

BUSINESS STUDIES

CODE 66

TIME ALLOWED: 3 HOURS

MAXIMUM MARKS : 90

GENERAL INSTRUCTIONS:

- (I) answers to questions carrying 1 marks may be from one word to one sentence.
- (II) Answers to questions carrying 3 marks may be from 50-75 words.
- (III) Answers to questions 4-5 marks may be about 150 words.
- (IV) Answers to questions carrying 6 marks may be about 200 words.
- (V) Answers all parts of a question together.

- Q. 1 What is "Induction training" ? (1)
- Q. 2 "To see whether plans are being implemented and activities are being performed according to schedule", is a step of planning process. Identify the step. (1)
- Q. 3 State one step in the process of "Organising". (1)
- Q. 4 Identify the type of suitable organisation structure where a large variety of products are manufactured using different productive resources. (1)
- Q. 5 Explain how Staffing is putting people to jobs. (1)
- Q. 6 What is "Gang Plank" ? (1)
- Q. 7 Define "Directing" as a function of management. (1)
- Q. 8 What is Informal Communication ? (1)
- Q. 9 State the essential function of "primary market". (1)
- Q. 10 Name the two major alternative mechanism through which allocation of funds can be done. (1)
- Q. 11 What is the advantage of registering "trade mark"? (1)
- Q. 12 State any two functions of labelling? (1)
- Q. 13 Explain "Analysing deviations" as a step in the process of Controlling. (3)
- Q. 14 "Controlling is blind without Planning" Explain this statement. (3)
- Q. 15 Explain any three functions of "Stock Exchange". (3)
- Q. 16 State any three "Protective functions" of securities and

Exchange Board of India(SEBI). (3)

Q. 17 Explain any three points of importance of consumer protection from the point of view of business. (3)

Q. 18 State any six responsibilities of a consumer which should be kept in mind while purchasing the goods. (3)

Q. 19 Describe the steps in the process of "staffing". (4)

Q. 20 Explain the concept and the objective of Financial Management. (4)

Q. 21 Explain any four factors which affect the "working Capital" requirement of a company. (4)

Q. 22 What is meant by "Long term Investment decision"? State any three factors which affect the long term investment decisions. (4)

Q. 23 "Management is regarded as an Art by some, as Science or as an inexact science by others. The truth seems to be somewhere in between". In the light of this statement, explain the true nature of management. (5)

Q. 24 Identify and explain the principle of management in following cases:

(i) Managers should replace "I" with "We" in all his conversations with the workers.

(ii) One head for one plan.

(iii) This principle requires judicious application of penalties by the management.

(iv) This principle advocates scientific enquiry as opposed to hit and trial.

(v) This principle suggests that the employees should not be moved from their positions frequently. (5)

Q. 25 Identify the dimension of business environment highlighted in these statements;-

(i) Customers income is rising.

(ii) People have developed a taste for better quality products even though they may have to pay more.

(iii) The government permitted cent percent foreign direct investment in some sectors of retailing.

(iv) The government restricted the use of LPG cylinders

to only nine per family per year.

(v) E-ticket booking facility by IRCTC (5)

Q. 26 (a) Explain "Strategy" as one of the type of plans.

(b) Explain the following as the steps in the planning process

(i) setting objectives and

(ii) Developing Premises (21/2+21/2)

Q. 27 A truck manufacturing company has its registered office in Delhi and manufacturing unit in Mumbai. The company manufactures different types of trucks. Its marketing division is located at Noida. Suggest a suitable organisational structure for this company giving reason in support of your answer. Also explain any three advantages and two disadvantages of this structure of organising. (6)

(OR)

Give the meaning of "Formal Organisation" and state any three advantages and two disadvantages of it. (6)

Q. 28 Explain any six semantic barriers to effective communication.

(OR)

Explain the Maslow's Need Hierarchy Theory of Motivation and explain also its four assumptions. (6)

Q. 29 Explain the four factors which affect the determination of the price of a product.

(OR)

"choice of an appropriate channel of distribution is a very important marketing decision which depends on various factors".

Explain any three such factors.

Q. 30 Explain the following money market instruments:

(a) Call Money

(b) Treasury Bill

(c) Commercial Paper

(d) Certificate of Deposit

(OR)

Explain the role of "Advertising" in marketing management.

Paper submitted by:

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