



2018 VI 11

1430

Seat No. :

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Time : 2½ Hours

BUSINESS STUDIES (Old Pattern)

Subject Code

H	6	5	5
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Total No. of Questions : 8

(Printed Pages : 4)

Maximum Marks : 80

- INSTRUCTIONS :**
- All questions are **compulsory**. However internal choice is provided in Q. No. 3 (C), Q. No. 5 (D), Q. No. 7 (D).*
 - Answer each question on a **fresh** page and attempt **all four** parts of a question **together**.*
 - Number **each** question and sub question **clearly**.*
 - Figures to the **right** indicate marks allocated to **each** question.*
 - 'A' part of the 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.*
 - The word **limit** is **not** applicable for questions involving explanation of a process, diagram, charts and distinctions.*

- A) Select and write the correct answer from those alternatives given below. [1]
Henry Fayol was a _____
 - Social scientist
 - Mining engineer
 - Accountant
 - Production engineer.
- B) Explain by giving any two reasons as to why management is called an Art. [2]
- C) "Coordination is the essence of management." Explain the statement by giving any three reasons. [3]
- D) Explain four principles of scientific management advocated by F. W. Taylor. [4]



2. A) Answer the following in a word or a phrase. [1]
The study that seeks to determine the amount and frequency of rest intervals in completing a task.
- B) Explain two dimensions of business environment. [2]
- C) "Planning is necessary for the success of any business enterprise."
Explain the statement by giving three reasons. [3]
- D) Explain the significance of business environment by giving four reasons. [4]
3. A) Select and write the most correct answer from those alternatives given below : [1]
Which plan helps in analysing competitor's policy ?
i) Strategy
ii) Policy
iii) Rule
iv) Objective.
- B) Explain any two selection tests that can be carried out at the time of selecting prospective employees. [2]
- C) State and explain three elements of delegation. [3]
- OR
- C) State and explain the importance of decentralisation. (Any three points) [3]
- D) State and explain the importance of organising. (Any four points) [4]
4. A) Give a commercial term for the following : [1]
A network of social relationship that arises spontaneously due to interaction at work.
- B) Explain any two external sources of recruitment. [2]
- C) Staffing helps in bringing the right and efficient people in the organisation.
Explain. (Any three points) [3]
- D) State and explain any four financial incentives used to motivate employees. [4]



5. A) Give a commercial term for the following : [1]
A decision to acquire a new and modern plant to upgrade an old one.
- B) Why are planning and controlling known as the inseparable twins of management ? [2]
- C) State and explain the importance of controlling. (Any three points) [3]
- D) Explain four measures to overcome barriers to communication. [4]

OR

- D) Explain four qualities of a good leader. [4]
6. A) Select and write the most correct answer from those alternatives given below : [1]
Current assets are those assets which get converted into cash _____
- i) within six months
- ii) within one year
- iii) between one and three years
- iv) between three and five years.
- B) State any four regulatory functions of SEBI. [2]
- C) "Financial planning helps in the survival and growth of a business." Explain by giving any three points. [3]
- D) Explain any four functions of stock exchange. [4]
7. A) Answer the following in a word or a phrase : [1]
The marketing function which helps in designing and producing the container or wrapper of the product.

- B) State any four considerations which should be kept in mind while choosing a brand name. [2]
- C) Mr. Jonas Lobo has written a book on Business studies. Explain any three factors which must be considered by him before fixing the price of the book. [3]
- D) Explain four objections to Advertising. [4]

OR

- D) Explain four qualities of a good salesman. [4]



8. A) Answer the following in a word or a phrase : [1]
Which is the highest authority to settle the consumer's disputes in India ?
- B) State and explain two sales promotion techniques commonly used by the marketer to increase the sale. [2]
- C) "Indian consumers are misguided by the businessmen." In view of the above statement, explain the importance of consumer protection. (Any three points). [3]
- D) Explain four rights of consumers as per the Consumer Protection Act. [4]
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