

2020

BUSINESS STUDIES (NEW COURSE)

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. What is meant by management as a profession? **1**
 - 2. Write any one function of middle level management. **1**
 - 3. Who is known as the Father of management thought? **1**
 - 4. What is liberalisation? **1**
 - 5. What is packaging? **1**
 - 6. What is zero level channel of distribution? **1**
 - 7. What is meant by caveat venditor? **1**
 - 8. Who appoints the members of National Commission for consumer protection? **1**
 - 9. Write any two points on importance of coordination. **2**
 - 10. Mention any four principles of scientific management. **2**
 - 11. State any two features of demonetisation. **2**
 - 12. Name the two techniques of analyzing deviations. **2**
 - 13. State any two features of advertising. **2**
 - 14. **a.** Explain any four functions of top management. **4**
- Or**
- b.** State any four social objectives of management.

15. Distinguish between unity of command and unity of direction. 4
16. Explain any four characteristics of business environment. 4
17. Explain any four points on importance of staffing. 4
18. Differentiate between external sources of recruitment and internal sources of recruitment. 4
19. a. Explain any four points on importance of controlling function. 4
Or
 b. State any four ways for measuring performance under controlling.
20. a. Explain the elements of marketing mix. 4
Or
 b. Explain any four role of public relation.
21. a. Explain any four points on importance of consumer protection from the business point of view. 4
Or
 b. State any four roles of Consumer organization and NGOs.
22. a. Define planning. Explain any seven features of planning. 1+7= 8
Or
 b. What is single use plan? Explain the planning process.
23. a. Write the concept of organizing. Explain the importance of organising. 2+6= 8
Or
 b. Write the concept of decentralisation. Explain the importance of decentralisation.
24. a. What is directing? Explain the functions of a supervisor. 1+7= 8
Or
 b. What is communication? Explain any seven measures to overcome barriers in effective communication.
25. a. Discuss any eight factors affecting dividend decision. 8
Or
 b. Discuss the factors affecting the requirements of fixed capital.
26. a. Explain any eight trading procedure on stock exchange. 8
Or
 b. Explain any four regulatory and four protective functions of SEBI. (4+4=8)
