

Serial SSR/1

Code No. **58/1/2**

Roll No.

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Candidates must write the Code on the title page of the answer- book.

- Please check that this question paper contains **8** printed pages.
- Code number given on the right hand side of the question paper should be written on the title page of the answer-book by the candidate.
- Please check that this question paper contains **30** questions.
- **Please write down the Serial Number of the questions before attempting it.**

BUSINESS STUDIES

Time allowed: 3 hours]

[Maximum marks: 100

General Instructions:

1. Answer to questions carrying 1 mark may be from one word to one sentence.
2. Answer to questions carrying 3 marks may be from 50 to 75 words.
3. Answer to questions carrying 4-5 marks may be about 150 words.
4. Answer to questions carrying 6 marks may be about 200 words.
5. Attempt all parts of a question together.

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1. Name the process of designing and maintaining an environment in which individuals working together in groups efficiently accomplish selected aims.
 2. Mohit filed a case against 'Domestic Coolings Ltd.' in the 'District Forum; but he was not satisfied with the orders of the District Forum. Where can he appeal further against the decisions of District Forum?
 3. Ahmed wants to buy an iron. As an aware customer how can he be sure about the quality of iron?
 4. Name the concept which increases the return on equity shares with a change in the capital structure of a company.

5. A company wants to establish a new unit in which a machinery of worth Rs.10 lakhs is involved. Identify the type of decision involved in financial management.
6. Which function of management ensures that actual activities confirm to planned activities?
7. Name the function of management which co-ordinates the physical, financial and human resources and establishes productive relations among them for achievement of specific goals.
8. 'The management principle can be applied to all types of activities.' Which characteristic of management is highlighted by this statement?
9. 'The principles of management are different from those of pure sciences.' State any one difference.
10. What is the main objective of 'Time study'?
11. Nature of money market can be well explained with the help of its features. State any three such feature of money market.
12. Explain how 'planning is futuristic'?
13. What is meant by 'informal organization'? List any two limitations of informal organisation.
14. 'Leadership is an essential element of directing.' State any three reasons why it is essential?
15. Explain any three functions of 'packaging.'
16. What is required to tackle the uncertainty in respect of availability and timings of funds? Name the concept involved and explain any three points of its importance.
17. Explain 'method' and 'rule' as types of plan.
18. Explain the following as ways and means of consumer protection:
 - (i) Consumer awareness
 - (ii) Government
19. State any four reasons why training is needed for employees.
20. 'Directing is not required at all in management of an organization.' Do you agree. Give two reasons in support of your answer.
21. Some products have certain unique features. They attract a significant groups of buyers. Identify the kind of product and list its features.
22. Distinguish between 'Capital Market' and 'Money Market' on the following bases:
 - (i) Participants
 - (ii) Instruments traded
 - (iii) Duration of securities traded
 - (iv) Expected return
 - (v) Safety
23. Raman is working as 'Plant Superintendent' in Tifco Ltd. Name the managerial level at which he is working? State any four functions he will perform as 'Plant Superintendent' in this company.
24. Explain the following principles of management:
 - (a) Scalar chain
 - (b) Science not Rule of Thumb

25. Maslow's need-hierarchy is considered fundamental to understanding of motivation. Explain the role of need-hierarchy in motivation.

26. Explain four important element of marketing mix.

OR

- (i) Gathering and analysing market information;
- (ii) Market Planning;
- (iii) Product designing and development;
- (iv) Customer support services.

27. Explain any four factors which affect the working capital requirements of a business.

OR

Explain any four factors which affect the capital structure of a company.

28. What is meant by 'functional structure' of organization? Explain any two advantages and any two limitations of this structure.

OR

What is meant by 'decentralizations'? Explain any four points which highlight the importance of decentralization in an organization

29. 'Filling vacancies from within the organisation has some advantages as well as limitations.' Explain any three such advantages and any three limitations.

OR

Which function of management helps in obtaining right people and putting them on the right jobs? Explain any five points of impotence of this function.

30. What is meant by 'Budgetary Control'? State its four advantages.

OR

'Controlling is an indispensable function of management'. Do you agree? Give four reasons in support of your answer.