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Previous Year Paper

Business Studies - 2013

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Short Answer Type

1. Define "Recruitment".

[Answer](#)

2. Why is motivation called a complex process?

[Answer](#)

3. At which level of management directing takes place?

[Answer](#)

4. What should be done while 'taking corrective action' in the process of controlling when especially in the important areas deviations go beyond the acceptable range?

[Answer](#)

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

[Answer](#)

6. Explain 'Harmony Not Discord' as a principle of Scientific Management.

[Answer](#)

7. Explain 'objectives' as one of the types of plans.

[Answer](#)

8. Explain the following as features of Planning:

(a) Planning is continuous, and (b) Planning is futuristic.

[Answer](#)

9. State the steps in the organising process.

[Answer](#)

10. Distinguish between 'Delegation' and 'Decentralisation' on the basis of the following:

(a) Purpose; (b) Scope; (c) Status; and (d) Nature.

[Answer](#)



Long Answer Type

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

[Answer](#)

12. Principles of Taylor and Fayol are mutually complementary. One believed that the management should not close its ears to constructive suggestions made by the employees while the other

suggested that a good company should have an employee suggestion system whereby
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Identify and explain the principles of Taylor and Fayol referred in the above para.

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[Answer](#)

13. 'Organising involves a series of steps in order to achieve the desired goals.' Explain these steps.

[Answer](#)

14. With the help of any four points, explain the crucial role that organising plays in an enterprise.

[Answer](#)

15. Explain the various steps in the process of controlling.

[Answer](#)

16. Explain any four points that highlight the importance of controlling.

[Answer](#)



Short Answer Type

17. State how 'Growth Prospects' affect working capital requirements of a company?

[Answer](#)

18. What is the primary objective of 'Financial Management'?

[Answer](#)

19. Give the meaning of 'Money Market'.

[Answer](#)

20. State any one consequence of a well performed 'allocative function' of financial market.

[Answer](#)

21. Why is marketing called a social process?

[Answer](#)

22. Distinguish between 'Selling Concept' and 'Marketing Concept' of Marketing Management Philosophies on the basis of 'main focus'.

[Answer](#)

23. Under three-tier machinery where can a legal heir or representative of a deceased consumer file a complaint when the compensation claimed is 25 Lakhs?

[Answer](#)

24. Pragya bought an iron of a reputed brand for 1,500 but it caused an electric shock while it was being used. Pragya wants to exercise her 'Right'. Identify the 'Right' under which she can be protected.

[Answer](#)

25. 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

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(i) Identify the channel of distribution "Ajay" would adopt for distribution of toothpaste and toothbrushes and justify it by giving one reason.

(ii) State any two values which Ajay wants to communicate to the society.

[Answer](#)

26. 'Though branding adds to the cost, it provides several advantages to the consumers'. In the light of the statement, state any three advantages of branding to customers.

[Answer](#)

27. What is meant by 'Long-term Investment Decision? State any three factors which affect the long-term investment decision.

[Answer](#)

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

[Answer](#)



Long Answer Type

29. Differentiate between 'capital-market' and 'money-market' on the following basis:

- (i) Participants;
- (ii) Instruments;
- (iii) Investment outlay;
- (iv) Duration and
- (v) Liquidity.

[Answer](#)

30. Explain 'Price' as an element of marketing- mix. Also, explain any four factors that affect the fixation of price of a product.

[Answer](#)

31. Explain the following as factors affecting the requirements of fixed capital:

- (i) Scale of operations;
- (ii) Choice of technique;
- (iii) Technology upgradation and
- (iv) Financing alternatives.

[Answer](#)

32. **Explain the following as factors affecting dividend decision:**

- (i) Stability of earnings;
- (ii) Growth opportunities;
- (iii) Cash flow position and
- (iv) Taxation policy

[Answer](#)

33. **Explain the following functions of marketing:** Like, Share, Bookmark, Download, Make Notes, Print Your Favourite Questions. Join www.zigya.com

(ii) Marketing planning,

(iii) Customer support services and

(iv) Physical distribution.

Answer

34. 'Though advertising is one of the most frequently used medium of promotion of goods and services, yet it attracts lot of objections. Explain any four such objections.

Answer