BUSINESS STUDIES

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

General Instructions:

1. *Answer to questions carrying **1** mark may be from **one word** to **one sentence**.*
2. *Answer to questions carrying **3** marks may be from **50 - 75** words.*
3. *Answer to questions carrying **4 - 5** marks may be about **150** words.*
4. *Answer to questions carrying **6** marks may be about **200** words.*
5. *Attempt all parts of question together.*

QUESTION PAPER CODE 66/1/1

1. Name the type of plan which is time bound and linked with measurable outcome. 1

2. 'Planning is done for achieving the organizational goals.' Do you agree? Give one reason in support of your answer. 1

3. Identify the nature of management when it is said to be a systematised body of knowledge that explains certain general truths. 1

4. At which level of management the managers are responsible for the welfare and survival of the organisation? 1

5. Give the meaning of 'orientation' as a step in the process of 'Staffing.' 1

6. Define 'Formal Communication.' 1

7. State anyone 'Regulatory Function' of Securities and Exchange Board of India (SEBI). 1

8. State anyone objective of setting up of National Stock Exchange of India (NSEI). 1

9. How 'Business Associations' act as a means of consumer protection? State. 1

10. Give anyone relief available to a consumer who suffers due to consumption of an expired date medicine. 1

11. Explain how Principles of Management : 3

(i) provide useful insight into reality and

(ii) help in thoughtful decision making.

12. Why is training important for an organization? State any three reasons. 3

13. What is meant by 'Financial Management' ? State the primary objective of Financial Management. 3

14. Nisha a school bag manufacturer decided to improve the product for profit maximization and thus added a waterbottle holder to the existing design. 3

(i) Identify the marketing management philosophy adopted by Nisha and

(ii) Explain this philosophy on the basis of:

(a) Main focus and (b) Means and ends

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

16. Explain the technique of scientific management that is the extension of 'Principle of Division of Work and Specialisation'. 4

17. Describe briefly the steps in the process of organising. 4

18. Explain the following as factors affecting financing decision: 4

(i) Cost;

(ii) Cash flow position of business ;

(iii) Level of fixed operating cost and

(iv) Control considerations.

19. Explain the following 'Rights of Consumers' : 4

(a) Right to Safety and

(b) Right to Consumer Education

20. Manu, a Chief Manager in a company using highly sophisticated machines and equipments, wants that every employee should be fully trained before using the machines and equipments. 4

Suggest and describe the best method of training that Manu can use for training of the employees.

21. What is meant by 'co-ordination' ? How it 'integrates group efforts' and 'ensures unity of action' ? Explain. 5

22. State any five impacts of Government policy changes on Business and Industry. 5

23. State any five features of 'Planning' . 5

24. Neelabh is engaged in 'Transport Business' and transports fruits and vegetables to different states. Stating the reason in support of your answer, identify the working capital requirements of Neelabh. Neelabh also wants to expand and diversify his transport business, explain any two factors that will affect his fixed capital requirements. 5

25. Differentiate between 'Marketing' and 'Selling' on any five bases. 5

26. What is meant by 'Informal Organisation'? State the features of Informal organisation. 6

OR

What is meant by 'Decentralisation' ? State any four points of importance of decentralisation.

27. Give the meaning of 'Supervision' as an element of 'Directing' and any four points that explain its role. 6

OR

What is meant by 'Motivation' ? Explain Maslow's need hierarchy theory of motivation.

28. Describe the relationship between 'Planning' and 'Controlling'. 6

OR

Briefly explain the importance of Controlling.

29. Explain any four functions of 'Financial-Market'. 6

OR

Explain any four functions of 'Stock Exchange'.

30. Consumer products are classified on different basis. 'Shopping Efforts Involved' is one of them. Explain any three types of products in this category. 6

OR

Choice of channels of distribution depends on various factors. Explain any **four** factors which affect the choice of channels of distribution.