



---

---

**SECTION A**

**Answer all the following questions in a sentence or a word. Each carries one mark: (10x1=10)**

1. Name any one dimension of management.
2. Who is Father of General Management?
3. What is Planning?
4. Name any one type of organization structure.
5. Name any one type of selection test.
6. State any one type of leadership.
7. What is deviation in controlling?
8. What is fixed capital?
9. State any one function of marketing.
10. Who is a consumer?

**SECTION B**

**Answer any 10 questions in 2 or 3 sentences. Each carries 2 marks: (10x2=20)**

11. Define Management.
12. What is Esprit de Corps?
13. Define Planning.
14. What is delegation?
15. What is decentralization?
16. What is manpower planning?
17. What is grapevine communication?
18. State any 2 steps in controlling process.
19. Name the 2 depositories operating in India.
20. What is warranty?
21. Mention any 2 channels of distribution.
22. State the monetary limit for claim under District Forum, National Forum and State Forum.

**SECTION C**

**Answer any 6 questions 15 to 20 sentences. Each carries 5 marks:**

**(6x5=30)**

23. Explain any 5 features of Principles of Management.
24. Explain the steps in organizing process.
25. Explain the methods of on-the-job training.
26. Explain the importance of supervision.
27. Briefly explain the controlling process.
28. Explain the importance of financial planning.
29. Explain the 5 money market instruments.
30. Explain any 5 elements of Product mix.
31. Explain any 5 consumer rights.

#### **SECTION D**

**Answer any 3 questions in 20 to 30 sentences. Each carries 10 marks:  
(3x10=30)**

32. " Management is both art and science"- Justify.
33. Explain the importance and limitations of planning.
34. Explain the staffing process.
35. Explain the functions of SEBI.
36. Explain the marketing functions.

#### **SECTION E (Practical Oriented)**

**Answer any 2 questions. Each carries 5 marks:  
(2x5=10)**

37. State any ten qualities of successful leader.
38. Draw functional chart of an organization.
39. List any 10 stock exchanges in India.