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Time : 2½ Hours

**BUSINESS STUDIES**

Subject Code

H	6	5	5
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Total No. Of Questions : 8

(Printed Pages : 6)

Maximum Marks : 80

- INSTRUCTION :*
- (i) All questions are compulsory.
  - (ii) Answer each question on a fresh page and attempt all four parts of a question together.
  - (iii) Number each question and sub question clearly.
  - (iv) Figures to the right indicate marks allotted to each question.
  - (v) There is no overall choice, however, there is an internal choice provided in question No. 5 (D), Q. No. 6 (C), Q. No.7 (D).
  - (vi) 'A' part of every question is very short type 'B' part of every question should be answered in about 30 words, 'C' part in about 60 words, 'D' part in about 100 words.
  - (vii) The word limit is not applicable for questions involving explanation of a process, diagram, charts and distinctions.

1. (A) Select and write the correct answer from those alternatives given below: 1

Mr. Rohit, a worker of a company receives orders from more than one boss. Which principle of management is overlooked ?

- (i) Division of work
  - (ii) Authority and responsibility
  - (iii) Unity of command
  - (iv) Discipline
- (B) Explain 'Social objective' of management. 2
- (C) Explain the significance of management by giving *three* reasons. 3
- (D) Explain 'Functional foremanship' as *one* of the technique of F. W. Taylor with the help of a diagram. 4
2. (A) Answer the following in a word *or* a phrase.
- The study that seeks to determine the amount and frequency of rest intervals in completing a task. 1
- (B) Briefly explain the following : 2
- (i) Liberalisation
  - (ii) Globalisation.
- (C) Explain *three* limitations of planning. 3
- (D) Explain *four* dimensions of business environment. 4
3. (A) Select and write the correct answer from those alternatives given below :
- A manager of a company has decided to achieve 20% increase in the sale of its products. Which of the type of plan is highlighted in the above statement ? 1
- (i) Objective
  - (ii) Rule
  - (iii) Strategy
  - (iv) Policy.

- (B) Explain importance of decentralisation by giving *two* reasons. 2
- (C) Explain the following steps in the process of selection : 3
- (i) Preliminary screening
  - (ii) Employment interview
  - (iii) Reference and background checks.
- (D) Explain the importance of organising by giving *four* points. 4
4. (A) Answer the following in a word *or* phrase :
- Name the financial incentive in which benefits like car allowance, housing, medical aid are offered to an employee. 1
- (B) Explain authority and responsibility as elements of delegation. 2
- (C) Discuss *three* qualities of a good leader. 3
- (D) State and explain *four* external sources of recruitment. 4
5. (A) Select and write the correct answer from those alternatives given below :
- The decision involving the distribution of profits earned to the shareholders is known as..... 1
- (i) Financial decision
  - (ii) Dividend decision
  - (iii) Investment decision
  - (iv) Working capital decision.

- (B) Why planning and controlling are known as inseparable twins of management? 2
- (C) "Controlling is an essential and important function of management." Explain the above statement by giving *three* reasons. 3
- (D) Explain Maslow's Need Hierarchy theory of motivation. 4

Or

Explain *four* measures to overcome the barriers to effective communication. 4

6. (A) Answer the following in a word *or* phrase. 1

Name the market in which new securities are issued to the public for the first time.

- (B) Name and explain the money market instrument used by Government of India through R. B. I. to raise short term finance. 2
- (C) Explain *three* functions of stock exchange. 3

Or

Explain *three* objectives of SEBI. 3

- (D) State and explain *four* important factors affecting the requirements of working capital of an enterprise. 4

- (A) Select and write the most appropriate alternatives from those given below. 1

The marketing function which help in designing and producing the container or wrapper of the product.....

(i) Branding

(ii) Packaging

(iii) Grading

(iv) Standardisation.

- (B) State and explain *two* qualities of a good salesman. 2

- (C) "Expenditure on advertising leads to social waste." With reference to this statement explain *three* objections to advertising. 3

- (D) Ganesh Industries Pvt. Ltd. has manufactured a new range of motorbikes." Explain *four* factors to be considered before pricing the product. 4

Or

'A set of marketing tools that a firm uses to pursue its marketing objectives in a target market. Explain the above statement by giving *four* elements of marketing mix. 4

8. (A) Answer the following in a word or a phrase : 1
- Name the authority a consumer should approach if he is not satisfied with the order of state commission.
- (B) Distinguish between marketing and selling with reference to scope and objective. 2
- (C) Ms. Sarita, a consumer intends to buy a mobile. What responsibilities she should keep in mind while purchasing the mobile ? (any six) 3
- (D) State and explain *four* rights enjoyed by a consumer under the Consumer Protection Act, 1986. 4