

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.*

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