



**Instruction to the candidates.**

1. Write the serial number of questions properly as given in the question paper while answering
2. Write the correct and complete answers.

**SECTION A**

**I.** Answer **any Ten** of the following questions in a sentence. While answering multiple choice questions, write the serial number / alphabet of correct choice and write the answer corresponding to it. Each question carries **1 mark**. **10 x 1 = 10**

1. The following is not an objective of management.
  - a) Earning of profits
  - b) Growth of the Organisation
  - c) Providing employment
  - d) Policy making
2. Who is known as the Father of General Management?
3. Which of the following does not explain the impact of government policy changes on business and industry?
  - a) More demanding customers
  - b) Increasing competition
  - c) Change in agricultural prices
  - d) Market orientation
4. Give an example for single use plan.
5. Can accountability be delegated? State (True/False)
6. State the off –the- job training method given to employees before handling sophisticated machinery and equipment.
7. The motivation Theory which classifies needs in hierarchical order is developed by
  - a) Fred Lathan’s
  - b) Scott
  - c) Abhram Maslow
  - d) Peter F Drucker
8. What is Ratio Analysis?
9. What do you mean by Capital Structure?
10. Expand OTCEI.
11. What is Publicity?
12. Name any one Redressal Machinery/Agency set up under Consumer Protection Act to redress consumer grievances.

**SECTION B**

**II.** Answer **any Ten** of the following questions in 2 sentences each carries **2 marks**. **10 x 2 = 20**

13. Define Management.
14. What is discipline according to Fayol?
15. What is scalar chain?
16. What do you mean by 'Objectives'?
17. Compare and contrast any two Authority and Accountability.
18. Why is staffing both a line as well as staff activity?
19. What do you understand by Supervision?
20. State any two Traditional Techniques of managerial control.
21. State the twin objectives of Financial Planning.
22. What is Stock Exchange?
23. State any two examples for the things that can be marketed other than product.
24. Write any two consumer rights.

**SECTION C**

**III.** Answer **any Seven** of the following questions in 10 to 12 sentences. Each question carries **4 marks**. **7 x 4 =28**

25. What are the four aspects of work study developed by Taylor? Explain.

26. Explain any four features of business environment.
27. Explain any two type of plans.
28. Explain the four methods of on the job training.
29. 'A good control system helps an organisation in many way's - justify this statement with any four points.
30. Explain any four factors affecting financing decisions.
31. Explain any four factors affecting the working capital requirement of an organisation.
32. Explain the elements of marketing mix.
33. How does Packaging acquire significance in the marketing of goods?
34. Brief any four consumer rights.

#### SECTION D

**IV.** Answer **any Four** of the following questions in 20 to 25. Each question carries **8 marks. 4 x 8 = 32**

35. 'Management is a series of continuous interrelated functions' – comment.
36. Differentiate between functional and divisional structure.
37. Explain the benefits of training and development to the organization and to the employees.
38. Explain any four financial incentives and four non- financial incentives.
39. How does the Demat system works? Explain.
40. What is pricing? Explain the factors affecting price determination.

#### SECTION E

**(Practical oriented questions)**

**V.** Answer **any Two** of the following each carries **5 marks. 2 x 5 = 10**

41. As a general manager, list out any ten Fayol's principles of management which you would like to adopt in your business organisation.
42. As a manager of an organisation, what are the modern techniques of controlling you would like to adopt?
43. As a financial consultant, give the list of any ten factors which affect the choice of capital structure.

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