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Time : 2½ Hours**BUSINESS STUDIES****Subject Code**

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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 or very short type questions.
- (4) Part 'B' contains **8** questions of **2** marks each, which should be answered in about **30** words.
- (5) Part 'C' contains **8** questions of **3** marks each, which should be answered in about **60** words.
- (6) Part 'D' contains **8** questions of **4** marks each, which should be answered in about **100** words.
- (7) There is no overall choice; however internal choice is provided in Question Nos. **21, 23, 30** and **32**.

PART A

1. Joash is working as a foreman in a factory. At what level of management is he working ?
2. Name the technique of Taylor which insists in using most optimum way of doing a job.
3. 'No Smoking.' Name the type of plan which is highlighted in this statement.

4. Which of the following forms of organisation is known for giving rise to rumours ?
- (a) Centralised organisation
 - (b) Decentralised organisation
 - (c) Informal organization
 - (d) Formal organization
5. Which of the following is the highest level need in the Maslow's need hierarchy theory of motivation ?
- (a) Safety need
 - (b) Self-actualisation need
 - (c) Belongingness need
 - (d) Prestige need
6. Name the function of management which ensures that actual activities conform to planned activities.
7. 'Buy three get one free' is an example of which sales promotion technique ?
- (a) Quantity gift
 - (a) Discount
 - (c) Rebate
 - (d) Product combination
8. Which of the following certification marks is used to ensure safety of electrical goods ?
- (a) AGMARK
 - (b) FPO
 - (c) HALLMARK
 - (d) ISI

PART B

9. Explain *two* principles of scientific management as advocated by F.W. Taylor.
10. Why is the understanding of business environment important for managers ? Explain with the help of *two* points.
11. How is training of employees beneficial for the organisation ? State by giving *four* reasons.
12. “Human Resource Management” includes many specialized activities and duties.” State *four* such duties.
13. Mention *four* points which bring out the importance of financial planning.
14. “To promote orderly and healthy growth of securities market and protection of investors SEBI was set up.” With reference to this statement state *four* objectives of SEBI.
15. What are the main characteristics of good ‘Brand Name’ ? (Give *four* points)
16. List out *four* functions of labelling :

PART-C

17. Explain the following principles of Henri Fayol :
 - (a) Unity of command
 - (b) Equity
 - (c) Discipline
18. “Planning is an important function of management.” Explain by giving *three* reasons.
19. Jonathan runs a factory wherein he manufactures shoes. The business has been doing well and he intends to expand by diversifying into leather bags as well as complete western formal wear thereby making his company a complete provider of corporate wear . Which type of structure would you recommend for his expanded organisation and why ? Give *two* reasons.
20. Explain *three* external sources of recruitment.
21. Discuss *three* semantic barriers of communication.

Or

Discuss *three* psychological barriers of communication.

22. Explain *three* factors which affect the working capital requirements of a company.
23. Explain *three* factors which determine the choice of channels of Distribution.

Or

Explain *three* factors which affect the determination of price of a product.

24. Jonas purchased one litre of pure desi ghee. After using it, he had a doubt that it is adulterated. He sent it for laboratory test which was confirmed that ghee was adulterated. State *six* reliefs available to Jonas.

PART-D

25. “Success of every organisation depends upon its management.” Explain by giving *four* reasons.
26. Explain *four* impacts of government policy change on business and industry.
27. Explain the steps which are involved in the process of organising.
28. Discuss *four* qualities of a good leader.
29. “Controlling is an indispensable function of management.” Give *four* reasons in support of your answer.
30. Explain *four* functions of Stock Exchange.

Or

Explain *four* instruments of money market.

31. “Advertising is unnecessary and wasteful expenditure.” Explain with *four* reasons in support of this statement.
32. State and explain *four* rights available to a consumer under the Consumer Protection Act, 1986.

Or

State and explain *four* points which bring out the importance of ‘Consumer Protection’ from the point of view of business.