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Time : 1½ Hours

SECOND TERM**BUSINESS STUDIES**

Subject Code

H	4	6	5	5
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Total No. of Questions : 16

(Printed Pages : 3)

Maximum Marks : 40

- INSTRUCTIONS :** (1) Answer *All* questions.
- (2) Part A contains 4 questions of 1 mark each, and to be answered in *one* word or phrase or sentence only.
- (3) Part B contains 4 questions of 2 marks each, and to be answered in 30 words.
- (4) Part C contains 4 questions of 3 marks each, and to be answered in 60 words.
- (5) Part D contains 4 questions of 4 marks each, and to be answered in 100 words.
- (6) There is no overall choice however internal choice is allotted in Question Nos. 10 and 13.
- (7) Use only blue pen for answering on the answer-book.

PART A

1. The process of making subordinates to act in a desired manner to achieve certain organisational goals.
2. The function of management which ensures that actual performance conforms to planned activities.

3. Name the non-paid and non-personal form of promotional tool.
4. Which is the highest authority to settle consumer dispute in India according to the Consumer Protection Act ?

PART B

5. Explain the importance of controlling by giving *two* points.
6. A company plans to replace its old machinery with new one to increase production capacity. Identify and explain the type of financial decision involved.
7. State *four* objectives of National Stock Exchange of India.
8. Who can file a complaint in the consumer court ? (State *four* points)

PART C

9. What are the *three* measures that can be adopted to overcome the barriers to effective communication ?
10. Describe *three* factors which determine the requirement of fixed capital of a firm.

Or

Describe *three* factors which determine the requirement of working capital of a firm.

11. "Money market is essentially a market for short-term funds." In the light of this statement, explain *three* money market instruments.
12. Which *three* essential qualities of a good salesman ensures effectiveness of personal selling ?

PART D

13. Explain *four* non-financial incentives offered by the firm to motivate its employees.

Or

Explain *four* financial incentives offered by the firm to motivate its employees.

14. Ajinkya Publication Company has published a new book titled "Intelligent Investor". As a marketing manager, which *four* factors should be considered for pricing the product ?
15. Explain *four* functions performed by a label of a product.
16. Explain *four* rights of a consumer as per Consumer Protection Act.