

2019

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.

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|---|---|
| 1. What is scalar chain? | 1 |
| 2. Define privatisation. | 1 |
| 3. What is supervision? | 1 |
| 4. What is diagonal communication? | 1 |
| 5. What is critical point control? | 1 |
| 6. What is meant by 'skim the cream' strategy of pricing? | 1 |
| 7. Define the term branding. | 1 |
| 8. What is Public Interest Litigation? | 1 |
| 9. Distinguish between time study and motion study on any two bases. | 2 |
| 10. State any two components of legal environment. | 2 |
| 11. Give any four examples of non financial incentives. | 2 |
| 12. State any two objectives of controlling. | 2 |
| 13. State any two responsibilities of a consumer. | 2 |
| 14. Distinguish between the contributions of Tylor and Fayol on any four bases. | 4 |
| 15. State any four constraints on globalisation. | 4 |

16. **a.** Distinguish between authority and responsibility. **4**
Or
b. Distinguish between delegation and decentralisation.
17. Explain any four limitations of informal organisation. **4**
18. **a.** Explain any four process of communication. **4**
Or
b. Explain any four nature of leadership.
19. Explain any four characteristics of controlling. **4**
20. **a.** Explain any four philosophies of marketing management. **4**
Or
b. Explain the qualities of a good salesman.
21. **a.** Explain any four salient features of the Consumer Protection Act. **4**
Or
b. Explain any four measures provided by the Government for protecting consumers in India.
22. **a.** Define Management. Explain any six characteristics of management. **2+6= 8**
Or
b. Define coordination. Explain the nature of coordination.
23. **a.** Distinguish between policies and procedures on any eight points. **8**
Or
b. Distinguish between rules and methods on any eight points.
24. **a.** Define recruitment. Explain any seven external sources of recruitment. **1+7= 8**
Or
b. Define the term training. Explain the importance of training.
25. **a.** Explain the factors influencing investment decision. **8**
Or
b. Explain any eight factors affecting working capital requirement.
26. **a.** Explain in brief the four functions of financial markets. Explain any four instruments traded in money market. **4+4= 8**
Or
b. Explain any four features of stock exchange. Explain any four common features of NSEI and OTCEI.
