

2017

BUSINESS STUDIES

Total Marks: 90

Time: 3 hours

General instructions:

- i) Approximately 15 minutes is allotted to read the question paper and revise the answers.*
- ii) The question paper consists of 26 questions. All questions are compulsory.*
- iii) Marks are indicated against each question.*
- iv) Internal choice has been provided in some questions.*

N.B: Check that all pages of the question paper is complete as indicated on the top left side.

- 1. Which principle of management suggest managers should behave towards workers with kindness and justice? **1**
- 2. What is globalization? **1**
- 3. Write any two elements of directing. **1**
- 4. What is downward communication in management? **1**
- 5. What is meant by management by exception? **1**
- 6. Write two elements of product mix. **1**
- 7. Give the meaning of zero level channels in distribution of products. **1**
- 8. Mention any two authorities set up under the Consumer Protection Act for redressal of consumer grievances. **1**
- 9. Distinguish between time study and motion study on any two bases. **2**
- 10. Explain any two features of business environment. **2**
- 11. Mention any four formal communication networks. **2**
- 12. Write two purposes of controlling. **2**
- 13. Explain the theory of trusteeship. **2**
- 14. Explain any four features of management as a profession. **4**

15. Discuss any four importance of coordination. 4
16. **a.** Explain four features of principles of management. 4
Or
b. Explain any four techniques of scientific management.
17. Briefly explain any four major elements of the new economic policy. 4
18. **a.** Describe any four non financial incentives. 4
Or
b. Explain any four importance of leadership.
19. Explain four characteristics of controlling. 4
20. **a.** Distinguish between marketing and selling on four bases. 4
Or
b. Distinguish between advertising and personal selling.
21. **a.** State any four salient features of the Consumer Protection Act. 4
Or
b. State any four roles of consumer organizations and NGOs.
22. **a.** Explain any eight importance of planning. 8
Or
b. Distinguish between rule and method on any eight bases.
23. **a.** Discuss the importance of organizing. 8
Or
b. Discuss the advantages of informal organization.
24. **a.** Define staffing. Explain the steps involved in staffing process. 2+6=8
Or
b. Define selection. Explain the first six steps involved in selection process.
25. **a.** Explain the essentials of a sound financial plan. 8
Or
b. Explain any eight factors affecting working capital.
26. **a.** What is stock exchange? Explain any six functions of stock exchange. 2+6=8
Or
b. What is a capital market? Explain the nature of a capital market.
