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Time : 2½ Hours

BUSINESS STUDIES
(Revised Syllabus)
(Pattern 2013)Paper Code

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Subject Code

6	5	5
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Total No. of Questions : 08

(Printed Pages : 8)

Maximum Marks : 80

- INSTRUCTIONS :**
- (1) All questions are compulsory.
 - (2) Answer each question on a fresh page and attempt *all* parts of a question together.
 - (3) Number each question and sub-question clearly.
 - (4) Figures to the right indicate marks allotted to each question.
 - (5) There is no overall choice, however, there is an internal choice provided in question no. 3(C), Q. 5(C), Q. 7(D).
 - (6) '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.
 - (7) The word limit is not applicable for questions involving explanation of a process, diagram, charts and distinctions.

1. (A) Give the commercial term for the following :

An orderly arrangement of group efforts to provide 'unity of direction'. 1

- (B) Explain the principle of a scalar chain with the help of a diagram. 2

- (C) Explain any *three* principles of scientific management. 3

- (D) Explain the importance of co-ordination (any *four* points). 4

2. (A) Select and write the most appropriate alternative from those given below : 1

The management should find "one best way to perform the task", which of the following techniques should be adopted ?

● Time Study

● Motion Study

● Fatigue Study

● Method Study

(B) Explain the following : 2

(a) Liberalisation

(b) Globalisation.

(C) Explain any *three* limitations of planning. 3

(D) State and explain any *four* dimensions of a business environment. 4

3. (A) Give the commercial term form the following : 1

Name the type of plan which provides the prescribed ways or manner in which a task has to be performed considering the objective.

(B) "Staffing as a part of human resource management". Explain. 2

(C) Explain any *three* elements of delegation. 3

OR

Explain the importance of decentralisation (any *three* points). 3

(D) Explain the steps in the process of organising. 4

1. (A) Give the commercial term for the following : 1

Name the type of organisation in which friendly relationship exists among members.

(B) Explain the following External sources of recruitment : 2

(a) Direct recruitment

(b) Casual callers.

(C) "Selection is the process of identifying and choosing the best person out of a number of prospective candidates for a job." In view of this statement explain any *three* important tests used for selection of employees. 3

(D) Explain the importance of Directing (any *four* points). 4

5. (A) Select and write the most appropriate alternative from those given below : 1

Which of the following is *not* an element of directing ?

● Motivation

● Communication

● Delegation

● Supervision

(B) Explain any *two* objectives of Financial Management. 2

(C) "Effectiveness of leadership depends on the qualities of the leader."

Explain any *three* such qualities. 3

Or

"Incentives means all measures which are used to motivate people to improve performance." From the above statement explain any *three* financial incentives used to motivate the employees. 3

(D) Explain the steps in the process of controlling. 4

6. (A) Select and write the most appropriate alternative from those given below to complete the statement : 1

controlling is important because it helps to..... .

● Judging accuracy of Standards

● Reduces the risk of Uncertainty

● Promotes innovative ideas

● reduces creativity

(B) Explain any *two* types of channels of distribution of a product. 2

(C) Mr. Manoj Kumar is a finance manager of a newly established Company.

The directors of the Company have asked him to plan the capital structure for the Company. Explain any *three* factors that he would consider while planning the capital structure. 3

(D) Explain the following money market instruments : 4

(a) Treasury Bills

(b) Call Money

(c) Commercial Bill

(d) Certificate of deposit

7. (A) Select and write the most appropriate alternative from those given below : 1

Which of the following is *not* an objection to advertising ?

● Adds to cost

● Helps to demonstrate the product

● Bad taste

● Confuses the buyer

- (B) Distinguish between Marketing and selling with reference to (a) Start and end of the activities and (b) Difference in the Strategies. 2
- (C) Cosmetech Laboratories Pvt. Ltd. has manufactured their new range of Shampoos. What factors would be Considered before pricing their product ? 3
- (D) "Advertising is the most commonly used tool of sales promotion." Explain the statement by bringing out the role of advertising. (any *four* points). 4

OR

"Choosing the right brand name is not an easy decision"

From the above statement explain any *four* characteristics of Good Brand. 4

8. (A) Give the commercial term for the following : 1

When was the consumer protection Act passed ?

(B) Explain the Labelling as a function of marketing. 2

(C) "Indian Consumers are misguided by businessmen."

In view of the above statement explain the importance of Consumer protection. (any *three* points). 3

(D) "The Consumer Protection Act provides some rights to consumers."

Explain any *four* such rights. 4