



SECTION-A

I. Answer all the questions, each question carries one mark.

1. Give an example for middle level management.
2. Who strongly advocated Piece Wage System?
3. Which function of management involves decision making?
4. Which type of organization structure is suitable for enterprises having large variety of products?
5. Which of the following is On-the-job method of training?
(a) Case Study (b) Coaching (c) Vestibule Training (d) Computer modeling
6. State any one pattern of formal communication?
7. What is meant by Controlling?
8. State the primary objective/aim of financial management.
9. Name the first and the largest depository presently operational in India?
10. Give an example for the marketing of services.
11. State any one regulation which provides legal protection to the consumers.
12. Expand N-Ach?

SECTION B

II. Answer all the questions, each question carries two marks.

13. Define Management?
14. What is Gang Plank?
15. What is Demonetization?
16. What is Strategy?
17. Write two differences between Functional and Divisional structures?
18. State the two elements of Communication process?
19. Give the meaning of break-even analysis?
20. What is trading on Equity?
21. Define Marketing?
22. What is consumer protection?
23. State any two functions of entrepreneurs in relation to economic development?
24. State any four competencies for Entrepreneurship as identified by EDI?

SECTION C

III. Answer all the questions, each question carries four marks.

25. Write are the four aspects of work study developed by Taylor? Explain.
26. Explain any four points to explain how important the understanding of Business Environment is for managers?
27. Explain any four types of plan?
28. Explain the external sources of recruitment?
29. Explain the limitations of Controlling?
30. What is Capital Budgeting decision? Explain briefly why capital budgeting decisions are important.

31. Write any four advantages of 'Electronic Trading System' in Stock exchanges?
32. Briefly explain any four characteristics of Industrial products?
33. Explain any four functions performed by a label?
34. Explain any four rights of consumers?

SECTION D

IV. Answer all the questions, each question carries eight marks.

35. Define Coordination? Explain the characteristics of Coordination?
36. State the advantages and disadvantages of Formal Organization.
37. Explain the benefits of training and development to the organization and to the employees?
38. What is Supervision? Explain the role played by a supervisor.
39. Explain the functions of Securities and Exchange Board of India?
40. What is Branding? Explain briefly its advantages to marketers and customers?

SECTION E

Practical oriented questions

V. Answer all the questions, each question carries five marks.

41. As a general manager, list out any ten Fayol's Principles of Management which you would like to adopt in your business organization.
42. As a marketing manager, suggest any five Sales Promotion activities to boost up the sales.
43. Draw the neat diagram of Efficacy-Desirability Matrix to check the ability and willingness of Entrepreneurs.



SECTION-A

I. Answer all the following questions, each question carries one mark.

1. The following is not an objective of management
(a) Earning of profits (b) growth of the organization
(c) Providing employment (d) policy making
2. State the number of principles of management propounded by Henri Fayol.
3. Give an example for a plan which is neither single nor standing plan.
4. What is Organisation Structure?
5. Transfer is an Example for _____ source of recruitment?
6. What is a 'Motive'?
7. Which of the following is not applicable to responsibility accounting?
(a) Investment Centre (b) Accounting centre
(c) Profit centre (d) Cost centre
8. What do you understand by 'Capital Structure'?
9. What is Money Market?
10. State any one feature of convenience goods.
11. In which year the Consumer Protection Act was enacted?
12. Who introduced the term 'Entrepreneur' for the first time?

SECTION-B

II. Answer all the following questions, each question carries two marks.

13. Justify the importance of coordination by any two factors.
14. Give the meaning of Mental Revolution as propounded by Taylor.
15. What is Globalization?
16. Give the meaning of 'Programme'.
17. State any two differences between Delegation and Decentralisation.
18. State any two psychological barriers to communication.
19. State any two modern techniques of managerial control.
20. Give the meaning Investment Decision with an example.
21. State any two examples for the things that can be marketed other than product?
22. Who can file a complaint before the appropriate consumer forum? (any two)
23. State any two characteristics of Entrepreneurship
24. What is Entrepreneurship?

SECTION-C

III. Answer all the following questions, each question carries four marks.

25. Discuss the significance of Principles of Management by explaining any four points.
26. Explain any four features of Business Environment.
27. Explain any four features of Planning.
28. Explain the internal sources of recruitment.
29. Explain the limitations of Controlling.

30. Explain with any four points the importance of financial planning.
31. State the objectives of Securities and Exchange Board of India.
32. Explain the elements of Marketing Mix.
33. Explain briefly any four objections against advertising.
34. State any four responsibilities of consumers while purchasing, using and consuming goods and services.

SECTION-D

IV. Answer all the following questions, each question carries eight marks.

35. Explain the characteristics of Management.
36. Explain the importance of Organizing.
37. Explain the four methods of On-the-Job and any four methods of Off-the-Job training.
38. Explain the qualities of a good leader.
39. What is Stock Exchange? Explain the functions of stock exchange.
40. What is pricing? Explain the factors affecting price determination.

SECTION-E

Practical Oriented Questions

V. Answer all the following questions, each question carries five marks.

41. Assuming that you are the manager of an organization, draw the neat diagram of different Levels of Management to specify that authority responsibility relationships create different levels of management.
42. Show the different Elements of Business Environment that influence the success of business Enterprises with a neat diagram.
43. As an exploited consumer, write a complaint letter to your nearest District Consumer Forum claiming reasonable redressal.