

**BUSINESS STUDIES**

1. Explain management is all pervasive or universal.
2. Explain management is multi-dimensional.
3. Is management as science and art.
4. Explain the different levels of management.
5. Give difference between coordination and cooperation.
6. What is meant by 'universality of management principles'?
7. Explain –
  - a. Science, not rule of thumb.
  - b. Harmony, not discord.
  - c. Cooperation, not individualism.
8. Explain
  - a. Motion study, fatigue study
  - b. Differential piece wage system
9. Principle of Fayol's
  - a. Division of work
  - b. Subordination of individual interest to general interest.
  - c. Scalar chain
  - d. Equity
  - e. Esprit de corps
10. What is gang plank?
11. Explain- technological environment and political environment.
12. Why planning is pervasive.
13. Why planning is continuous.
14. Why planning is futuristic.
15. Why planning creates rigidity.
16. Explain planning process.
17. What is single use plan and standing plan?
18. Explain organising process.
19. Give difference between functional and divisional structure.
20. Give difference between formal and informal organisation.
21. Difference between authority, responsibility and accountability.
22. Difference between centralisation and decentralisation.
23. Difference between delegation & decentralisation.
24. Explain staffing process.
25. Difference between external and internal recruitment.
26. Explain selection process.
27. Difference between training and development.
28. What do you mean by

- a. On job training
  - b. Off job training
  - c. Apprenticeship programs
  - d. Internship
  - e. Job rotation
  - f. Vestibule training
29. What are different elements of directing?
  30. What is the role of supervisor?
  31. Explain Maslow's need hierarchy theory of motivation.
  32. Difference between financial and non financial incentives.
  33. What are different qualities of a good leader?
  34. Difference between leader and manager.
  35. What are elements of communication process?
  36. Explain inverted V and grapevine network.
  37. Difference between formal and informal communication.
  38. What are barriers to effective communication?
  39. What is relation between planning and controlling?
  40. Explain process of controlling.
  41. What corrective action to be taken in case of causes of deviation?
  42. What do you mean by financial management? Explain the role of financial management.
  43. What is financial decision? Explain all decisions with their factors affecting.
  44. What is fixed capital? Explain its factors affecting requirement.
  45. Explain capital structure, its features. With the help of different capital structure examples.
  46. What is working capital? Explain its factors affecting the requirement.
  47. What is money market. Explain its all instruments.
  48. What do you mean by –
    - a. Offer through prospectus
    - b. Right issue
    - c. E-IPO
  49. Give difference between money market and capital market.
  50. Give difference between primary and secondary market.
  51. What is the trading procedure of a stock exchange?
  52. Difference between NSEI AND OTCEI.
  53. What are different functions of SEBI. Explain all.
  54. What is insider trading?
  55. What is traditional concept and modern concept of marketing?
  56. Why SEBI is a watch dog of stock exchange.
  57. What is marketing? What are its functions?
  58. Difference between selling and marketing.
  59. Explain the production concept and product concept.
  60. What is marketing mix? Explain its elements.
  61. Difference between consumer products and industrial products.

62. Explain product mix.
63. Explain price. What factors determine fixation of price determination.
64. What is price skimming and price penetration.
65. What is direct channel?
66. Explain physical distribution.
67. Explain promotion.
68. What are objections on advertising as it confuses buyers?
69. Explain personal selling, its features and importance.
70. Difference between personal selling and advertising.
71. What are consumer rights? Explain
72. What are consumer responsibilities? Explain
73. What are ways and means of consumer protection?
74. Give the difference between all three redressal forums.
75. What do you mean by –
  - a. Autocratic leadership
  - b. Democratic leadership
  - c. Free-rein leadership
76. Explain public relation concept.

**PREPARE ANSWERS ASSUMING EACH QUESTION OF 6 MARKS.**

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“ALL THE BEST TO ALL OF YOU”