



2018 III 09

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Seat No. :

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Time : 2½ Hours

**BUSINESS STUDIES (New Pattern)**

**Subject Code**

H	6	5	5
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**Total No. of Questions : 32**

**(Printed Pages : 4)**

**Maximum Marks : 80**

- INSTRUCTIONS:**
- 1) **All questions are compulsory.**
  - 2) **This question paper consists of 32 questions divided into four Parts A, B, C and D.**
  - 3) **Part A contains 8 questions of 1 mark each, which is a multiple choice or very short answer type of question.**
  - 4) **Part B contains 8 questions of 2 marks each.**
  - 5) **Part C contains 8 questions of 3 marks each.**
  - 6) **Part D contains 8 questions of 4 marks each.**
  - 7) **There is no overall choice however; internal choice is provided in question No. 18, 22, 28 and 30.**

**PART – A**

1. The principle of Taylor that insists that each job performed in the organisation should be based on scientific enquiry and not on intuition is \_\_\_\_\_
  - a) Functional Foremanship
  - b) Science, not rule of thumb
  - c) Harmony, not discord
  - d) Cooperation, not individualism
2. Surender was paid more wages by his employer than others as he crafted more wooden key chains than the standard target. Identify the scientific technique used by his employer in the above case.
3. Name the type of plan that involves routine steps in a chronological order on how to carry out various activities.



4. The form of organisation known for giving rise to rumours is called
  - a) Centralised organisation
  - b) Formal organisation
  - c) Decentralised organisation
  - d) Informal organisation
5. Richa Sharma an employee of Aerospace Ltd. has been offered housing and car allowance over and above her salary. Identify the financial incentive offered by the company to Richa in the above case.
6. The criteria against which actual performance is measured is called as \_\_\_\_\_
  - a) Deviations
  - b) Management by exception
  - c) Standards
  - d) Critical point control
7. Patanjali Ltd. offers it's Ayurvedic medicinal products to customers through their own retail outlets. Identify the channel of distribution used by the company.
8. Government of Kerala filed a case against Castle Foods Ltd. at the National Commission but was not satisfied with it's order. Name the authority where they can appeal against that decision.

#### PART – B

9. Describe any two levels of management.
10. Explain the impact of government policy changes on business and industry. (Any two points)
11. From which sources are the following candidates recruited ?
  - a) HCL company hired Aditya directly from college.
  - b) Shahid's name was suggested by assistant manager of the company.
12. List any four benefits of training and development.
13. State the importance of financial planning. (Any four points)



14. Describe the following money market instruments.
  - a) Commercial paper
  - b) Treasury bill
15. Identify the marketing management philosophies used by the marketer in the following cases.
  - a) HONEYBEES, a large retail outlet sells goods to customers in carry bags made of jute and cloth only.
  - b) Dolphins Ltd. increased the sale of their rainy wear by changing their product design according to customers demand.
16. Name the concepts which relate to the following :
  - 1) Non paid form of impersonal communication.
  - 2) Using a name, term, symbol or design to identify the product.

#### PART – C

17. Explain the importance of management. (Any three points).
  18. State and explain the importance of planning. (Any three points)
- OR
18. State and explain the limitations of planning. (Any three points)
  19. Why is delegation considered essential for effective organising ?  
(Any three points)
  20. Brick Work Builders Pvt. Ltd. are in the process of selecting electricians for their company. Advise the human resource manager on any three types of tests that he can use for their selection.
  21. Goans concerned about the increasing pollution in the city have formed a group called ECOSAVERS and are in search of their group leader. Explain any three qualities that should be considered while selecting a leader.
  22. Explain any three factors that should be considered while determining the working capital of a company.
- OR
22. Explain any three factors that should be considered while determining the fixed capital of a company.



23. Distinguish between marketing and selling with respect to focus, start and end of activities and scope.
24. Aasmi, your friend wishes to purchase kitchen appliances for her new house. What responsibilities she should keep in mind while purchasing these gadgets ? (Any six points)

#### PART – D

25. Describe the following principles advocated by Henri Fayol.
  - a) Division of work
  - b) Principle of order
  - c) Stability of personnel
  - d) Unity of command
26. Why is it important for business enterprise to understand the business environment ? (Any four points)
27. State and explain the steps in the organising process.
28. Explain any four suitable measures to overcome the barriers and improve communication effectiveness.

OR

28. Explain any four psychological barriers to communication.
29. Explain the importance of controlling for the successful running of business organisation. (Any four points)
30. Explain the functions of stock exchange. (Any four points)

OR

30. Explain the trading procedure on a stock exchange.
31. Jai Bharat Laboratories Ltd. has introduced a new range of toothpaste in the market. As a marketing manager which factors should be considered before pricing the product ? Explain. (any four points)
32. Describe any four rights of a consumer under the Consumer Protection Act, 1986.