

Instructions:

- 1. The question papers contains five parts- Part A, B, C, D.**
- 2. Part A consists of four sections I, II, III and IV.**
- 3. Write the serial number of questions properly given in the question paper while answering.**
- 4. Write the correct and complete answer.**

PART A

I. Choose the correct answer:

5 x 1=5

- Coordination is
 - Function of management
 - Essence of management
 - Objective of management
 - None of the above
- How are principles of management formed?
 - In a laboratory
 - By experience of managers
 - By experience of customers
 - By propagation of social scientists
- Name the process which coordinates human efforts, assembles resources, and integrates both into a unified whole to be utilised for achieving specified objectives.
 - Management
 - Planning
 - Organising
 - Directing
- The cheapest source of finance is
 - Debenture
 - Equity share capital
 - Preference share capital
 - Retained earnings.
- Things that can be marketed other than product are
 - A service
 - An event
 - A place
 - All the above

II. Fill in the blanks by choosing appropriate word/words from those given in the brackets: 5 x 1=5

(Political, Adulteration, Organisation structure, Taylor, Policy, Budget)

- _____ strongly advocated piece wage system.
- Stable government policies are _____ dimension of the business environment.
- _____ is an example of Single use plan.
- The outcome of organising process is called _____.
- _____ is called one of the unfair trade practices.

III. Match the following:

5 x 1=5

- | | |
|---------------|----------------------------------|
| 11. A | B |
| a) Efficiency | i) Element of directing |
| b) Procedure | ii) Off the job training |
| c) Films | iii) Doing task correctly |
| d) Leadership | iv) Giving name for the product |
| e) Branding | v) Marketing mix |
| | vi) An example for standing plan |

IV. Answer the following questions in one word or one sentences each:

5 x 1=5

12. State the first step in planning process.
13. What is a motive?
14. What is standard in controlling process?
15. A company wants to establish a new unit in which a machinery worth ₹ 15 lakh is involved. Identify the type of decision involved in financial management.
16. Mention any one P of marketing.

PART-B

V. Answer any six of the following questions in two or three sentences each. Each question carries 2 marks:

6 x 2=12

17. Write any two functions of management.
18. What is Unity of command?
19. What is Budget?
20. Give the meaning of Accountability.
21. What is Orientation?
22. Define communication.
23. What are the first two steps of controlling?
24. What is financial risk?
25. State any two merits of personal selling.
26. Write any two remedies available to the customer.

PART-C

VI. Answer any Six of the following questions in 10-12 sentences each. Each question carries 4 marks:

6 x 4=24

27. Explain the scientific principles of management given by F.W.Taylor.
28. A recent rate cut in the interest on loans announced by the banks encouraged Amit, a science student of progressive school, to take a loan from SBI to experiment and develop cars to be powered by fuel produced from garbage. He developed such a car and exhibited it in the science fair organised by the Directorate of Education, He was awarded the first prize for his invention.
State the various dimensions of Business environment.
29. Explain any four features of business environment.
30. Briefly explain four limitations of planning.
31. A company is manufacturing paper plates and bowls. It produces 1,00,000 plates and bowls per day. Due to local festival there is rush of work and some permanent workers have gone to their villages. The company got an urgent order of extra 50,000 plates and bowls per day.
Advice how the company will fulfil its order and which method of recruitment. And explain any three sources of external recruitment.
32. Explain controlling process.
33. Arya, a businessman is engaged in the purchase and sale of ice creams. Identify his working capital requirements by giving reasons to support your answer. Now, he is keen to start his own ice-cream factory. Explain any four factors that will affect his fixed capital requirements.
34. Explain any four role of public relation.
35. Explain any four merits of advertising.
36. Explain any four responsibilities of consumers while purchasing, using and consuming goods and services.

PART-D

VII. Answer any three of the following questions in 20-25 sentences each. Each question carries 8 marks.

3 x 8=24

37. What is coordination? Explain the characteristics of coordination.
38. What is delegation? Explain the importance of delegation.
39. Explain the stages in Staffing Process.
40. Explain the importance of communication.
41. What is pricing? Explain the factors affecting pricing decisions.
