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Time : 1½ Hours

SECOND-TERMBUSINESS 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) All questions are compulsory.
  - (2) The question paper consists of 16 questions.
  - (3) Question numbers 1-4 are very short answer type, which includes two MCQs and two questions of one word or phrase for 1 mark each.
  - (4) Question numbers 5-8 are to be answered in about 30 words for 2 marks each.
  - (5) Question numbers 9-12 are to be answered in about 60 words for 3 marks each.
  - (6) Question numbers 13-16 are to be answered in about 100 words for 4 marks each.
  - (7) There is no overall choice, however internal choice is provided in question no. 12 and question no. 14.

1. Which of the following is the most basic need in the Maslow's Need Hierarchy theory of motivation ?
- (a) Self-actualisation need
  - (b) Physiological need
  - (c) Affiliation need
  - (d) Esteem need

2. Name the financial market in which new securities are issued to public for the first time.
3. Name a set of marketing tools that the firm uses to pursue its marketing objectives in a target market.
4. If an aggrieved consumer is not satisfied with the order of the district forum he can appeal to .....
  - (a) National Commission
  - (b) State Commission
  - (c) Supreme Court
  - (d) Consumer Organisation.
5. Name any *four* types of non-financial incentives that provides psychological and emotional satisfaction to employees.
 

*Employee & recogn. status promotion fringe benefit*
6. State any *four* objectives of Financial Management.
 

*FDCEP*
7. What are the functions performed by a Label ? (Any *four* points)
8. Distinguish between marketing and selling with reference to :
  - (a) Start and end of activities.
  - (b) Difference in Emphasis.
9. Explain any *three* points which highlights the importance of controlling function of management.
 

*achievement only  
judging the standards  
acceptable standards  
efficient use of resources*
10. Explain any *three* factors that should be considered while determining the fixed capital requirement of a public company.
11. "Advertising plays a vital role for marketing of goods and services". Elaborate the statement by explaining the role of advertising in today's world (Any *three* points).

12. State any *six* responsibilities that a consumer must keep in mind, while purchasing goods and services.

Or

State any *six* reliefs available to consumers if the consumer court is satisfied with the genuineness of the complaint.

13. Suggest and explain any *four* essential qualities that ensures the success of leadership. 4
14. Explain any *four* functions of a stock exchange.

Or

Explain the following Money Market instruments.

- (a) Call money
  - (b) Treasury bills
  - (c) Commercial paper
  - (d) Certificate of deposits.
15. "A manufacturing company wants to increase the sales of its existing products". Identify and explain any *four* sales promotional techniques suitable for the same. Promotion?
16. Explain any *four* rights available to consumers under Consumer Protection Act. 4