



2018 VI 11

1430

Seat No. :

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Time : 2½ Hours

BUSINESS STUDIES
(New Pattern)

Subject Code

H	6	5	5
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Total No. of Questions : 32 (Printed Pages : 4)

Maximum Marks : 80

- INSTRUCTIONS :**
- 1) **All** questions are **compulsory**.
 - 2) This question paper consists of **32** questions divided into four Parts **A, B, C** and **D**.
 - 3) Part '**A**' contains **8** questions of **1** mark **each**, which is multiple choice type question or very short type.
 - 4) Part '**B**' contains **8** questions of **2** marks **each**.
 - 5) Part '**C**' contains **8** questions of **3** marks **each**.
 - 6) Part '**D**' contains **8** questions of **4** marks **each**.
 - 7) There is no overall choice; however internal choice is provided in question no. **20, 23, 28** and **30**.

PART – A

1. Which of the following principles of management suggests that communication from top to bottom should follow the official lines of command ?
 - a) Unity of direction
 - b) Order
 - c) Scalar chain
 - d) Discipline
2. Name the technique of scientific management which involves close observation of the movements of the body required to perform a job.
3. 'Foreign companies found it extremely difficult to cut through the bureaucratic red tape to get permits for doing business in India, even after New Economic Policy of 1991'. Which of the following dimensions of business environment is being highlighted in this statement ?
 - a) Technological
 - b) Social
 - c) Political
 - d) Economical



4. Name the concept which means sharing of responsibilities between superior and subordinates.
5. The decision involving the distribution of profits earned by the shareholders.
6. An instrument of short term borrowing by the Government of India maturing in less than one year is
 - a) Commercial paper
 - b) Certificate of deposit
 - c) Treasury bill
 - d) Call money
7. Which of the following is not an element of a marketing mix ?
 - a) Promotion
 - b) Protection
 - c) Price
 - d) Place
8. Which is the highest authority to settle consumer disputes as per the Consumer Protection Act, 1986 ?

PART – B

9. State any four features of Coordination.
10. What is meant by globalisation as per New Economic Policy of 1991 ?
11. State any four duties performed by Human Resource Department as a part of Human Resource Management.
12. 'Binani Zinc Ltd. has to fill vacancies of managers, clerks and supervisors. The eligible staff had already been promoted some posts, still some vacancies are left. With reference to the above statement explain any two external sources of recruitment.
13. What is relationship between planning and controlling ?
14. State the four objectives of Securities Exchange Board of India.
15. The manager of Cereo Company dealing in baby foods is facing the problem of poor sales. With reference to the above statement explain any two promotional techniques that he can undertake to improve the sales.
16. Explain any two indirect channels of distribution.



PART – C

17. Explain the three levels of management in the hierarchy of an organisation.
18. Explain the importance of business environment (Any three points).
19. Intel Company which is enjoying an important position in electronic business has plans to expand its business by adding new lines of products. Which type of organisational structure is suitable for the above company ? Why ?
20. Why is staffing a very important function of management ? Give any three reasons.

OR

Explain any three benefits of training to the organisation.

21. 'Controlling ensures work accomplishment according to plans'. With reference to the above statement explain the importance of controlling (Any three points).
22. Explain any three functions of Stock Exchange.
23. Explain any three functions of Marketing.

OR

Explain any three objections to Advertising.

24. 'In India NGOs can play a very important role in protecting and promoting the interests of consumers'. State any six functions performed by NGOs.

PART – D

25. Explain four principles of scientific management as advocated by F.W. Taylor.
26. "For accomplishment of organisational objectives all plans are prepared with maximum accuracy and detail, but due to constant changes in business environment, business organisation may not be able to predict future accurately". With reference to the statement, explain any four limitations of planning.
27. Explain the various steps involved in the process of organising.



28. Explain any four qualities of a good leader.

OR

Explain any four financial incentives used to motivate the employees.

29. “The barriers to effective communication exists in all organisation”. With reference to the statement explain any four measures that can be taken in order to make communication more effective.

30. Explain any four factors to be considered while determining the working capital requirement of an enterprise.

OR

Explain any four factors that have to be taken into account while designing the capital structure of a company.

31. ‘HP Company has manufacture a new range of Laptops. It is in the process of fixing the price for the product’. Advice and suggest the factors to be kept in mind while fixing the price (Any four).

32. Explain any four rights of consumers as per the Consumer Protection Act, 1986.
