BUSINESS STUDIES

Time allowed : 3 hours ***Maximum Marks : 100***

General Instructions :

(1) Answers to questions carrying 2-3 marks should not exceed 30-40 words.

(2) Answers to questions carrying 4-5 marks should not exceed 60-80 words.

(3) Answers to questions carrying 6 marks should not exceed 100 words.

(4) Attempt all parts of a question together.

QUESTION PAPER CODE 66/1/1

1. Explain in brief 'Management as an activity'. 2

2. Hina and Harish are typists in a company having same educational qualifications. Hina is getting Rs. 3,000 per month and Harish Rs. 4,000 per month as salary for the same working hours.

Which principle of management is violated in this case ? Name and explain the principle. 2

3. Explain 'Complex Organisational Structures' as a barrier to effective communication. 2

4. What is meant by 'Capital Structure' in financial management ? 2

5. Explain 'Product Mix' as an element of 'Marketing Mix'. 2

6. 'Demand for reservation in jobs for minorities' refers to an example of key component of general environment of business. Name and explain the component. 3

7. State any three qualities of a good leader. 3

8. Name the type of formal communication in which the persons of two departments one at a higher position and another at lower, communicate with each other ? Also state the problem which may arise in this type of communication. 3

9. Explain any three causes of over capitalisation. 3

10. Explain any three qualities of a good brand name. 3

11. Explain 'New Industrial Policy' and 'New Trade Policy' as economic changes initiated by the Government of India since 1991 ? 4

12. Can an overburdened manager take help from his subordinates ? How ? Explain the three important things which he should keep in mind while taking such help. 4

13. Explain any four functions of Stock Exchange. 4

14. Explain any four advantages of Time Rate System of wage payment. 4

15. Distinguish between 'Primary' and 'Secondary' market on the basis of : 4

(i) Sale of securities

(ii) Capital formation

(iii) Determination of price

(iv) Location

16. Explain any five techniques of 'Scientific Management'. 5

17. 'In the absence of management the productive resources will remain resources and shall never become production.' Explain the importance of management in the light of the above statement. 5

18. 'Planning and controlling are inter-dependent and inter-linked activities'. Explain. 5

19. Explain any five factors which affect the 'Dividend Policy' of a company. 5

20. 'A toy car free with 'Maggi Noodles' is an example of one of the techniques of Sales Promotion. Name the technique and explain two other techniques with examples. 5

21. Explain 'Policies' and 'Procedures' as the types of Plans. Differentiate between the two on any four basis. 6

Or

Explain 'Rules' and 'Methods' as types of Plans. Differentiate between the two on any four basis. 6

22. What is meant by 'Functional Structure' of an organisation ? Explain any two of its advantages and two limitations. 6

Or

What is meant by 'Divisional Structure' of an organisation ? Explain any two of its advantages and two limitations. 6

23. Explain ‘Profit Sharing’, ‘Co-partnership’ and ‘Suggestion System’ as monetary incentives. 6

Or

Explain ‘Internship’, ‘Vestibule Training’ and ‘Job Rotation’ as the types of training. 6

24. Explain any six rights of a consumer under the Consumer Protection Act, 1986. 6

Or

Explain any six responsibilities of the consumer to safeguard his interests. 6

25. Explain any four objectives of ‘Marketing Management.’ 6

Or

Explain any four factors to be considered before taking a decision of a particular medium of advertising. 6