

## **Business Studies 2006 (Compartment Outside 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.** What is meant by the 'Principles of management'? **(2)**
- Q. 2.** Give two examples of the impact on business organisations of changes in social environments.
- Q. 3.** What is meant by 'supervision'? **(2)**
- Q. 4.** Differentiate between 'marketing' and 'selling' on the basis of
1. meaning, and
  2. emphasis. **(2)**
- Q. 5.** Give any two functions of marketing. **(2)**
- Q. 6.** Enumerate any three functions of middle level management. **(3)**
- Q. 7.** State any three qualities of a good leader. **(3)**
- Q. 8.** "Informal communication is better than formal communication." Give three reasons in favour of the statement. **(3)**
- Q. 9.** Explain briefly any three features of personal selling. **(3)**
- Q. 10.** Explain in brief any one of the following methods of sales promotion **(3)**
1. Discount coupons
  2. Price off
- Q. 11.** Coordination is a 'continuous process' and the 'essence of management' in an organisation. Explain. **(4)**
- Q. 12.** Sahil Ltd. is manufacturing shirts and have production, marketing, finance and personnel departments in the organisation. Name the type of organisational structure Sahil Ltd. is following. State any three advantages of this organisational structure. **(4)**
- Q. 13.** Distinguish between 'Capital Market' and 'Money Market' on any four bases. **(4)**
- Q. 14.** Define 'Stock Exchange' and state any two features of it. **(4)**

**Q. 15.** What is meant by 'recruitment' and 'selection' of employees in the process of staffing? **(4)**

**Q. 16.** "The understanding of Principles of management is necessary for managers." Do you agree with the statement? Give five reasons in support of your answer. **(5)**

**Q. 17.** Explain any five economic changes initiated by the Government of India since 1991. **(5)**

**Q. 18.** "There is a close and reciprocal relationship between planning and controlling." Explain this statement through an example. **(5)**

**Q. 19.** What is meant by Financial Management? State its Finance functions. **(5)**

**Q. 20.** Explain in brief any five factors that should be taken into consideration while determining capital structure of a business enterprise. **(5)**

**Q. 21.** Explain in brief any six features of planning. **(6)**

**Or**

Explain in brief any six limitations of planning.

**Q. 22.** Explain the three important elements of 'Delegation of Authority'. **(6)**

**Or**

Distinguish between formal and informal organisation on the basis of formation, purpose, structure, communication, leadership and stability.

**Q. 23.** Explain in brief, first six steps in the selection process. **(6)**

**Or**

Explain briefly any six reasons as to why the training of employees is needed.

**Q. 24.** Explain in brief, the factors on which the choice of channels of distribution depends. **(6)**

**Or**

Explain, in brief, any four factors which should be taken into consideration before selecting a particular medium of advertising.

**Q. 25.** State any six functions performed by consumer organisations working in the field of consumer protection. **(6)**

**Or**

State any six reliefs available to consumers on the complaint made by them under Consumer Protection Act.