



ALL THE BEST
to all II PU students

II PU KEY ANSWER

Sub: BUSINESS STUDIES

ಎಸ್.ಆರ್.ಎಸ್ ಪೆಡವಿ ಪ್ರೌಢ ಕಾಲೇಜು
ಹೊಸಪೇಟೆ ರಸ್ತೆ, ಚಿತ್ರದುರ್ಗ

16-March -2023

SRS PU COLLEGE
Hosapet Road, Chitradurga

Sub Code : 27

Sub : BUSINESS STUDIES

Max Marks : 100

Time : 3 Hrs 15 Min

No. of Questions : 46

PART – A

I. Choose the correct answer

5 × 1 = 5

1. (d) Policy Making
2. (b) By experiences of managers
3. (b) It involves identification and division of work
4. (d) Rights
5. (a) Treasury bills

II. Fill in the blanks by choosing appropriate word/words given in the brackets:

5 × 1 = 5

6. Coordination
7. Budget
8. Job rotation
9. Fixed assets
10. SEBI

III. Match the following

5 × 1 = 5

11. (a) iii) Quick decision making
- (b) iv) Selection process
- (c) i) Style of leadership
- (d) v) Management information system
- (e) ii) Money Market and capital market

IV. Answer the following questions in ONE word or ONE sentence each:

5 × 1 = 5

12. F.W Tylor

13. **Features of Business Environment (Any One)**

- | | |
|-----------------------------------|--------------------------|
| (i) Totality of external forces | (ii) Dynamic in nature |
| (iii) Specific and General Forces | (iv) Inter – relatedness |
| (v) Uncertainty | (iv) complexity |

14. **Element of Directing (Any One)**

- | | |
|------------------|--------------------|
| (i) Supervision | (ii) Motivation |
| (iii) Leadership | (iv) Communication |

15. Brand is a name, letter, term, symbol, mark OR a combination of these, intended to identify the goods OR services.

16. About 20 lack to 1 crore.

PART-B

V. Answer ANY NINE of the following questions in 2 or 3 sentences each: Each Question Carries 2

Marks:

$9 \times 2 = 18$

17. According to Harold Koontz & Heinz Weihrich Management is the process of designing & maintaining an environment in which individuals, working together in a group, efficiently accomplish selected aims.

18. Differences between Unity of Command and Unity of Direction

Unity of Command	Unity of Direction
It prevents dual subordinations	It prevents overlapping of activities
It effects on individual employees	It effect on entire organization

19. Plans are formulated with certain assumptions about the future condition and events like changes in political and economic environment, government and legal regulations, variation in Prices etc. these assumptions are known as planning premises

20. Formal organization refers to organization structure which is designed by the management to accomplish a particular task.

21. Demerits of Internal Sources of Recruitment: (any two)

- (a) When vacancies are filled through internal promotions, the scope for induction of fresh talent is reduced. Hence, complete reliance on internal recruitment involves danger of 'inbreeding' by stopping 'infusion of new blood' into the organisation;
- (b) The employees may become lethargic if they are sure of timebound promotions
- (c) A new enterprise cannot use internal sources of recruitment. No organisation can fill all its vacancies from internal sources
- (d) The spirit of competition among the employees may be hampered
- (e) Frequent transfers of employees may often reduce the productivity of the organization.

22. Features of Motivation : (any two)

- (i) Motivation is an internal feeling, the urge, desires OR needs of human being which are internal influence human behavior
- (ii) Motivation produces goal directed behavior.
- (iii) Motivation can be either. Positive or negative.
- (iv) Motivation is a complex process as the individuals are heterogeneous in their expectations, perceptions and reactions.

23. Breakeven analysis is a technique used by managers to study the relationship between costs, volume and profits

24. Twin-objectives of financing planning:

- (a) To ensure availability of funds
- (b) to see that the forum does not raise resources unnecessarily

25. Money market instruments (any two)

- (a) Treasury bill
- (b) Commercial paper
- (c) Call money
- (d) Certificate of deposit
- (e) Commercial bill

26. Marketing mix is combination of four P's (or Elements of marketing) product, price, place and promotion

27. **Consumer Rights** (any two)

- (a) Right to Safety
- (b) Right to be Informed
- (c) Right to Choose
- (d) Right to Heard
- (e) Right to seek Redressal
- (f) Right to Consumer Education

PART-C

VI. Answer any seven of the following questions in 10-12 sentences. Each question carries 4 marks:

$7 \times 4 = 28$

28. **F.W Taylor's Scientific Management 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

29. **Dimensions of Business environment: (any four)**

- (a) Economic Environment
- (b) Social Environment
- (c) Political Environment
- (d) Legal Environment
- (e) Technological Environment

30. **Importance of planning: (Any Four)**

1. Planning provides direction:
2. Planning reduces the risk of uncertainty:
3. Planning reduces wastages:
4. Planning provides innovative ideas:
5. Planning reduces overlapping and wasteful activities
6. Planning facilitates decision making.
7. Planning establishes standards for controlling

31. On the Job training methods:

- (a) Apprenticeship programmes
- (b) Coaching
- (c) Internship training
- (d) Job rotation

32. Controlling Process steps: (Any Four)

- (1) Setting performance standards
- (2) Measurement of actual performance
- (3) Comparison of actual performance with standards
- (4) Analysis deviations
- (5) Taking Corrective action

33. "A long term investment decision is called Capital budgeting decision"

Factors influencing capital budgeting decision:

- (a) Cash flows of project
- (b) The rate of return
- (c) The investment criteria involved

34. Factors affecting working capital requirements in organization : (Any Four)

- (a) Nature of Business
- (b) Scale of operation
- (c) Business cycle
- (d) Seasonal factors
- (e) Business Cycle
- (g) Seasonal factors
- (f) Production Cycle
- (h) Credit Allowed
- (i) Credit Availed
- (j) Operating Efficiency
- (k) Availability of Raw materials
- (l) Growth Prospects
- (m) Level of Competition
- (n) Inflation

35. Considerations for choosing a brand name: (Any Four)

- (i) The brand name should be short, easy to pronounce, spell, recognise and remember e.g., Ponds, VIP, Rin, Vim, etc.
- (ii) A brand should suggest the product's benefits and qualities. It should be appropriate to the product's function.
- (iii) A brand name should be distinctive.
- (iv) The brand name should be adaptable to packing or labelling requirements, to different advertising media and to different languages.
- (v) The brand name should be sufficiently versatile to accommodate new products, which are added to the product line.

36. Advantages and limitations of advertising : (Any two)

Advantages:

- (a) Mass reach (b) Enhancing customer satisfaction and confidence
(c) Expressiveness (d) Economy

Limitations:

- (a) Less forceful (b) lack of feedback
(c) Inflexibility (d) Low effectiveness

37. Responsibilities of consumers [any four]

- (i) Be aware about various goods and services available in the market so that an intelligent and wise choice can be made.
(ii) Buy only standardised goods as they provide quality assurance. Thus, look for ISI mark on electrical goods, FPO mark on food products, Hallmark on jewelry etc.
(iii) Learn about the risks associated with products and services, follow manufacturer's instructions and use the products safely.
(iv) Read labels carefully so as to have information about prices, net weight, manufacturing and expiry dates, etc.
(v) Assert yourself to ensure that you get a fair deal.
(vi) Be honest in your dealings. Choose only from legal goods and services and discourage unscrupulous practices like black-marketing, hoarding etc.
(vii) Ask for a cash memo on purchase of goods or services. This would serve as a proof of the purchase made.
(viii) File a complaint in an appropriate consumer forum in case of a shortcoming in the quality of goods purchased or services availed. Do not fail to take an action even when the amount involved is small.
(ix) Form consumer societies which would play an active part in educating consumers and safeguarding their interests.
(x) Respect the environment. Avoid waste, littering and contributing to pollution.

VII. Answer any three of the following questions in 20-25 sentences each. Each question carries 8 marks :

3 × 8 = 24

38. Characteristics of management :

- (a) Management is a goal-oriented process
(b) Management is all pervasive
(c) Management is continuous process
(d) Management is a group activity
(e) Management is dynamic function
(f) Management is an intangible

39. Delegation refers to the downward transfer of authority from a superior to a subordinate.

Importance of Delegation:

- (a) Effective management
(b) Employees development
(c) Motivation of employees
(d) Facilitation of growth
(e) Basis of management hierarchy
(f) Better coordination

40. Staffing process:

- (i) Estimating the manpower requirements
- (ii) Recruitment
- (iii) Selection
- (iv) Placement and orientation
- (v) Training and development
- (vi) Performance appraisal
- (vii) Promotion and career planning
- (viii) Compensation

41. Measures to overcome barriers to effective communication: (any Eight)

- (a) Clarify the ideas before communication
- (b) Communicate according to the needs of receiver
- (c) Consult others before communicating
- (d) Be aware of languages, tone and content of message
- (e) Convey things of help and value to listeners
- (f) Ensure proper feedback
- (g) communicate for present as well as future
- (h) Follow up communications
- (i) Be a good listener

42. “A stock exchange means any body of individuals, whether incorporated or not, constituted for the purpose of assisting, regulating the business of buying and selling or dealing in securities.”

Functions of stock exchange:

- (a) Providing liquidity and marketability to existing securities
- (b) Pricing of securities
- (c) Safety of transaction
- (d) Contributes to economic growth
- (e) Spreading of equity cult
- (f) Providing scope for speculation

43. “ Pricing Means amount of money paid by buyer in consideration of product OR services.”

Factor effecting price determination:

- (a) Product cost
- (b) The utility and demand
- (c) Extent of competition in the market
- (d) Government and Legal regulation
- (e) Pricing objectives
- (f) Marketing methods used

PART-E

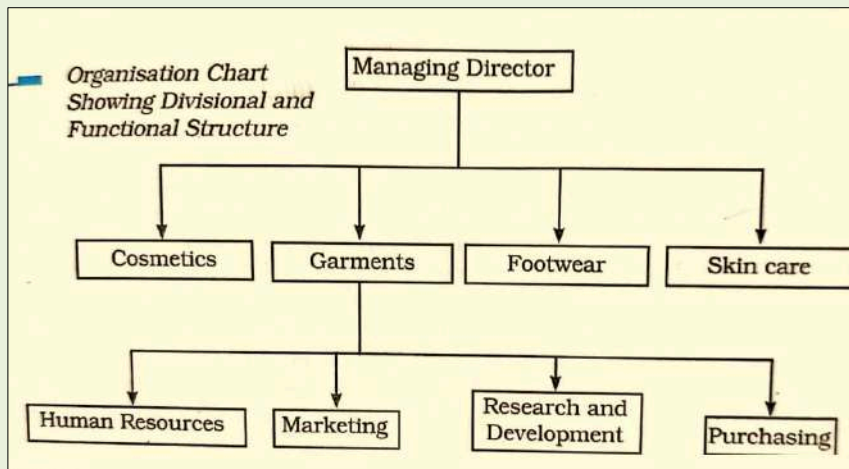
VIII. Answer any two of the following questions. Each question carries 5 marks:

2 × 5 = 10

44. Fayol's principles of Management (any ten)

- (a) Division of Work
- (b) Authority & Responsibility
- (c) Discipline
- (d) Unity of Command
- (e) Unity of Direction
- (f) Subordination of individual interest to general interest
- (g) Remuneration of employees
- (h) Centralization and Decentralization
- (i) Scalar Chain
- (j) Order
- (k) Equity
- (l) Stability of personnel
- (m) Initiative
- (n) Espirit De corps

45.



46. List of Factors affecting the choice of capital structure: (any ten)

- (a) Cash flow position
- (b) Interest coverage ratio (ICR)
- (c) Debt service coverage ratio (DSCR)
- (d) Return on investment (RoI)
- (e) Cost of debt
- (f) Tax rate
- (g) Cost of Equity
- (h) Floatation costs
- (i) Risk consideration
- (j) Flexibility
- (k) Control
- (l) Regulatory frame work
- (m) Stock market conditions
- (n) Capital structure of other companies

SRS PU COLLEGE Chitradurga (Residential) DEPARTMENT OF COMMERCE

STATE 1ST RANK

OUT STANDING PERFORMANCE IN BOARD EXAM

 Mahalakshmi Sowcar State 1st Rank 600/600	 Neha Chopra State 1st Rank 600/600	 Tulasi T State Board 6th Rank 590/600	 Neeja Prasad State Board 10th Rank 585/600	 Diya M Jain State Board Topper 585/600	 Harshita G State Board Topper 583/600
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TOP BOARD RANKS
 600/600 State 1st Rank
 600/600 State 1st Rank
 590/600 State 6th Rank
 587/600 State 8th Rank
 583/600 State 10th Rank
 583/600 State 10th Rank

ACHIEVERS IN COMPETITIVE EXAMS

 Soundarya CA-Final Qualified	 Rachana CA-Final Qualified	 Madhusudan CMA-Final Qualified	 S S Sakshini CLAT - Entrance for law qualified	 Mahalakshmi Sowcar CA-Foundation Qualified with Distinction
 Neha Chopra CA-Foundation Qualified with Distinction	 Diya M Jain Company Secretary Entrance Qualified	 Jyothika P.G Company Secretary Entrance Qualified	 Vanshi H.P CMA Foundation Qualified	 Pratibha S.H CA Foundation Qualified
 Pravesh D Jain CA Foundation Qualified	 Diya R CA Foundation Qualified	 Gokul Keerthi B CA Foundation Qualified	 Drishiti R Jain CA Foundation Qualified	 Aditya K M CA Foundation Qualified

COURSES OFFERED

1. EBAC - [ECONOMICS - BUSINESS STUDIES - ACCOUNTANCY - COMPUTER SCIENCE].
 2. EBAS - [ECONOMICS - BUSINESS STUDIES - ACCOUNTANCY - STATISTICS]
- LANGUAGES : KANNADA / HINDI / SANSKRIT - ENGLISH

INTEGRATED COURSE FOR COMMERCE STUDENTS

WE PREPARE

- CA FOUNDATION - For chartered Accountant aspirants
- CS - COMPANY SECRETARY
- CLAT - COMMON LAW ADMISSION TEST
- CMA - CERTIFIED MANAGEMENT ACCOUNTANT
- IBPS - INSTITUTE OF BANKING PERSONNEL SELECTION
- LIFELINE ENGLISH CLASSES - Certificate Course
- GENERAL KNOWLEDGE TEST

WE INTRODUCE

- SPSS - STATISTICAL PACKAGE FOR THE SOCIAL SCIENCE
- TALLY ERP.11 - Accounting & Inventory

"Sky is the limit for
commerce aspirants"



SRS RESIDENTIAL PU COLLEGE


JEE MAINS (slot-1) RESULTS-2023

No. of students Qualified for JEE Advanced : 64

99.06
Percentile

H S JAYANTH

OASIS - AIR 10 OLYMPIAD

 97.70% CHINMAY GOWDA	 96.12% TYASHES D	 96.04% MARULA SIDDHANGA GOWDA	 95.00% MADHUSUDAN	 92.87% SUMADHYA KRISHNA OASIS - AIR 10 OLYMPIAD	 92.46% RISHABH R JAIN	 92.25% AKASH KR	 91.31% AYUSH T	 90.52% VAMSI KRISHNA	 90.05% MUSKAN CA
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 89.07% ACHYUTHA H	 88.86% YMKAY KUMAR R S	 87.57% ARPITHA S RAO	 87.54% SHRUSHTI D S	 87.29% SUJAN RAM	 87.12% CHINMAYEE A N	 86.40% LAVANYA T	 86.07% VARSHITHA M J	 86.06% RAKSHITHA A BALLI	 85.75% YASHASWI J H
 83.75% SHAHZAI B ALIKHAN C A	 83.23% MEGHANA K C	 83.12% NEHA B	 84.75% VISHNU S	 84.54% NITHIN V	 84.36% DISHA DS	 83.24% PRANATHI D	 83.07% AMOGH ROY S	 82.86% MANYA JAIN	 82.17% ALAMJI VIJAYALAKSHMI
 81.26% SANYAL ARSHID	 80.16% DHANUSH S	 80.11% POOJA D	 80.11% SRUJANA C A	 80.11% VANDANA LY	 79.26% PRIYANKA C	 79.76% SANNIDHI H E	 79.01% CHETAN AM	 74.47% MOHAMMED ABBUBAKAR	 74.47% KRUTHIKA KH
 73.15% RAHUL S	 72.94% NISCHITHA G R	 71.99% VAISHNAVI C S	 71.99% KISHAN B H	 70.09% MUBARAK PASHA	 70.45% A MEGHANA	 70.32% STHITAPRAJNA M N			

OUR PREVIOUS BEST

 JEE-Advanced AIR - 566 IIT Bombay	 JEE-Advanced AIR - 1802 IIT Dharwad	 JEE Mains AIR 525 NIT Suratkal	 JEE-Mains AIR - 593 IIT Dharwad	 JEE-Advanced AIR - 2270 IIT Lucknow	 JEE-Mains IIT Chittoor
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No of NITS

18

No of ICAR

14

(Below 1000 rank.s)

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SRS Residential PU College

Hospet Road, N.H.-13 , CHITRADURGA -577502

SRS EXAMS ALERT

SL	EXAMINATION	LAST DATE FOR REGISTRATION	EXAM CONDUCT BY	WEBSITE
1	K-CET	07 Apr	Karnataka Examination Authority	https://keaconline.karnataka.gov.in
2	VITEEE	31 Mar	Vellore Institute Of Technology	https://viteee.vit.ac.in
3	JEE Mains (slot II)	12 Mar	National Testing Agency	https://jcenta.in
4	BITSAT	09 Apr	Birla Institute of Technology and Science	https://bitsat.cbexams.com
5	COMED-K	24 Apr	Karnataka Professional Colleges Foundation	https://www.comedk.org
6	AIFSET Forensic Science	25 Mar	All India Forensic Science Entrance Test	www.aifset.com
7	NEET	06 Apr	National Testing Agency	https://medicalnta.in
8	CA-Foundation	01 July	The Institute of Chartered accountants of India	https://www.icai.org
9	MET	22 May	Manipal Entrance Test	https://manipal.edu/dates-toremember
10	ICAR	30 Mar (Extended Duration)	National Testing Agency	https://cuet.samarth.ac.in

SRS NEET/ K-CET

CRASH COURSE-2023

Begins from - 24 March

SRS- We lead the way you aspire to go...



SRS PU COLLEGE, CHITRADURGA

Committed to carve the path of success...

NEET | K-CET CRASH COURSE -2023

- Result-Oriented & highly Organized Coaching for sure success
- 52 days for **K-CET & JEE** and 36 days for **NEET**
- Everyday 90 minute session for **K-CET** in each subject.
- Everyday 120 minute session for **NEET & JEE** in each subject.
- Every fourth day is cumulative test of excellence.
- Counselling, Subject wise performance analysis to motivate the students to excel in **NEET/ K-CET**
- Result of test of excellence is announced on the same day.
- Tests of Excellence are followed by 15 exclusively designed Grand tests at the end for **K-CET**
- Tests of Excellence are followed by 10 exclusively designed Grand tests at the end for **NEET & JEE**
- Training in Practical's for BSc. Agri., Horticulture, Vet. Science, Etc... Is also given for 15 Days for 200 Marks.
- Assistance for additional exams is also given.
- Resource persons are from various places.
- Holidays for all students on **K-CET** exam days.

COURSE COMMENCES ON 25 – March - 2023

(COMPUTER SCIENCE students can join after their BOARD EXAM)

Detailed schedule with all topics, time, date and tests is given on the first day of commencement. College has an efficient teaching Brigade & the best of study and reference material. We do not engage in an experimental kind of work properly planned Schedule with an efficient teaching and practice have yielded us very good results. College has evolved its best Coaching Expertise in its 14 years of service.

SCHEDULE-01

Teach- test & discuss method with practice sessions.

SCHEDULE-02

Grand Test everyday- Test paper discussion & additional DPP discussion with extended practice

SRS has designed both schedules carefully to expose Students to competitive ambience. Students have to be prepared to choose any one. Shifting from one to the other is not entertained.

Date of K-CET

21 & 22 May

Date of NEET

07 - May

Date of JEE (II slot) Mains

07 to 12 April

Date of JEE Advanced

06 June

Register online @ www.srspucollege.in | 9900000811,

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