



SECTION A

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

1. Name any one function of management.
2. When is gang plank used?
3. What is method under Planning?
4. Name any one step in organizing process.
5. What is Promotion?
6. State any one element of direction.
7. What is controlling?
8. Expand SENSEX.
9. Give an example for quantity gift.
10. State any one remedy available to a consumer under the Act.

SECTION B

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

11. State any 2 levels of Management.
12. What is Authority and Responsibility?
13. How rule is different from policy?
14. Define organizing.
15. State any 2 elements of delegation.
16. What is vestibule training?
17. Define communication?
18. State any 2 importance of controlling.
19. What is Primary Capital Market?
20. What is guarantee?
21. What is Branding?
22. Define Consumer.

SECTION C

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

(6x5=30)

23. Explain Principles of F.W.Taylor.
24. Explain the elements of delegation.
25. Explain the importance of Staffing.
26. Explain the advantages of good communication.
27. Briefly explain the importance of controlling.
28. Explain the importance of financial management.
29. Distinguish between Money market and Capital market.
30. Explain the objectives of Advertising.
31. Explain any 5 consumer responsibilities.

SECTION D

Answer any 3 questions in 20 to 30 sentences. Each carries 10 marks:

(3x10=30)

32. Explain the features of Management.
33. Explain any 5 types of plan.
34. Explain various sources of recruitment.
35. Explain the factors which may influence the amount of working capital requirements.
36. Explain the methods of sales promotion.

SECTION E (Practical Oriented)

Answer any 2 questions. Each carries 5 marks:

(2x5=10)

37. State any ten Fayol's principles of Management.
38. Draw a neat diagram of Maslow's hierarchy of needs.
39. As an aggrieved consumer, write a complaint to District forum seeking redressal.