



(English Version)

- Instructions :**
1. The question paper contains 4 Parts – A, B, C and D.
 2. 'Part – A' consists of 4 sections. I, II, III and IV.
 3. For 'Part – A' questions, only the first written answers will be considered for evaluation.
 4. Write the serial number of questions properly as given in the question paper while answering.
 5. Write the correct and complete answer.

PART – A

I. Choose and write the correct answer :

(5 × 1 = 5)

- 1) Top level management consists of
 - a) Chairman
 - b) Manager
 - c) Divisional head
 - d) Supervisors
- 2) Which of the following is a technique of scientific work study?
 - a) Time study
 - b) Environmental study
 - c) Mental study
 - d) Management study
- 3) Which of the following is a type of Standing Plan?
 - a) Objectives
 - b) Method
 - c) Strategy
 - d) Budget
- 4) Company has its registered office in Delhi, manufacturing unit at Gurgaon and marketing and sales department at Faridabad. The company manufactures the consumer products. Which type of organisational structure should it adopt to achieve its target?
 - a) Functional structure
 - b) Formal organisation
 - c) Divisional structure
 - d) Informal organisation
- 5) Which of the following is an example for Non durable product?
 - a) Radio
 - b) Bicycle
 - c) Refrigerator
 - d) Toothpaste



II. Fill in the blanks by choosing appropriate answers from those given in the brackets :
(5 × 1 = 5)

(Business finance, General, Discount, Rebate, Superior, Motivator)

- 6) One subordinate should receive orders from and should be responsible to only one _____
- 7) Policies are _____ statements that guide thinking.
- 8) _____ is the technique used to motive people in an organisation.
- 9) Money required for carrying out business activities is called _____
- 10) Offering products at less than list price is _____

III. Match the following :

(5 × 1 = 5)

- | 11) | A | B |
|-----|-------------------------|------------------------------------|
| a) | Consumption habits | i) Aspect of staffing |
| b) | Delegation of authority | ii) Marketing function |
| c) | Recruitment | iii) Management function |
| d) | Controlling | iv) Centralisation |
| e) | Branding | v) Decentralisation |
| | | vi) Elements of Social Environment |

IV. Answer the following questions in **one** word or **one** sentence **each** : (5 × 1 = 5)

- 12) State any one organisational objectives of management.
- 13) What is Recruitment?
- 14) Name any one Leadership style.
- 15) Manyatha Company wants to construct a new building for ₹ 50 Lakh. Identify the type of decision involved in financial management.
- 16) In which year the Consumer Protection Act - 1986 was amended?

**PART – B**

V. Answer **any six** of the following questions in **2 or 3** sentences each.

Each question carries **2** marks :

(6 × 2 = 12)

- 17) State any two characteristics of coordination.
- 18) Write any two significance of principles of Management.
- 19) State any two limitations of planning.
- 20) Define Organising.
- 21) State any two differences between Training and Development.
- 22) State the first two needs of 'Maslow's Need Hierarchy Theory'.
- 23) State any two limitations of Controlling.
- 24) State the twin objectives of financial planning.
- 25) Traditionally, what is Marketing?
- 26) State any two responsibilities of Consumer.



PART – C

VI. Answer **any six** of the following questions in **10-12** sentences each.
Each question carries **4** marks : **(6 × 4 = 24)**

- 27) Briefly explain the principles of Scientific Management Contributed by Taylor.
- 28) Explain briefly any four features of Business Environment.
- 29) The court passed an order that all schools must have water purifier for the school children as
- (a) Society in general is more concerned about quality of life.
 - (b) Innovative techniques are being developed to manufacture water purifiers at competitive rates.
 - (c) Incomes are raising and children at home are also drinking purified water.
 - (d) Representative of public interested to provide water purifier at school.

Identify the different dimensions of business environment by quoting the lines from the above particulars.

- 30) As a manager what logical steps you follow in planning process before executing a project?
- 31) Briefly explain the first four steps in Staffing Process.
- 32) Explain briefly any four importance of Controlling.



- 33) What do you call the capital needed for day to day operations? Briefly explain any three factors affecting such capital needs.
- 34) Explain briefly the Elements of Marketing Mix.
- 35) Briefly explain any four commonly used sales promotion activities.
- 36) Explain briefly any four consumer rights.

PART – D

VII. Answer **any three** of the following questions in **20-25** sentences each.
Each question carries **8** marks : **(3 × 8 = 24)**

- 37) Explain the basic characteristics of Management.
- 38) What is Decentralisation? Explain the importance of Decentralisation.
- 39) Explain any eight commonly used External source of recruitment.
- 40) Explain the principles of Directing.
- 41) From the viewpoint of management function, explain any eight functions of Marketing.
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