

C. Answer to questions carrying 4-5 marks may be about 150 words.

D. Answer to questions carrying 6 marks may be about 200 words.

E. Attempt all parts of a question together.

F. Question Nos. 1 to 8 are very short-answer questions carrying 1 mark each.

G. Question Nos. 9 to 13 carry 3 marks each.

H. Question Nos. 14 to 19 carry 4 marks each.

I. Question Nos. 20 to 22 carry 5 marks each.

J. Question Nos. 23 to 25 carry 6 marks each.

Section A

1

What is meant by 'Efficiency' in management?

[1]

2

State any one 'regulatory function' of Securities Exchange Board of India (SEBI).

[1]

3

Give the meaning of 'Policy' as a type of plan.

[1]

4

Why consumer protection is important for a businessman? Give any one reason.

[1]

5

What is the objective of 'Method Study' as a technique of scientific management?

[1]

6

~~Why is marketing called a social process?~~

[1]

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[1]

8

Explain in one sentence how direction is an executive function of management.

[1]

9

Explain the following rights of a consumer:

Right to seek redressal

[3]

10

"Direction is the least important function of management". Do you agree with this statement? Give any two reasons in support of your answer.

[3]

11

What are the main objectives of financial management? Briefly explain.

Or

State the primary objective of financial management.

[3]

12

An effort to control everything may end up in controlling nothing. Comment.

[3]

13

Ajay was appointed a marketing head of 'Alfa Enterprise' manufacturers of toothpaste and toothbrushes. His target sale was 2000 units a month. Apart from thinking about various channels of distribution to achieve the target he himself started visiting schools in backward areas. He found that even after taking various steps and counselling, some school children had not started brushing their teeth. He investigated and found that they could not afford to buy toothbrush and toothpaste. So with due permission he started donating 200 toothbrushes and toothpastes every month to the school.

(i) Identify the channel of distribution 'Ajay' would adopt for distribution of toothpaste and
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- (ii) State any two values which Ajay wants to communicate to the society.
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[3]

14

“Organisation is the harmonious adjustment of specialised parts for the accomplishment of some common purpose or purposes”. In the light of this statement explain any four points of importance of organising.

[4]

15

Manu, a Chief Manager in a company using highly sophisticated machines and equipment, wants that every employee should be fully trained before using the machines and equipment. Suggest and describe the best method of training that Manu can use for training the employees.

[4]

16

Explain any four points that highlight the importance of financial planning.

[4]

17

Sanchit, after completing his entrepreneurship course from Sweden returned to India and started a coffee shop ‘AromaCoffeeCan’ in a famous mall in New Delhi. The specialty of the coffee shop was the special aroma of coffee and a wide variety of flavours to choose from. Somehow, the business was neither profitable nor popular. Sanchit was keen to find out the reason. He appointed Sandhya, an MBA from a reputed college, as a Manager to find out the causes for the same. Sandhya took feedback from the clients and found out that though they loved the special unique aroma of coffee but were not happy with the long waiting time being taken to process the order. She analysed and found out that there were many unnecessary obstructions in between which could be eliminated. She fixed a standard time for processing the order. She also realised that there were some flavours whose demand was not enough. So, she also decided to stop the sale of such flavours. As a result with in a short period, Sandhya was able to attract the customers. Identify and explain any two techniques of scientific management used by Sandhya to solve the problem.

[4]

18

Explain the importance of consumer protection from the point of view of a business.

[4]

19

'In today's commercial world, the Stock Exchange performs many vital functions which leads the

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[4]

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20

Describe any five reasons which clarify that management is gaining importance day-by-day.

[5]

21

Clarify the difference between standing plans and single use plans.

[5]

22

Explain any two techniques of Taylor's Scientific Management.

[5]

23

A newly appointed personnel manager is of the view that there is no need for training the workers. Do you agree with this view? Give reasons in support of your answer.

[6]

24

What is meant by 'Informal Organisation'? Explain any five features of informal organisation.

[6]