

22. State any two features of marketing.
23. What is grading of products?
24. What is consumer protection?

Section - C

III Answer any **seven** of the following questions in **10-12** sentences. Each question carries **four** Marks.

25. Briefly explain any four objectives of management?
26. What are the four aspects of works study developed by f.w.taylor? Explain.
27. Explain briefly the importance of planning?
28. Explain briefly the steps in organizing process?
29. Explain the internal sources of recruitment.
30. Explain briefly any four points which emphasize the importance of directing.
31. Explain briefly any four factors affecting dividend decisions?
32. Explain briefly the money market instrument?
33. Explain briefly the functions performed by a label?
34. State any four functions of consumer organisation and ngo for the protection and promotion of consumer interests.

Section - D

IV Answer any **four** of the following questions in 20-25 sentences each. Each question carries **Eight** Marks. **4 x 8 = 32**

35. Explain the functions of Management.
36. Explain the various types of plans.
37. What is decentralization? Explain its importance.
38. What are barriers to communication? Suggest the suitable measure to improve communication effectiveness.
39. What is stock exchange? Explain the functions of stock exchange.
40. Explain any eight functions of marketing.

Section – E (Practical Oriented Questions)

V Answer any **two** of the following questions. Each question carries **five** Marks. **2 x 5 = 10**

41. Draw a neat diagram of level of management.
42. Mention any ten sources of recruitment.
43. As an aggrieved consumer, write a complaint to district forum seeking redressal.
