



SECTION – A

I. Answer any ten of the following questions, each carries one mark: 10×1=10

- 1) Management is an
a) Art b) Science c) Both art and science d) Neither
- 2) Who is the father of General Management?
- 3) What is Standing Plan?
- 4) What is Delegation?
- 5) Mention the first step in Selection process.
- 6) State any one element of directing.
- 7) Expand MIS
- 8) Give an example for Current Asset.
- 9) Expand IPO
- 10) What is Brand?
- 11) Name any one Consumer Organisation engaged in protecting and promoting consumer interest.
- 12) Expand N-ACH

SECTION – B

II. Answer any ten of the following questions in a two sentences, each carries two marks.

10×2=20

- 13) Define Management.
- 14) Meaning of Principles of Management.
- 15) What is Liberalization?
- 16) Give the meaning of Planning Premises?
- 17) Meaning of Organizing.
- 18) State any two features of Motivation?
- 19) What do you understand by Budgetary Control?
- 20) Give the meaning of Investment Decision with an example.
- 21) How do you describe Marketing Mix.
- 22) State any two reasons to emphasise the importance of Consumer Protection from the point of view of Business.
- 23) Draw IDS analysis for Entrepreneurial opportunities.
- 24) Expand KASH as explained in the context of Entrepreneurship.

SECTION – C

III. Answer any seven of the following questions, each carries four marks 7×4=28

- 25) Briefly explain any four principles of Management contributed by Henri Fayol.

- 26) Explain any four points to explain how important the understanding of Business Environment for manager is.
- 27) Explain any two types of Plan.
- 28) Explain the four different types of tests used for Selection of employees.
- 29) Explain briefly the relationship between Planning and Controlling.
- 30) Explain any four factors affecting Financing Decisions.
- 31) State the objectives of Securities Exchange Board of India?
- 32) Explain briefly any four objections against Advertising.
- 33) State any four features of Speciality Products.
- 34) Explain any four ways in which the objective of Consumer Protection can be achieved.

SECTION – D

IV. Answer any four of the following questions, each carries eight marks.

4×8=32

- 35) Define Co-ordination. Explain the characteristics of Co-ordination.
- 36) Explain the importance of Organizing.
- 37) Explain the benefits of training and development to the organisation and to the employees.
- 38) What is Supervision? Explain the role played by a Supervisor.
- 39) Briefly explain the steps in the Screen Based Trading and Settlement procedure in a Stock Exchange.
- 40) What is pricing? Explain the factors affecting price determination.

SECTION – E

V. Answer any two of the following questions, each carries five marks.

2×5=10

- 41) Assuming that you are the manager of an organisation, draw the neat diagram of different Levels of Management to specify that authority responsibility relationships create different levels of management.
- 42) As a HR manager, list out any ten sources of recruitment, to fill in the vacancies in your organisation.
- 43) As a marketing manager, suggest any five sales promotion activities to boost up the sales.
