

Business Studies 2006 (Compartment Delhi)

General Instructions:

1. Answers to questions carrying 2 - 3 marks should not exceed 30 - 40 words.
2. Answers to questions carrying 4 - 5 marks should not exceed 60 - 80 words.
3. Answers to questions carrying 6 marks should not exceed 100 words.
4. Attempt all parts of a question together.

- Q. 1.** Explain 'Integration' as an element of coordination. **(2)**
- Q. 2.** Give two examples of impact of the political environment on companies. **(2)**
- Q. 3.** Explain how supervision facilitates control. **(2)**
- Q. 4.** What is meant by 'financial planning'? **(2)**
- Q. 5.** Explain 'Marketing Research' as a function of Marketing. **(2)**
- Q. 6.** Name and explain the technique of Taylor which is the strongest motivator for a worker to reach standard performance. **(3)**
- Q. 7.** List any six qualities of a good leader. **(3)**
- Q. 8.** Differentiate between 'Marketing' and 'Selling' on any three bases. **(3)**
- Q. 9.** Explain any three factors which affect the working capital requirements of a company. **(3)**
- Q. 10.** Amit and Mikki are working in the same organisation but in different departments. One day at lunch time Mikki informed Amit that due to computerisation many people are going to be retrenched soon from the organisation.
Name, which type of communication is this. State any two limitations of this type of communication. **(3)**
- Q. 11.** Explain the principle of 'unity of direction' and 'esprit decorps'. **(4)**
- Q. 12.** State any four points to be taken into consideration, while building an organisational structure. **(4)**
- Q. 13.** Which method of wage payment, time rate or piece rate, would you prefer in the following situations and why? **(4)**
- i. When production process requires high degree of skill.
 - ii. When quantity of output is more important than its quality.
 - iii. When job is of a repetitive nature and the output can easily be measured.
 - iv. When collective efforts of a group of workers are required for the performance of work.

