

This Question Paper contains 7 printed pages.

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Sl. No. : 106128

**046(E)**

(March, 2020)

**Time : 3 Hours]**

**[Maximum Marks : 100**

**Instructions :**

- 1) This question paper contains Five sections and total 49 questions.
- 2) All questions are compulsory. Options are internal.
- 3) Figures to the right side indicate full marks for the questions.
- 4) Answers should be written according to the instructions only.
- 5) Start new section on a new page.

**SECTION - A**

- Question nos. from 1 to 10 are multiple choice questions. Select the correct option from the options (A, B, C, D) and write them. Each question carries 1 mark : [10]

- 1) If planning is the brain of business then what is organisation?  
(A) Heart  
(B) Limbs  
(C) Structure of body  
(D) Blood
- 2) Who was the founder of Principles of Management by objective?  
(A) Peter F. Drucker  
(B) Fredrick Taylor  
(C) Henry Fayol  
(D) Max Weber

- 3) Which of the following plans determines the objectives of business?
- (A) Standing Plan
  - (B) Strategic Plan
  - (C) Tactical Plan
  - (D) Single Use Plan
- 4) What is possible from the following due to departmentalization of work?
- (A) Specialization
  - (B) Planning
  - (C) Coordination
  - (D) Directing
- 5) Which function of management is known as the father of controlling?
- (A) Organization
  - (B) Staffing
  - (C) Directing
  - (D) Planning
- 6) Decisions of investment means. . . . .
- (A) Capital cost
  - (B) Capital budgeting
  - (C) Capital structure
  - (D) Ploughing back of profit

- 7) From which capital is dividend paid?
- (A) Paid up capital
  - (B) Authorised capital
  - (C) Called up capital
  - (D) Working capital
- 8) How many types of orders are there in purchase-sale of securities?
- (A) Two
  - (B) Three
  - (C) Four
  - (D) Five
- 9) What is market Mix in marketing management?
- (A) Product, Production, Physical distribution and Price
  - (B) Product, Transportation, Market and Customers
  - (C) Product, Competitors, Government and others
  - (D) Product, Price, Promotion and Physical distribution
- 10) In which court can the Public interest litigation be filed?
- (A) Criminal Court
  - (B) Civil Court
  - (C) District Court
  - (D) Supreme Court

## **SECTION - B**

- **Answer the following questions from 11 to 20 in one sentence each. Each question carries 1 mark :**

**[10]**

- 11) Which level of management does the function of machinery layout and repairing?
- 12) Which concepts are included in behavior related thoughts?
- 13) Which organisation is called Army organisation?
- 14) Which is the base of the selection process?
- 15) What do you mean by supervision?
- 16) For which type of security issue the expenses are comparatively less?
- 17) Give the full form of NSDL.
- 18) When did Depository Act come into force?
- 19) Give meaning of Publicity.
- 20) Give only names of factors related to business environment.

## **SECTION - C**

- **Answer the following questions from 21 to 35 in brief. Each question carries 2 marks :**

**[30]**

- 21) How does management benefit the society?
- 22) What is "Rule of Thumb"?
- 23) List the characteristics of formal organisation.

**OR**

State the elements of delegation of Authority.

- 24) Give the meaning of training.
- 25) What is recruitment?
- 26) What is Co-partnership?
- 27) State the Audio-Visual means of methods of communication.
- 28) Which external factors jeopardize the very existence of a business?
- 29) What is meant by optimum capital structure?
- 30) What are the instruments of money market?

**OR**

State the types of financial market.

- 31) Give the meaning of market research.
- 32) Explain the term product concept.
- 33) Explain three tier redressal system for grievances.
- 34) Which aspects are included in fiscal policy?
- 35) When there can be an increase in per capita income?

#### **SECTION - D**

- Answer the following questions from 36 to 45 to the point.

Each question carries 3 marks :

**[30]**

- 36) State the levels of management with the help of diagram.
- 37) State the importance of coordination.

- 38) Write a short note on modern thoughts.
- 39) Describe the importance of decentralisation.
- 40) Draw a diagram of functional organisation.
- 41) Explain corrective measures in control process.
- 42) Explain the objectives of Financial Management.

**OR**

Distinguish between :

Fixed capital and Working capital.

- 43) State the characteristics of Primary Capital market.
- 44) Which activities are included in Public relations?

**OR**

Mention the characteristics of a good salesman.

- 45) Make a list of factors which affect business environment.

**OR**

State the positive effects of privatisation.

### SECTION - E

- Answer the following questions from 46 to 49 in detail. Each question carries 5 marks :

[20]

- 46) Explain the limitations of planning
- 47) Explain the selection procedure

**OR**

Distinguish between training and development.

- 48) Define Direction and explain its characteristics.
- 49) Explain the responsibilities of consumers according to Consumer Protection Act.

OR

State the importance of Consumer Protection Act from the view point of business.

