

Q1. (A) Select the correct options and rewrite the sentences:

(1) is regarded as the Father of Scientific Management.

- i) Henry Fayol
 - ii) F.W. Taylor
 - iii) Philip Kotler
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Q2. creates time utility.

- i) Warehouse
 - ii) Transport
 - iii) Communication
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Q3. Businessmen are of the society.

- i) representatives
 - ii) members
 - iii) trustees
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Q4. The term 'Market' is derived from the word 'Mercatus'.

- i) French
 - ii) Latin
 - iii) Italian
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Q5. Principle of indemnity is not applicable to insurance.

- i) life
- ii) marine
- iii) fire

Q1. (B) Give one word/phrase/term for the following statements:

- (1) The right person at the right job with right pay.
- (2) The first step in online transaction.
- (3) An activity motivated by profit.
- (4) One who consumes or uses any commodity or service.
- (5) Giving of distinct name to one's product.

Q1. (C) State whether the following statements are true or false:

- (1) Every function of management is not based on planning.
- (2) E-business allows you to work across the globe in any field.
- (3) Business ethics is a code of conduct.
- (4) Consumer Protection Act provides protection to the producer.
- (5) Air transport is the cheapest mode of transport.

Q1. (D) Find the odd one:

- (1) District Commission, State Commission, NGO, National Commission.
- (2) NABARD, RBI, SIDBI, EXIM
- (3) Debit card, Credit card, Aadhar card, ATM card
- (4) Writing, Planning, Organising, Staffing
- (5) Price, People, Promotion, Product

Answer: NGO

Q2. Explain the following terms/concepts (Any FOUR):

- (1) Motion Study

- (2) Controlling
 - (3) Bonded Warehouses
 - (4) Consumer Protection
 - (5) E-mail
 - (6) Co-ordinating
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Q3. Study the following case/situation and express your opinion (Any TWO):

(1.) Mr. Sharad is a businessman. He has his own factories in Pune and Nashik. He lives in Pune with his wife and 2 daughters aged 5 and 8 years old:

- (a) Can Mr. Sharad take a life insurance policy for his wife and 2 children?
 - (b) Can Mr. Sharad take a marine insurance policy for his factories?
 - (c) Which types of insurance should Mr. Sharad take for protecting his factories from loss due to fire?
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2. Mr. Suresh made his payment by cheque. At the same time Mr. Saksham made his payment by fund transfer:

- (a) Whose payment is faster?
 - (b) Whose payment is related to traditional business?
 - (c) Whose payment is related to e-business?
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3. An organisation manufacturing paints has been enjoying a prominent market position since many years. It has been dumping its untreated poisonous waste on the river bank, which has created many health problems for the nearby villages:

- (a) Which responsibility is neglected by manufacturing organisation?
- (b) What kind of pollution they are doing?
- (c) State any one precautionary measure they need to take.

Q4. Distinguish between the following (Any THREE):

- (1) Road Transport and Water Transport
- (2) Life Insurance and Fire Insurance
- (3) Organising and Staffing
- (4) District Commission and State Commission

Q5. Answer in brief (Any TWO):

- (1) Explain any four principles of management of Henry Fayol.
- (2) Explain any four responsibilities of consumer.
- (3) Explain any four functions of marketing.

Q6. Justify the following statements (Any TWO):

- (1) Organising facilitates administration as well as operation of the organisation.
- (2) Consumer organisations and Non-Government organisations play an important role in consumer education.
- (3) It is easy to set up e-business as compared to traditional business.
- (4) Expectations of society towards business are changing.

Q7. Attempt the following (Any TWO):

- (1) Explain the functions of an Entrepreneur.
- (2) Explain importance of marketing to the consumers.
- (3) Explain nature of principles of management.

Q8. Answer the following question in detail (Any ONE):

- (1) What is Marketing Mix? Explain 7 Ps of Marketing Mix.
 - (2) What is Bank? Explain in detail primary functions of commercial banks.
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