

2016

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. What is meant by unity of direction? 1
 - 2. State any two dimensions of business environment. 1
 - 3. What is an informal organization? 1
 - 4. What is meant by responsibility? 1
 - 5. What is the main objective of controlling? 1
 - 6. What is personal selling? 1
 - 7. Define advertising. 1
 - 8. What is right to information under the Consumer Protection Act, 1986? 1
 - 9. Mention any two principles of scientific management. 2
 - 10. State the meaning of economic liberalization. 2
 - 11. How does organizing promote specialization? 2
 - 12. State any two advantages of management audit. 2
 - 13. Give any two reasons why protection of consumer is important. 2
 - 14. **a.** Explain four reasons why principles of management is needed in an organization. 4
- Or**
- b.** Distinguish between the contributions of Tylor and Fayol on four bases. 4

15. Explain any four direct benefits of understanding the environment. **4**
16. **a.** Explain any four advantages of functional structure. **4**
Or
b. Explain any four importance of decentralization.
17. Explain the limitations of controlling. **4**
18. Discuss any four essentials of a sound capital structure. **4**
19. **a.** Explain any four factors influencing investment decision. **4**
Or
b. Explain the factors influencing the amount of fixed capital.
20. **a.** Explain any four objectives of marketing management. **4**
Or
b. Explain any four factors which influence price.
21. Explain any four responsibilities of a consumer. **4**
22. **a.** Define management. Explain any six characteristics of management. **2+6=8**
Or
b. What is meant by co-ordination? Explain its main characteristics.
23. **a.** Discuss the features of planning. **8**
Or
b. Distinguish between policies and procedures on any eight points.
24. **a.** Explain four natures and four importance of staffing. **4+4=8**
Or
b. Explain four advantages and four disadvantages of internal recruitment.
25. **a.** Discuss any eight principles of directing. **8**
Or
b. Discuss any eight measures to overcome the barriers to effective communication.
26. **a.** Explain any eight importance of capital market. **8**
Or
b. Explain any eight functions of SEBI.
