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

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Total No. of Questions : 32 (Printed Pages : 5)**Maximum Marks : 80**

- INSTRUCTIONS :**
- (i) All questions are compulsory.
 - (ii) The question paper consists of **32** questions, divided into four parts A, B, C and D.
 - (iii) 'Part A' contains **8** questions of **1** mark each, which is a multiple choice types questions or very short answer type questions.
 - (iv) 'Part B' contains **8** questions of **2** marks each, which should be answered in about **30** words.
 - (v) 'Part C' contains **8** questions of **3** marks each, which should be answered in about **60** words.
 - (vi) 'Part D' contains **8** questions of **4** marks each, which should be answered in about **100** words.
 - (vii) There is no overall choice, however internal choice is provided in question Nos. **19, 22** and **29** and **30**.

PART-A

1. Name the level of management which involved in taking of policy decisions ?
2. Name the foreman who ensures that all the jobs are completed on time and with accuracy.

3. The plan which forecasts the expected results of a specific task or an activity to be performed in future.
4. The Global Sales Manager during his visit to India spoke to the Indian Salesman in Spanish. Identify the type of communication barrier involved in the above case.
5. The primary objective of Financial Management is.....
 - (i) Consumer Satisfaction
 - (ii) Business Expansion
 - (iii) Wealth Maximisation
 - (iv) Business Diversification
6. Name the regulatory authority to protect the interest of the investor in the financial market.
7. Which of the following sales promotion technique involved in a 'scale upto 50%' is.....
 - (i) Discount
 - (ii) Sampling
 - (iii) Lucky Draw
 - (iv) Product combination
8. Which authority a consumer should approach if he is not satisfied with the order of the State Commission ?

PART-B

9. Explain the following *two* principles of Scientific Management :
 - (i) Science not rule of thumb
 - (ii) Harmony not discord.
10. Explain the terms 'Liberalisation' and 'Privatisation'.
11. Deepika runs a shoe manufacturing factory. She wants to diversify into western formal wear and hair dyes. Which type of organisational structure must she choose and why ? (any *two* reasons)

12. Explain any *two* elements of Delegation.
13. Explain the relationship between planning and controlling as a functions of management.
14. Explain the following types of Financial Market :
 - (i) Primary Market.
 - (ii) Secondary Market.
15. Distinguish between marketing and selling with reference to :
 - (a) Start and end of activity
 - (b) Focus.
16. State any *four* objections to Advertising.

PART-C

17. Explain the following Fayol's Principles of Management :
 - (i) Remuneration of employees
 - (ii) Stability of personnel
 - (iii) Espirit De Corps.
18. State and explain three limitations of 'Planning'.
19. Explain three points to highlight the benefits of training to the employees in the organisation.

Or

Explain *three* points to highlight the importance of staffing in the organisation.

20. Identify the needs as per Maslow's Need Hierarchy Theory in the following cases :
- (i) Dinesh is looking for a job where he can earn ₹ 15,000 to his daily needs.
 - (ii) Nisha wants to be promoted as a branch manager.
 - (iii) Nitin wishes to be a member of the Rotary Club.
21. Explain the importance of 'Controlling' (any *three* points).
22. Explain any three functions of a Stock Exchange.

Or

Explain the following money market instruments :

- (i) Commercial Bill
 - (ii) Call Money
 - (iii) Certificate of Deposit.
23. Beauty Plus Ltd. is a leading cosmetic manufacturer. They have launched a new beauty soap. Identify and explain the marketing functions in the following cases.
- (i) The beauty soap is known as SKIN GLOW.
 - (ii) The product is marketed in a specially designed box.
 - (iii) The box includes information of the name and address of manufacturer, net weight, when packed, maximum retail price, manufacture date, batch number and contents.
24. Nita wishes to purchase a washing machine to gift her sister on her wedding anniversary. As a wise customer what would be her responsibility while purchasing the product (*six* points).

PART-D

25. Explain the importance of management in business. (*four* points).
26. Briefly discuss *four* impacts of ‘The New Industrial Policy 1991 on Business and Industry.
27. Explain the steps involved in the Organising process.
28. Mr. Jay Kumar has a printing press. He requires designers and artists. Suggest four external sources of recruitment and explain them.
29. Explain any *four* leadership qualities which differentiate leaders from normal individuals.

Or

Explain any four functions of a supervisor.

30. Explain *four* factors affecting the fixed capital requirement of a company.

Or

Explain four factors to be considered while planning the Capital Structure.

31. An Automobile Company has decided to come out with a new model of a car. What factors will influence the company in determining the price ? (*four* points).
32. Explain any four rights of the consumer under the Consumer Protection Act of 1986.