



SECTION A

I. Answer any TEN of the following questions. Each carries one mark: (1×10=10)

1. Give an Example for middle level Management?
2. Who is called as the father of scientific management?
3. What is the first step in planning process?
4. What is Decentralisation?
5. Which one the following is not a function of staffing.
a) Recruitment B) Training C) Compensation D) Directing.
6. What is Motive?
7. What is standard in controlling process?
8. Give an Example for Fixed Asset.
9. Expand SEBI.
10. Give the meaning of product.
11. In which year consumer protection Act was enacted?
12. State any one characteristic of entrepreneurship.

SECTION B

II. Answer any TEN of the following questions. Each carries TWO marks: (2×10=20)

13. State any two Organizational objectives of management.
14. Define Principles of management.
15. What is the meaning of Business Environment?
16. What is a Policy? Give an Example.
17. Give the Meaning of formal organization.
18. What is Communication?
19. State any two traditional Techniques of managerial control
20. State any two objectives of financial planning.
21. Give any two Examples for durable products.
22. Who can file a complaint before the appropriate consumer forum
23. What is Entrepreneurship?
24. State any two competencies for Entrepreneurship as identified by EDI.

SECTION C

III. Answer any SEVEN the following question. Each carries FOUR marks: (4×7=28)

25. Explain briefly the significance of principles of management.
26. Explain the dimensions of business Environment.
27. Explain the importance of Planning.
28. Explain the internal source of Recruitment.
29. Explain the Limitations of controlling.
30. Explain any four factors affecting dividend decision.
31. Explain any four functions of financial markets.
32. Explain the elements of Marketing Mix.
33. Explain any four functions performed by a label.
34. Explain the Responsibilities of Consumers.

SECTION D

IV. Answer any FOUR of the following question. Each carries EIGHT marks: (4×8=32)

35. Explain the Characteristics of management.
36. What is decentralisation? Explain its Importance.
37. Explain the steps in selection process.
38. Explain the financial incentive and non financial incentive.
39. Explain the function of SEBI.
40. Explain the advantages and Limitations of advertising.

SECTION E

PRACTICAL ORIENTED QUESTIONS

V. Answer any TWO of the following question. Each carries FIVE marks: (2×5=10)

41. Draw a neat diagram of Levels of management.
42. Draw the organizational chart showing functional structure
43. Draw the neat Diagram of Efficacy Desirability matrix to check the ability and willings of. Entrepreneurs.
