

Business Studies 2006 (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.** Explain in brief 'Management as a Process'. (2)
- Q. 2.** The Production Manager of Bharat Ltd. instructs a sales man to go slow in selling the product, whereas the Marketing Manager is insisting on fast selling to achieve the target.
Which principle of management is being violated in this case? State any one of the consequences of violation of this principle. (2)
- Q. 3.** Explain in brief the term 'Leadership' as an element of 'Directing'. (2)
- Q. 4.** What is meant by 'Financial Management'? (2)
- Q. 5.** Explain in brief the term 'Price Mix' as an element of 'Marketing Mix'. (2)
- Q. 6.** Banking sector reforms have led to easier credit terms and better services. This is an example of a key component of the 'Business Environment'. Name this component and explain it in brief. (3)
- Q. 7.** Explain in brief any three advantages of formal communication. (3)
- Q. 8.** Name the type of formal communication in which two Departmental Heads communicate with each other. Give any two reasons why this type of communication is required. (3)
- Q. 9.** Explain in brief any three causes of 'Under-capitalisation'. (3)
- Q. 10.** Explain in brief any three functions of packaging. (3)
- Q. 11.** Explain 'Customer-Focus' and 'Technology' as managerial responses to changes in Business Environment. (4)
- Q. 12.** Can an overburdened manager take help from his subordinates? How? Explain the three important things which he should keep in mind while taking such help. (4)
- Q. 13.** Explain the meaning of 'Primary Market' and 'Secondary Market' as components of Capital Market. (4)
- Q. 14.** Explain any four disadvantages of Piece Rate System of Wage Payment. (4)
- Q. 15.** Distinguish between 'Capital Market' and 'Money Market' on the basis of: (4)

- i. Expected return
- ii. Safety
- iii. Instruments
- iv. Liquidity

Q. 16. Explain any five principles of Scientific Management. **(5)**

Q. 17. Explain any five features of Management. **(5)**

Q. 18. 'Control is considered impo for many reasons 'Explain any five such reasons **(5)**

Q. 19. Explain any five factors which affect the capital structure of a company. **(5)**

Q. 20. 'Automobiles Ltd. offered to sell their new bike at about Rs. 4,000 less the usual price', is an example of one of the techniques of Sales Promotion. Name the technique and explain two other techniques with examples. **(5)**

Q. 21. Explain the process of Planning. **(6)**

Or

'Planning is an important function of management.' Explain by giving any six points

Q. 22. What is meant by 'Functional Structure' of an organisation? Explain any two of its advantages and any two limitations.

Or

What is meant by 'Divisional Structure' of an organisation? Explain any two of its advantages and any two limitations.

Q. 23. Explain 'Personnel Consultants', 'Employment Exchanges' and 'Media Advertising' as external sources of recruitment. **(6)**

Or

Explain 'Vestibule Training', 'Job Rotation' and 'Internship' as methods of training.

Q. 24. Explain any six ways and means of Consumer Protection in India. **(6)**

Or

Explain any six responsibilities of the consumer to safeguard his interests. **(6)**

Q. 25. Explain 'Marketing Research', 'Product Planning' and 'Buying and Assembling' as functions of 'Marketing'. **(6)**

Or

Explain the factors determining choice of channels of distribution.