a) Pervasive (b) Performance -oriented (c) Continuous activity (d) All of these **Year -2022**Q9. A.H. Maslow was the resident of :(a) Germany (b)America (c) France (d) Japan
 Q10. For effective communication is necessary :(a) Clarity (b) courtesy (c)Verbal (d) All the above
 Q11."Directing is the Heart of Management ".Do you agree? a)Yes,Agree (b) No,Not agree
 Q12. Supervision is the link between :(a) Top and Middle management (b) Workers and Middle management (c) Workers and lower management (d) Workers and directors
 Q13.types of communication are :(a) Written (b) Verbal (c) Formal (d) All the above
Year -2023Q14. Supervision is an element of .(a) Leadership (b) Planning (c) Direction (d) None
 Q15.Supervisor is of the workers :(a) Friend (b) Guide (c) Philosopher (d) All of these
 Q16. Motivated employees are rewarded:(a) Negative (b) Positive (c) Intrinsic (d) None of these
 Q17.the leader possess :(a) Intelligence (b) Foresightedness (c) Self -confidence (d) All of these
 Q18. Grapevine communication is ____ (a) Formal (b) Informal (c) written (d) None of these
 Q19. Motivation means should be determined on the basis of :(a) Group (b) Individuals (c) Job (d) All
Year -2024 Q1 Supervision is : (a)Necessary (b) Unnecessary (c) Wastage of time (d) none of above
 Q2.Between supervisor and subordinates in supervision.there is a relationship(a) Distant (b)Nearby (c) Face to Face (d) Almost nil Q2.Supervision ensures which of the following⊗a) Ensuring transmission of information of information (b) Helping in control (c) Both of the above (d) Industrial disputes Q3.A person who has ability to influence other is called (a)Leader (b) Manager(c) Chief manager (d) SupervisorQ4 Which of the following is a characteristics of leadership?(a) Influencer process (b) Physical characteristics (c) Knowledge (d) Integrity Q5.
 The aim of leadership is utilize.....percent of a person potential.(a)40 (b) 50 (c) 80 (d) 100

2Marks Questions**Year -2022**Q1.Explain any two importance of direction.

Q2. Describe any two Characteristics of the leadership .

Year -2023Q3.What is direction?Q4. Write down the main difference between leader and Manager .
 Q5. What is communication ?Q6. Explain the meaning of motivation.Q7. What is supervision ?
 Q8. Give three example of monetary incentives .**Year -2024** Q1.State the meaning of Inverted communication. Q2. What is informal communication ?
 Q3. What is formal communication?

3Marks Question**Year -2022**

Q1.Give any three difference between Monetary Incentives and Nonmonetary incentives .
 Q2.Explain the functions of supervisor .Q3. State the characteristics of supervision.

Q4.What is meant by direction ? Give its importance.

Year -2024 Q1."Adarsh is trying to reduce wastage of resources in his company. He is trying to do it in the best possible manner. He has set standards for performance of different types of activities and is doing his level best to perform according to these set standards to minimize wastage of resources . things are not going to be over for him as he will have to look into other aspects too. He has set up a good monitoring system which helps him know how to employees are performing according to set standards as when the employees meet these standards they will be given incentives. He is hoping to pull out a good performance from his team this year.(i) Which function of management has been referred to in the above case? (ii) Which benefits of this function of management have been highlighted in the above case? **4Marks Question Year -2021**

Q1.What is meant by directing ?why is it deemed an essential function of management ?

Q2. What is the meaning of motivation ? Explain its features .

Q3.What is meant by direction ? Explain the main elements of direction.

Q5. Explain the barriers of communication.or

Q6. "Motivation plays an important role in the success of management" .Explain any four points of importance of motivation in the light of this statement.

Year -2023Q7. What are the qualities of good leader?Q8. What is the importance of communication in Management .Q9. What do you mean by supervision ? Describe its importance .**Year -2024** Q1.Manav wanted to bring some changes in his company. One of these changes was the establishment of New software in the organization . the software has the capability to judge the performance of all the employees. Thus , it makes them more accountable . However, recently it so happened that the employees resisted Manav's decision. After a lot of thinking on issue he decided to call a meeting to address their needs and performance . he told them that with the installation of new software their needs should be fulfilled and the best performing employees would be rewarded. Thus he was able to bring down the resistance level of the employees.(i) Which concept of directing is applied by Manav in the above case? (ii) Which benefit of this concept has been highlighted in the above case?

Q2.A company has a number of employees who don't have good feeling for the organization. They don't care whether the organization is progressing or not. Some of them are even having negative attitude towards the management. When a local newspaper wanted to find out the reason for the declining productivity of organization it was found that it was mainly due to lack of any incentives in the organization. Employees were not awarded for increasing the output of the organization .

(i) What do you think needs to be done in such circumstances?

(ii) What could be the positive outcome of your step?Q3.Blue birds Ltd. Offers to his employees to issue share at a price which is less than the market price (i) Name and explain the type incentives offered to employees. (ii) Explain one more incentive of the same category.

5 Marks Questions Year -2016Q Explain the meaning ,definitions and importance of direction.

Q.What is grapevine communication? Explain its different networks.

Q "All managers are leaders but all leaders are not managers."Do you agree with this statement ?

Q Discuss Maslow's Need hierarchy theory of motivation.

Year -2017Q Explain the essentials of an effective communication.

Q Discuss the monetary and non- monetary incentives .Q "Direction is needed at all levels of management" . Discuss .Q What is meant by supervision? Discuss the importance of Supervision.

Q Explain in brief the meaning and importance of motivation.

Year -2018Q1.Explain the meaning and importance of directing .(2021)

Q2.Explain the various barriers of effective communication.Q3.What is the meaning of motivation ? Explain its importance .Q4.Discuss the advantages and limitations of informal communication.

Q5.What are the qualities of good leader ?explain .Q6.Explain the advantages and limitation of formal communication.Q7. What is meant by direction ? Explain the main elements of direction .

Year -2019Q8.Describe in detail Maslow's need hierarchy theoryof motivation.

Q9.what is meant by supervision ? Describe the importance ofsupervision.

Q10.explain the importance of communication . Any five importance.

Q11.what is meant by leadership? Describe the qualities of a good leader as a manager.

Q12.Describe the various steps involved in the process of communication.

Q13.All managers are leaders, but all leaders are not managers. Do you agree with this statement . Give reasons in support of your answer.

Year -2020Q14.Explain any five kinds of non-financial incentives.Q15. Explain the characteristics of communication.Q16.What do you mean by communication? Explain its importance.Q17.What is meant by direction? Explain the principles of direction.Q18.Define Supervision .Explain the characteristics of supervision.**Year -2021**Q19.Functions of managementQ20. Discuss the monetary and Non- monetary incentives .

UNIT-8(Controlling)1Marks QuestionsYear -2020,2021,2022

Q1. By employees control is :(a) Opposed (b) Supported (c) Linked (d) None of these

Q2. Controlling is the ____ function of management .(a) First (b) Second (c) Third (d) Last

Q3. Control is an activity :(a) Costly (b) Cheap (c) Uneconomic (d) None of these

Q4. Management control is done:(a) by lower level Manager (b) by middle level manager (c) by top level manager (d) by all level manager

Year -2021Q5. Controlling is a aspect of management :(a) Theoretical (b) Practical(c) mental dPhysical

Q6. Control is related to :(a) Results (b) Functions (c) Efforts (d) None of these

Q7. Controlling is a Managerial function:(a) Compulsory (b) Necessary (c) Options (d) None of these

Q8. Effective controlling is :(a) Static (b) Predetermined (c) Dynamics (d) All of these

Year -2022Q9. Control is a managerial function : (a) Compulsory (b) Necessary (c) Optional (d)

Q9.Control is necessary :(a) For Small Enterprise (b) For Medium sized enterprise(c) For Large sized enterprise (d) For all of above .

Q10. Control is an activity : (a) Costly (b) Cheap (c) Uneconomic (d) none of these **Year -2024**

Q1.Controlling is which function of management?(a) First (b)Second (c) Third (d) Last Q2. Controlling is a Managerial function:(a) Compulsory (b) Necessary (c)voluntarily (d) None of these

Q3.Controlling the organization is function of⊗a)Looking ahead (b) Looking Back (c) Looking forward as well as backward (d) None of the above .

2Marks QuestionsYear -2022Q1 Give meaning and definition of control .

5Marks Questions Year -2020Q1.What is the meaning controlling?Explain the Characteristics of controlling . orState the difference between planning and controlling.

Q2.. What are the need and importance of controlling ?Q3 What is meant by control ? Explain different steps in the process of controlling .What are the benefits and limitations of budgetary control ? Discuss it.Q4. State the main Characteristics of controlling . (2021)

Year -2023Q5.Explain the limitations of controlling. Q6.Define control . Give its Characteristics .

Q7. Explain the following :a) Sale Budget b) Production Budget c) Cash Budget

Year -2024 Q1. What is meant by controlling? Explain different steps in the process of controlling . or

PQR Ltd. Is engaged in manufacturing in machine components . the target production is 200 units per day. The company had been successfully attaining this target until two month ago. Over th last two months , it ha been observed that daily production varies between 150-170 units.(i) Identify the management function to rectify the above situation .(ii) Briefly state the procedure to be followed so that the actual production may come up to the target production.

Q2. Explain the relationship between planning and controlling .

Or

Sourabh is working in a MNC . He has created an atmosphere of proper controlling in his department. In order to do so he keeps himself aware about any dishonest behavior and takes strict action immediately. Recently he has installed CCTV cameras to keep an eye on the employees . (i) In the above case which importance controlling has been implemented by saurabh?(ii) Name one more importance of controlling other than the above highlighted. (iii) Can you suggest on more way by which saurabh could have implemented in controlling?

Q3. What are the need and importance of controlling in management ?

Or

Savita has been assigned the job of quantity controller. She knows this is a tough job but she also realises the importance of it. Her daily routine is to send alarm to the manufacturing department about the derivations in the number of units produced so that the whole department to focus towards its main plan of action However one day she realized that the number of units which are to be produced is 500 which is very and creates chaos at the shop floor. She discusses it with the management and the target is reduced to 450 . This helps the manufacturing department in maintaining quality of the work done . there are 10 workers at the work done . there are 10 workers at the shop floor where savita does inspection. She divided the task into 45 units for each worker so that by the end of the day the target of the department is completed .

(i) Which benefits of controlling have been highlighted in the above case.

(ii) Name one department where controlling should be applied in proper coordination with the manufacturing department for proper quality control of manufactured products .

6Marks Questions Year -2016Q What is meant by Budgetary control ? state its advantages

Explain the relationship between planning and controlling .

Q.What is meant by controlling ?Explain the limitations of controlling?

Year -2017Q What is meant by control? Explain different steps in the process of controlling .

What are the need and importance of controlling?

Q Explain the characteristics of a good controlling system

What are the benefits and limitations of budgetary control ? Discuss.

Year -2018Q1. Explain the limitations of controlling.

Discuss the advantages and limitations of Budgetary -control .

Year -2019Q4. Explain the features of controlling .

Year -2023Q2. Explain briefly the process of controlling .

Clarify the difference between planning and controlling .

Q3. What is the meaning controlling ? Explain its importance.

Explain the types of budgets .Q4. Explain the features of controlling .

Planning is looking ahead and controlling is looking back Discuss .

Q5.Explain the relationship between planning and controlling .Explain the features of a good controlling system .Q6. What is the meaning controlling?Explain the limitations of controlling .

What is meant by Budgetary control ?Discuss the advantages of

Budgetary -control .Q Define controlling . What are important elements of an effective controlling system ? Explain.

What is meant by controlling ? Briefly explain the steps in the process of controlling.

Year -2017Q. What is meant by control? Discuss its nature .

Clarify the relation between Planning and Controlling.

UNIT-9(Financial Management)

1Marks Questions Year -2020Q1. Main functions of financial management are :

(a) Financial Planning (b) Procurement of funds (c) Allocation of net profit (d) All of these

Q2. Financial Management is _____ (2020,2022,2023)

(a) An Art (b) Science (c) An Art and science both (d) None of these

Q3. _____ is the determination of financial activities . (2022,2023)

(a) Financial Planning (b) Financial Decision (c) Financial Management

(d) Financial Arrangement

Q4. The determinantsof bonusdecision are :(a) Amount of profit (b) Liquidity of funds (c) Age of the companyd) All of these

Q4.Financial Manager takes decision as to :(a) Finance (b) Investment (c) Dividend (d) All of these

Year -2022Q5. Companies with higher growth pattern are likely to :(a) Pay lower dividends (b) Pay higher dividend (c) Dividend are not affected by growth consideration (d) none of these

Q6.The source of fixed capital is not :(a) Issue of debenture (b) Issue of shares (c) Creditors (d) Loan from industrial finance corporation of India.

Q7. The source of working capital is :(a) Debtors (b) Bank Overdraft (c) Cash sale (d) All of these

Q8.which of most expensive capital of a company is?(a) Debenture (b) Equity share capital

(c)Preference share capital (d) Retaining Earning

Q9. Fixed capital is required :(a) For Payment of routine expenses (b) For Purchase of land

(c) For purchase of stock (d) For Payment to Creditors

Q10.Which of these i not a part of capital structure ?(a) Equity share capital (b) Debenture (c) Short term borrowing d) Preference share capital

Q11. How the EPS Computed?(a) EBIT/ Total investment (b) EBIT/Interest (c) Earning available for share holder / No. of Equity shares (d) No. of shares /Earning available for share

Q12. Which is not a Financial decision?(a)Investment decision (b) Capitalisation decision (c) Financial decision (d) Dividend decision

Q13.The source of working capital is :(a) Debtors (b) Bank overdraft (c) Cash sales (d) All of these

Q14. Interest coverage ratio (ICR) is computed :(a) EBIT/Total Investment (b) EBIT /Interest (c) Total Investment /EBITd) EBIT/EBIT

Year -2023Q15.The sources of working capital is :(a) Debtors (b) Bank over draft (c) Cash sale (d) All

Q16. The process of financial planning is : (2024)

(a) Determination of financial objectives (b) Determination of financial policies (c) Determination of financial procedure (d) All the above .

Q17. Characteristics of sound financial planning are :(a) Simplicity (b) Liquidity (c) Economy (d) All **Year**

-2024 Q1What is called the investment decision in fixed assets ?(a) Working capital management (b)

Capital budgeting (c) Financing decision (d) None of these Q2.Why is working capital required? (a) To purchase of land (b) To purchase of building (c)To pay for daily expenses (d) To purchase machine

.Q3.The cheapest source of finance is ⊗a) Debenture (b)Equity share capital (c) Preference share (d)

Retained earning.Q4.Financial planning helps to do which of the following?(a)Management of goods

(b)Financial control (c) Management of machine (d)All of the above Q5.What is included in process of

financing planning?(a) Determination of financial objectives (b) Determination of financial policies (c)

Determination of financial working methods (d) All of the above Q6.....is an example of financial

decision (a) appropriation decision (b) Financing decision (c) dividend decision (d) all of these

2Marks Questions **Year -2016**Q1. what do you mean by fixed and working capital ?

Q2.What is Zero Coupon Bond ?Q3. State any two limitations of financial planning.

Q4. State any two functions of financial management .

Year -2017Q5. What is capital structure ?Q6.What is financial planning?**Year -2018**Q1. What is capital

structure ? Q2. What is Zero coupon bond ?Q3. What is the meaning of fixed capital ?

Year -2019Q4.What is meant by working capital ?Q5. What is the difference between fixed capital

andworking capital. **Year -2020**Q6. What do you mean by Investment decision ?Q7. Describe two

objectives of financial Planning .Q8. What is meant by financial management?(2022,2023)**Year - 2023**Q9. Describe any two functions of financial Market .Q10. What is businessfinance ?

3Marks Questions Year -2016Q Explain the objectives of financial management.

Q.What is Financial Leverage ?

Year -2017Q1.Explain , in brief ,any three objectives of financial Management .Q Explain the role of financial management .Q Explain the importance of financial planning.

Year -2018Q1. Explain three points of importance of financial planning .Q2. Explain briefly the need of working capital .

Year -2019Q3. Explain the role of financial management .Q4.state the objectives of financial management.Q5. What do you mean by Investment decision ?

Year -2020Q6. Explain any three factors affecting the dividend decision .

Q7.Explain the role of financial planning in financial management .

Q8. Explain any four factors affecting the capital structure of a company.

Year -2023Q9. Why working capital needed ? Give any three reasons.

Year -2024 Q1What is meant by working capital?From the view poin of liquidity briefly explain the requirement of working capital .Q2.Explain any three factors affecting the dividend decisionQ3. What is meant by capital structure?What is difference between capital structure and capitalization?Q4 Explain the role of financial management .Q5.Explain the objectives of financial management Q6. Explain three points of importance of financial planning and why it is important/ Give two reason.

4Marks QuestionsYear -2016QExplain the objectives of OTCEI.

Q.Give any four differences between Primary and Secondary market.

Year -2020Q1. What is meant by capital structure ?state any four factors affecting the choice of capital structure**Year -2022**Q2. Difference between fixed and working capital.

Year -2023Q3..Describe the factors affecting the requirement of fixed capital.

Q4. What is the difference between over capitalisation andundercapitalisation?

Year -2024 Q1 What is meant by capital capital structure ? State factors effecting the choice of capital structure . Q2. What is working capital? Discuss the factors which effects the working capital requirements of a companyQ3.State factors affecting the financial decision .

5Marks Questions Year -2016

Q1. Explain the role of financial planning in financial management.

Q2. What is working capital? Discuss the factors which effects the working capital requirements of a company.Q3 What is meant by capital capital structure ? State factors effecting the choice of capital structure .**Year -2017**Q4 Explain the factors affecting the requirement of fixed capital.

Q 5What is meant by Financial management ? What are its functions .

Year -2018Q1. Explain the factors affecting the choice of capital structure .

Q2. state factors affecting the financing decision.Q3.Explain the role of Financial Management.

Q4.Describe the factors affecting the requirement offixed capital .

Year -2019Q5.Describe the factors affecting the requirement of fixed capital .

Q6. Describe the factors affecting the choice of capital structure..

Q7.What is meant by Dividend decision ? State they factors affecting

the dividend decision.

UNIT-10(Financial Markets)

1 Marks Questions Year -2020Q1. Money spent on marketing is _____

(a) wastage (b) Unnecessary expenditure (c) Burden on customer (d) Investment

Year -2022Q2. Maturity period of commercial bill :

(a) 1 to 15 days (b) 1 to 30 days (c) 1 to 6 months (d) 91 to 1 year

Q3. Write full form of NSEI .

Q4. Legally SEBI was established in :(a) In 1988 (b) In 1990 (c) In 1992 (d) In 1994

Q5. Maximum period of treasury bill is : (a) 1 years (b) 2 years (c) 5 years (d) 10 years
 Q6. maturity market deals in : (a) Short -term funds (b) Medium -term funds (c) Long -term funds (d) None of these
 Q7. Write full form of OTCEI:
 Q8. The First stock exchange in india was established in (a) In 1857 (b) In 1875 (c) In 1887 (d) In 1987
 Q9. Capital Market deals in : (a) Short -term funds (b) Medium -term funds (c) Long -term funds (d) None of these
 Q10. The New issued shares deals : (a) secondary market (b) Primary market (c) Secondary and primary market both (d) none of these
 Year -2023 Q11 Full Form of SEBI Q12. The First stock exchange in india was established in (a) In 1857 (b) In 1875 (c) In 1887 (d) In 1987
 Q13. Money spent on marketing is _ (a) wastage (b) Unnecessary expenditure (c) Burden on customer (d) Investment
 Q14. Money Market deals in : (a) Short -term funds (b) Medium -term funds (c) Long -term funds (d) None of these
 Q15. Stock Exchange protect the interest of _____
 Q16. Ringless trading is done : (a) NSEI (b) OCTEI (c) Both above (d) None of these

2 Marks Questions Year -2016 Q 1 What do you mean by capital Market ?

Q2 What is stock exchange ? Q3 Write two names of share market at national level in India .
 Q4 What is Blue Chip share ? Q5 What do you mean by money market ? Q6 What is trade on equity ?
 Year -2017 Q 7 What is Primary money Market ? Q8. What is SEBI ? Q9. Write the full form of OTCEI .
 Q10 What is money market ? Q11. What is financial market ? Q12. state any two characteristics of financial market.

Year -2018 Q1. What is the meaning of share Market ?

Year -2019 Q4. What is Money Market ? Q5. What is capital market ?

(2020) Q6. Write full form of NSEI .

Year -2020 Q7. What do you mean by financial Market ? Q8. State any three functions of stock Exchange . Q9. State the protective functions of SEBI.

Q10. What is meant by stock exchange ? Q11. write down the nature of capital market .

Q12. What do you mean by Capital market ? (2022,2023)

Year -2023 Q13. Explain any two functions of SEBI . Q14. What do you mean by secondary market ?

Q15. Explain any three Characteristics of money market.

3 Marks Questions Year -2023

Q1. Explain the meaning of money market . state any three importance of money market.

4 Marks Questions Year -2016 Q. What is secondary market ? Explain its features.

Q. Explain any four functions of capital market . Q . What is primary market ? what are its characteristics ? Year -2017 Q. What is the difference between NSEI and OTCEI ? Q Discuss the functions of stock exchange . Q What is SEBI ? what are its functions ?

Year -2018 Q1. Explain briefly the objectives of SEBI . Q2. Explain four functions of Share Market . Q3. Explain the four characteristics of share market .

Year -2019 Q4. Difference between Primary market and Secondary market.

Q5. Discuss the objectives of NSEI. Q6. State the protective functions of SEBI.

Year -2020 Q7. Write any six points of difference between capital market and money market.

Q8. Define capital market . Explain the types of capital market . (2020)

Year -2022 Q9. Write the meaning and importance of capital Market .

Year -2023 Q10. What are objectives of NSEI ? Q11. Explain the functions of SEBI .

Q12. Describe the functions of capital market.

UNIT-11 (Marketing)

1 Marks Questions Year -2020 Q1. Which of the following is not an element of promotion Mix ?

(a) Advertising (b) Unnecessary expenditure (c) Sale Promotion (d) Investment

Q2. Which of the following is packaging work ? (a) Protection (b) Convenience (c) Identification (d) All of the above

Q3. Physical distribution does not include : (a) Transportation (b) Financing (c) Warehousing (d) Stock control

Year -2022 Q4. Media of advertising is : (a) Sample (b) Premium (c) Calendar and diary etc. (d) demonstration

Q5. Result in immediate sale : (a) Personal selling (b) Advertising (c) sale Promotion (d) Public Relation

Q6. Which of the following is not the sale promotion tool? (a) samples (b) Prize in Packet (c) Coupons (c) Warranty

Q7. The advantages of Marketing is : (a) To consumers (b) To businessmen (c) To manufacturers (d) all

Q8. The factors affecting Product Mix are (a) Marketing (b) Production (c) Financial (d) all of these

Q9. marketing concept is ; (a) Production -oriented (b) Sales - oriented (c) Customer oriented (d) All of these

Q10. Distribution of free sample is included in (a) Consumer' Protection (b) Dealer Promotion (c) Both (a) and (b) (d) None of these

Q11. For business , marketing is : (a) Compulsory (b) Necessary (c) Unnecessary (d) Luxury

Q12. Money spent on marketing (a) Wastage (b) Unnecessary Expenditure (c) Burden on customer (d) Investment

Q13. Which of the following play an important role in introducing a new product to the customers? (a) Publicity (b) Personal selling (c) Sale Promotion (d) Advertising

Q14. costliest means of Advertising is : (a) Advertising (b) Personal selling (c) Sale promotion (d) Public relations

Q15. Essentials of good Brand are : (a) Short name (b) Easy to remember (c) Attractive design (d) All of the above

Q16. Which of the following is a device of sales - Promotion ? (a) free after sales service (b) Public relation (c) Free distribution of samples (d) All of the above

Year -2023 Q17. Money spent on marketing is : (a) Wastage (b) Unnecessary Expenditure (c) Burden on customer (d) Investment

Year -2024 Q1. Which of the following is a function of marketing ? (a) Promotion (b) Physical distribution (c) Transportation (d) all of the above

Q2. Which of the following is an element of marketing mix ? (a) Product (b) Price (c) Promotion (d) All

of the above Q3. The advantages of marketing is to (a) Consumers (b) Manufactures (c) Businessmen (d) All of these Q4. It is considered an advertisement : (a) Wastage (b) Appropriation (c) Luxury (d) None of these

Q5. Shaving cream tube is an example of which of the following (a) Primary packaging (b) Secondary packaging (c) Transport packaging (d) None of the above Q6. Dunlop is an example of which of the following (a) Branding (b) Brand (c) Brand name (d) Brand mark

2 Marks Questions Year -2022 Q1. Write two elements of marketing. Q2. What is Trademark ? Q3. What is Product ? Q4. What is market offering ? Q5. What is meant by place mix ?

Year -2023 Q6. What is the difference between Market and sale ? Q7. Explain any two functions of Marketing. Q8. What is Marketing Mix?

3 Marks Questions Year -2016

Q. What is the meaning and nature of product ? Q. Explain the meaning and features of Publicity.

Q. Explain the qualities of a good brand name . Q. Write any three functions of marketing .

Year -2018 Q1. Explain any three functions of labelling. (2022)

Q2. Define Labelling. Q3. Explain the three characteristics of marketing.

Year -2019 Q4. State any three functions of Marketing .

Q5. State any three Functions of Packaging . Q6. Briefly explain the qualities of a good Brand name.

Year -2020Q7. Write a brief note on the role of marketing .Q8. Explain any three methods of sale promotion.Q9. state the essentials of a good brand . (2022) **Year -2024****3Marks Questions**Q1.Ramesh ,is working as sales manager in surbhi Tel Ltd. His sale target was increased from 18,000 units to 20, units last year. He achieved this target easily to achieve this , he almost doubled his advertising expenditure.(i) Did the sale manager work efficiently and effectively .(ii) If not ,then how?Q2 Define Labelling? Explain any three functions of labeling.Q3.What are the advantages of Packaging ?Q4 Explain any three Advantages of labeling.Q5.Write the characteristics of marketing.Q2Write a brief note on role of marketing.Q3.Explain the three functions of marketing .

4Marks Questions**Year -2017**Q What are the limitations of sale promotion ?

Q What are the advantages of advertising .Q What are the advantages of sales promotion ?

Q What is personal selling ? Write its two advantages .

Year -2019 Q What are advantages of sale promotion.

Year -2018Q1.Write a brief note on role of marketing Q2. Clarify the four difference between Advertising and Personal selling.

Q3.What is the meaning and characteristics of personal selling ?

Year -2019Q4.Describe the four feature of Advertising.

Q5. Discuss any four limitations of Advertisement.

Q6. What do you mean by sale promotion ? What are its and limitations? **Year -**

2020Q7."Advertising is unnecessary and wasteful ". Do you agree with this statement ? Give reason for your answer. Q8.What is meant by Channel of distribution ? or Explain the types of channels of Distribution.

Q9. Explain the important factors to be considered in the pricing decision.

Q10. Define Labelling . Is Labelling compulsory ? Explain its functions .

Year -2024Q1. Describe the merits and limitation of sales Promotion.Q2 "Advertising is unnecessary and wasteful". Do you agree with this statement ? Give reasons for answer Q3. What do you mean by sale promotion ?What are its merits ? Q4.State any five points of difference between Marketing and selling.

5Marks Questions**Year -2016**Q .Expenditure on Advertisement is a Social Waste. Do you agree? discuss Q. Explain briefly any six techniques of sales promotion.

Q. Explain the importance of personal selling.

Year -2017Q "Advertising is unnecessary and wasteful". Do you agree with this statement ? Give reasons for answer .

Q What do you understand by brand ? state the essentials of a good brand . what is advertisement ? Explain its advantages .

Year -2018Q1. What do you mean by sale promotion ?What are its and limitations?

Q2.What is Publicity ? Explain its role.Q3.Define Advertising . What are its benefits?

Year -2019Q4.State any five points of difference between Marketing and selling.

Q5.State any five points of difference between Advertising and personal selling .

Year -2022Q6.State any five methods of sale promotion.Q7.What is meant by Packaging ? Give any five points explaining why packaging is important ?

UNIT -12(Consumer Protection)

1 Marks Questions **Year -2020**Q1.District forum can settle disputes :(a) upto 5 lakhs (b) upto 10 lakhs (c) upto 15 lakhs (d) upto 20 lakhs

Q2. Consumer Protection Act was passed :(a) In 1786 (b) In 1886 (c) In1986 (d) In 1996

Year -2022Q3. When was consumer protection Act rectified ? (a) August 9, 2019 (b) August 7, 2019 (c) August 9,2019(d) August 10, 2019.

Q4. Under the consumer protection Act ,complainant means (2023)

(a) Consumer (b) State Government (c) Central Government (d) All the above

Q5. In India National consumer day is celebrated : (a) 10 Dec (b) 24 Dec (c) 15 Dec (d) 31 Dec

Q6. Consumer dispute settlement agency is : (a) District forum (b) State commission (c) National Commission (d) All of these

Year -2024 Q1. Which one of the following is base of complaints (a) Defective goods (b) Deficiency of services (c) Excess charging of price (d) all of the above Q3. Who among the following cannot file a complaint? (a) a consumer (b) a consumer association which is not recognized (c) Central government (d) State government

Year -2024 2Marks Questions Q1. What is consumer protection ? Q2. What is meant by the 'Right to informed' to the consumer? Q3. What is meant by the "Right to choose" to a consumer?

Q7. Anjana wants to buy a gold ring. As an aware consumer how can she be sure about the quantity of gold ring she is going to buy? (a) Seeing Hallmark (b) Seeing gold (c) Seeing Shop (d) None of these

Q8. Consumer Protection Act passed on : (a) 15 Apr, 1986 (b) 15 Apr 1988 (c) 15 Apr, 1987 (d) 15 Apr

1996 **Year -2024 3Marks Questions** Q1. Write a brief note on the importance of consumer protection.

Q2. Explain any six rights a consumer under the consumer protection Act. Q3. What are the main provisions of consumer Protection Act, 2019? Discuss

4Marks Questions Year -2020

Q1. Write a brief note on the importance of consumer protection.

Q2. What do you mean by consumer protection Act 1986? Define salient features of consumer protection Act. Q3. What do you mean by Consumer Protection? Discuss Remedies available to consumers.

Year -2023 Q4. What do you mean by consumer Protection? What are the rights of consumer? Q5. Describe the importance of consumer Protection Act. Q6. What are the responsibilities of consumer under consumer Protection Act.

5Marks Questions Year -2016

Q1. Explain three tier judicial machinery or redressal agencies under the consumer protection Act

Q2. Explain any six rights a consumer under the consumer protection Act.

Q3. Explain, in brief, any six responsibilities of the consumer to safeguard their interest.

Year -2017 Q What do you mean by consumer protection? What are the rights of consumer? (2017)

Q. Explain the following rights of consumers. (a) The Right of safety. (b) The Right to consumer Education. (c) The Right to be heard.

Year -2018 Q1. Explain ways and means of consumer protection available in India.

Q2. What are the main provisions of consumer Protection Act, 1986? Discuss.

Q3. What is consumer Protection? Explain its importance.

Year -2019 Q4. What role do Non - Government Organisation play in consumer protection?

Q5. Explain the Rights of consumers under the consumer Protection Act, 1986.

Q6. Explain the responsibilities of the consumers to safeguard their interests.

Year -2022 Q7. Explain the responsibility of a consumer.

Q8. What do you mean by consumer Protection? What role do Non-governmental Organisation play? Q9. Explain the Redressal Mechanism available to a consumer under the consumer protection Act.

