QUESTION PAPER CODE 66/1

1. Your grandfather has retired from an organisation in which he was responsible for implementing the plans developed by the top management. At which level of management was he working? State one more function performed at this level. 1

2. List any two social objectives of Management. 1

3. State anyone reason why 'Principles of Management' are important. 1

4. Give the meaning of 'Mental Revolution' as suggested by F.W. Taylor. 1

5. "The understanding of Business Environment enables the firm to identify opportunities." What is meant by 'opportunities' here? 1

6. Business Environment includes both 'specific and general' forces'. List any four general forces. 1

7. Explain in one sentence how direction is an executive function of Management. 1

8. Why is it said that "controlling is looking back" ? 1

9. What should be the 'focus point' for a manager while controlling, as controlling at each and every step is not possible? 1

10. Define Financial Management. 1

11. Explain 'Increasing competition' and 'More demanding customers' as impact of Government policy changes on Business and Industry. 3

12. Differentiate between 'Objective' and 'Strategy' as types of plans. 3

13. "External sources of recruitment are considered better than internal sources." Give any three reasons in support of this statement. 3

14. Explain any three qualities of a good leader. 3

15. Explain the role of marketing in a firm. 3

16. "Planning is an important function of Management." State any four reasons. 4

17. "Organisation is the harmonious adjustment of specialised parts for the accomplishment of some common purpose or purposes." In the light of this statement explain any four points of importance of organising.. 4

18. "There is a close and reciprocal relationship between planning and controlling." Explain the statement. 4

19. What is meant by 'Primary Market'? Explain any two methods of floating new issues in the Primary Market. 4

20. "Financial market plays an important role in the allocation of scarce resources in an economy by performing many important functions." Explain any four such functions. 4

21. "Management is a profession like medical or legal profession." Do you agree with this statement? Give any five reasons in support of your answer. 5

22. Explain Fayol's principles of 'equity' and 'order' with examples, 5

23. Explain in brief the various steps involved in the process of staffing. 5

24. "Determining the overall cost of capital and the financial risk of the enterprise depends upon various factors." Explain any five such factors. 5

25. What is Packaging? State any four functions of Packaging. 5

26. What is meant by 'Divisional Structure' of an organisation? For which type of business

enterprises is this structure most suitable? State any four advantages of this form of organisational structure. 6

OR

What is meant by 'Informal organisation' ? State any three advantages and any two disadvantages of this form of organisation.

27. Explain any four non-financial incentives. 6

OR

Explain any four psychological barriers of communication.

28. "Sound Financial Planning is essential for the success of any business enterprise." Explain this statement by giving any six reasons. 6

OR

You are a Finance Manager of a newly established company. The Directors have asked you to determine the amount of. Fixed Capital requirement for the company. Explain any four factors that you will consider while determining the Fixed Capital requirement for the company.

29. Name the element of marketing-mix in which a set of firms and individuals creates possession, place and time utility and helps in market offering. Also explain any five important functions performed by this element. 6

OR

Identify and explain the promotional tool of marketing-mix which plays a persuasive, service and informative role and thereby links a business firm to its customers. Also explain by giving any four reasons how this tool helps in increasing the sales of businessmen.

30. Reena purchased one litre of pure Deshi Ghee from a shopkeeper. After using it she had a doubt that it is adulterated. She sent it for a laboratory test which confirmed that the Ghee is adulterated. State any six reliefs available to Reena, if she complains and the Consumer Court is satisfied about the genuineness of the complaint. 6

OR

Prakhar purchased an ISI mark electric iron from 'Bharat Electricals'. While using he found that it was not working properly. He approached the seller and complains for the same. The seller satisfies Prakhar by saying that he will ask the manufacturer to replace this iron. The manufacturer refused to replace and 'Bharat Electricals' decided, to file a complaint in the Consumer Court.

Can 'Bharat Electricals' do this? Why ? Also explain 'who is a consumer' as per Consumer Protection Act, 1986.