A. Answer to questions carrying 1 mark may be from one word to one sentence.

B. Answer to questions carrying 3 marks may be from 50 to 75 words.

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

At which level of management are the managers responsible for the welfare and survival of the organisation?

[1]

2

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

[1]

3

In controlling process, standards were set according to the efficiency of the average employee. Which value has been kept in mind while setting the standards?

[1]

4

Identify the decision taken in financial management which affects the liquidity as well as the profitability of business.

[1]

5

What is meant by principles of management?

[1]

6

What is meant by customer?

[1]

7

What is the total number of elements of directing?

[1]

8

State any one Regulatory Function of SEBI.

[1]

9

Management is not visible, it can only be felt. Explain.

[3]

10

Explain, in brief, any three decisions involved in financial management.

[3]

11

Explain any two impacts of Government policy changes on Business and Industry.

[3]

12

State how recruitment takes place through employment exchanges.

[3]

13

Why is planning an all-pervasive function of management?

[3]

14

Explain any four points of importance of consumer protection from the point of view of business.

[4]

15

Name and explain the principle of management according to which a manager should replace 'I' with 'We' in all his conversations with workers.

[4]

16

Explain briefly the components of physical distribution.

Physical distribution includes some components for physically moving the goods from manufacturers to the customers. Explain these components.

[4]

17

'Human Resource Management includes many specialised activities and duties'. State any four such activities.

[4]

18

Briefly discuss the impact of Government policy changes on business and industry.

[4]

19

'Efficient functioning of stock exchange creates a conducive climate for active and growing primary market for new issues as well as for an active and healthy secondary market.' In the light of this statement state any three functions of a stock exchange.

[4]

20

"An important task in the marketing of goods relates to designing the label as it provides useful and detailed information about the product."
In the light of the above statement draw a label for a packet of 'Juice' and highlight the important information to be provided on it.

[5]

21

'Though planning is an important tool of management, yet it is not a remedy for all types of problems'. Do you agree with this statement? Give any five reasons in support of your answer.

[5]

22

"Leadership is a key factor in making any organisation successful". Do you agree with this statement? Give any four reasons in support of your answer.

[5]

23

Distinguish between money market and capital market on the basis of:

(a) Participants

(b) Instruments

(c) Safety and

(d) Expected return

[6]

24

Sahil Ltd. is manufacturing shirts and has production, marketing, finance and personnel departments in the organisation. Name the type of organisational structure that Sahil Ltd. is following. State any three advantages of this organisation structure.

[6]

25

Explain the various steps involved in the process of control.

Or

Explain the process of controlling.

Or

“Comparing the actual performance with laid standard, finding out deviations and taking corrective action is an important process of a function of management”. Name and explain the process.

Or

“Control requires a systematic process”. Explain this statement.

Or

“Control does not require any process”. Comment.

Or

‘Controlling is a systematic process involving a series of steps’. Explain.

Or

A production incharge was given a standard toy-train. He was asked to produce similar other toy-trains. What control process would he follow?