

2014 III 11

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Seat No. 

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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: 7)

Maximum Marks: 80

- INSTRUCTIONS:**
- (i) All the questions are compulsory.
  - (ii) Answer each question on a fresh page and attempt all 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 4 (D), Q.5 (C) and Q.5 (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 most appropriate alternative from those given below.

The principle of management which states that each group of activities having the same objective must have one head and one plan is called \_\_\_\_\_ [1]

- (a) Principle of Discipline
- (b) Principle of Authority and Responsibility
- (c) Principle of unity of Command
- (d) Principle of Direction

- (B) Explain by giving any two reasons as to why management is considered as a 'Science'? [2]

- (C) 'Coordination is required for the success of a business firm'. Explain the statement by bringing out the importance of coordination. (any three points) [3]

- (D) With the help of a diagram explain the technique of 'Functional Foremanship' as advocated by Taylor. [4]

- 2 (A) Give the commercial term for the following:

Ashwin and Pravin are clerks in a company having same educational qualifications and experience. Ashwin is getting a much higher salary as compared to Pravin. Name the principle of management which is violated in the above statement. [1]

- (B) Explain the following dimensions of Business Environment.
- (a) Economic Environment. [2]
  - (b) Technological Environment. [2]
- (C) Why is planning necessary to achieve the goals of the organisation? Explain by giving any three reasons. [3]
- (D) The new Industrial Policy has had a great impact on the business and industrial sector in India. Explain the above statement by giving any four points. [4]
- 3 (A) Give the commercial term for the following
- A company has decided to earn a profit of 10 percent for the current financial year.  
Name the type of plan that is highlighted in the above statement. [1]
- (B) 'Staffing is a part of human resource management' Explain [2]
- (C) Mr. Elton Pinto, a well known jewellery designer intends to expand his business by diversifying into party bags, stylish footwear etc. Which type of organisational structure should he adopt? Explain by giving any two reasons. [3]
- (D) Explain the steps involved in the process of organising. [4]

- 4 (A) Select and write the most appropriate alternative from those given below to complete the statement.

Span of management refers to \_\_\_\_\_

[1]

- (a) Number of members in top management
- (b) Number of subordinates under a superior
- (c) Number of managers
- (d) Length of term for which a manager is appointed

- (B) Describe in brief the following types of financial incentives used to motivate the employees of an organisation

- (a) Pay and allowances
- (b) Productivity linked wage incentives

[2]

- (C) 'Effectiveness of leadership depends on the qualities of the leader'. Explain any three of such qualities

[3]

- (D) A leading Bank intends to recruit commerce graduates as trainees. Explain any four external sources of recruitment that can be used to fill up the vacancies

[4]

**OR**

- (D) A reputed Insurance Company intends to select employees possessing the right skills and knowledge. Explain any four types of tests that the Company should conduct for the selection of the employees.

- 5 (A) Give the commercial term for the following

Shifting of an employee from one job to another without a change in his responsibilities and salary.

[1]

- (B) 'Planning and Controlling are inseparable twins of management'. Explain [2]
- (C) 'The barriers to effective communication exists in all organisations'. With reference to this statement explain any three measures that can be taken in order to make communication more effective. [3]

OR

'Supervision is an important element of the directing function'. With reference to the above statement explain the role of a supervisor. (any three points)

- (D) Explain briefly any four factors to be considered for determining the fixed capital requirements of an enterprise. [4]

OR

- (D) Explain briefly any four factors that have to be taken into account while designing the Capital Structure of a Company.

- 6 (A) Select and write the most appropriate alternative from those given below:

A decision to acquire a new machine to replace an old one is a \_\_\_\_\_ [1]

- (a) Dividend decision  
(b) Working Capital decision  
(c) Financing decision  
(d) Investment decision

- (B) State any four objectives of NSEI [2]

- (C) How does controlling help in the accomplishment of the planned objectives? Explain (any three points) [3]

- (D) Describe briefly the following Instruments used in a money market. [4]
- (a) Treasury Bill
  - (b) Commercial paper
  - (c) Call money
  - (d) Certificate of Deposit

7 (A) Give the commercial term for the following:

A set of marketing tools that the firm uses to pursue its marketing objectives in a target market. [1]

(B) Distinguish between Marketing and Selling (any two points) [2]

(C) 'An ideal brand has to be complete in all respects'. Elaborate this statement by highlighting any six essentials of an ideal brand. [3]

(D) 'Advertising is essential for the effective marketing of goods and services'. Justify your answer by giving any four reasons. [4]

8 (A) Select and write the most appropriate alternative from those given below to complete the statement.

If the aggrieved consumer is not satisfied with the order of the District Forum, he can appeal to \_\_\_\_\_ [1]

- (a) National Commission
- (b) State Commission
- (c) Federation of Indian Chamber of Commerce and Industry
- (d) Consumer organisations and NGO'S

- (B) Explain any two types of indirect channels which can be used to move the goods from the places of production to the centres of consumption [2]
- (C) Mrs. Sharmila, a consumer intends to buy a washing machine. State any six responsibilities that she should keep in mind while purchasing the above product. [3]
- (D) The consumer protection Act 1986 aims at protecting the interests of the Consumers in India by providing a number of rights. In this regard explain any four such Rights. [4]

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