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Time : 3 Hours

BUSINESS STUDIES

Subject Code

H	4	6	5	5
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Total No. of Questions : 40 (Printed Pages : 10)

Maximum Marks : 80

- INSTRUCTIONS :**
- (i) Answer *all* questions.
 - (ii) Question paper contains 40 questions.
 - (iii) Q. Nos. 1 to 20, include multiple choice and very short answer type questions for 1 mark each.
 - (iv) Q. Nos. 21 to 26 are of 2 marks each and to be answered in 30 words.
 - (v) Q. Nos. 27 to 34 are of 3 marks each and to be answered in 60 words.
 - (vi) Q. Nos. 35 to 40 are of 4 marks each and to be answered in 100 words.
 - (vii) There is no overall choice, however, internal choice is provided in Q. Nos. 28, 31, 36 and 39.

1. Which level of management typically bears the ultimate responsibility for the welfare and survival of an organisation ? 1

- Top level Management
- Middle level Management
- Lower level Management
- Operational Management

2. Under functional foremanship technique, a speed boss is responsible for 1

- Checking the quality of work
- Specifying the route of production
- Getting the task completed accurately and on time
- Ensuring that machine and tools are in proper working condition

3. Vinay and Pooja started a dry cleaning shop but customers were unhappy with their services. They decided to find out the best way to perform the job. Identify the technique of scientific management in the above case. 1

- Fatigue study
- Method study
- Time study
- Motion study

4. The process of dividing the work into manageable activities and grouping them based on their nature is 1

- Departmentalisation
- Identification and division of work
- Assignment of duties
- Establishing authority and responsibility relationship

5. "The Principles of Management are applicable to all kinds of organisations." Identify the nature of Principles of Management mentioned above. 1

- General guidelines
- Flexibility
- Contingent
- Universal applicability

6. The main objective of financial management of an enterprise is to 1

- Maximise the business expenses
- Maximise shareholders wealth
- Maximise the production cost
- Maintain bills and payments

7. The joint programme of training between the educational institution and business firms, where students are sent to business firms to gain practical work experience is 1

- Apprenticeship training
- Internship training
- Vestibule training
- Induction training

8. The process of estimating the financial requirements of an organisation, specifying the sources of funds and ensuring that enough funds are available at the right time is called 1

- Human Resource Management
- Marketing Management
- Financial Planning
- Dividend decision

9. The quality certification mark used to ensure safety of electrical goods is 1

- HALLMARK
- AGMARK
- FPO
- ISI

10. The management function that ensures the activities in an organisation are as per the plan is 1
- Planning
 - Controlling
 - Staffing
 - Organising
11. Name the process by which a manager synchronises the activities of different department. 1
12. Which denominations of currency notes were withdrawn from circulation in India as a part of the Demonetisation policy in 2016 ? 1
13. "Neel Ltd. has made wearing protective gear compulsory for workers while working in a factory". Identify the type of plan mentioned in the above instance. 1
14. Which type of organisation structure has the network of social relationship that arises spontaneously due to interaction at work ? 1
15. "A subordinate is obliged to perform the task assigned by his/her superior". Which element of delegation is highlighted in the given statement ? 1
16. Name the type of test in the selection process that measures the potential of an employee for learning new skills. 1

17. Name the financial incentive in which company offers shares to its employees at a set price which is lower than the market price. 1
18. 'Customers are given an offer of "buy 2 and get 1 free", on the purchase of a product'. Name the sales promotional technique highlighted in the above statement. 1
19. Which element of marketing mix makes the goods available from the manufacturer to consumers ? 1
20. Mr. Jenus, the Finance Manager of Sunrise Industries focused on producing superior quality goods to satisfy customer needs and wants. Identify the marketing management philosophy adopted by Sunrise Industries. 1
21. Explain by giving *two* reasons as to why management is considered as an 'Art' ? 2
22. Analyse with the help of *two* points, the importance of scanning business environment by the business firm. 2
23. Explain any *two* points that highlight the importance of organising. 2
24. Describe the following factors that determine the fixed capital requirement of a firm : 2
- (a) Nature of business
- (b) Choice of technique

25. 'Alliance Ltd decided to distribute 20% of profit to its shareholders for the current year'. Identify and explain the kind of financial decision involved. 2

26. 'Mr. Rohit went to a shopkeeper to buy vegetable oil. The shopkeeper forced him to buy a particular brand out of various available brands'.

Identify and explain the rights of consumer which is violated in the above case. 2

27. Wolfy Ltd is a well known umbrella manufacturing company. The Managing Director was worried about the declining sales during the year. After analysing the situation following reasons were reflected : 3

(a) There was a decrease in the volume of export of umbrella to various countries.

(b) Many competitors imported new advanced machines and were manufacturing better quality umbrellas.

(c) Due to availability of other substitutes like fancy Raincoats, the preferences of people have changed.

Identify and explain the three dimensions of business environment that have been affected in the above situations.

28. Explain *three* important functions of labelling. 3

Or

Explain *three* objections raised against advertising.

29. State *six* characteristics of a good brand name. 3
30. Mention *six* responsibilities that consumers should keep in mind while purchasing goods and services. 3
31. State *six* duties of Human Resource Department ? 3

Or

State *six* benefits of training to the organisation and employees ?

32. Explain the following hierarchical needs proposed by Abraham Maslow : 3
- (a) Basic Physiological Needs
 - (b) Safety Needs
 - (c) Esteem Needs
33. 'Ajanta Motors Pvt Ltd. a manufacturing company, is planning to have production, purchase, marketing, and finance department for its organisation'. Identify the type of organisational structure best suited for the above company and support your answer by stating four reasons. 3
34. Ambica industries wants to hire staff for its chemicals division. The Human Resource Department listed out the following methods of external recruitment : 3

- (a) Encourage their existing employees to suggest the names of the known people for the vacant posts.
- (b) Using www.jobstreet.com to search for prospective candidates.
- (c) Using local newspapers to highlight vacant posts.

Identify and explain the sources of external recruitments indicated in the above cases.

35. Identify and explain Henri Fayol's Principles of Management being violated in the following situations : 4

- (a) The employees of Sudarshan Pvt Ltd. were not assigned a specific place to sit and do their work, which resulted in difficulty in locating the employees in the right places.
- (b) The salesman of M/S Vinda Beverages Ltd. could not achieve his sales target of 1000 units. On enquiry, it was found that he was not allowed to take decisions related to giving discount or credit facilities to his customers.
- (c) The workers of Silicon Ltd. are not complying with employment rules and regulations.
- (d) Welcome Ltd. manufactures cars and mobiles which is managed as one unit. This leads to chaos and constant overlapping of work and affects the functioning of the entire organisation.

36. Describe *four* characteristics of Management. 4

Or

Describe *four* points highlighting the importance of Management. 4

37. Explain *four* limitations of planning. 4

38. Explain the following steps involved in controlling process : 4

(a) Setting Performance standards

(b) Comparing actual performance with standards

(c) Analysing deviations

(d) Taking corrective action

39. Explain *four* organisational barriers to communication. 4

Or

Explain *four* measures to overcome the barriers to effective communication.

40. Explain *four* factors which affect the determination of price of a product. 4