General Instructions:
1. Answer to questions carrying 1 mark may be from one word to one sentence.
2. Answer to questions carrying 3 Marks may be from 50 to 75 words.
3. Answer to questions carrying 4-5 marks may be about 150 words.
4. Answer to questions carrying 6 marks may be about 200 words.
5. Attempt all parts of a question together.

1. Define economic environment. (1)
2. What is the basic difference between “unity of command” and “functional foremanship”? (1)
3. What is the objective of medical examination at the time of selection of employees? (1)
4. What is the objective of ‘motion study’? (1)
5. “Planning eliminates changes/uncertainties.” Do you agree? Give reason. (1)
6. A company receives applications on and off even without declaring any vacancy. However as and when the vacancy arises, the company makes use of such applications. Name the source of recruitment used by the company. (1)
7. Name the function of management, which provides the base for all other managerial functions. (1)
8. What is compared with what, in controlling? (1)
9. Which consumer right entitles the consumer to get relief in case the product falls short of his expectations? (1)
10. What should a consumer do to have a proof of purchase? (1)
11. Explain the economic objectives of business. (3)
12. Which process helps in preparing a blueprint of an organization’s future preparations relating to finance? Give any 2 reasons explaining the need for such a process. (3)
13. State any 3 objectives of National Stock Exchange. (3)
14. Define capital structure. Explain any 2 factors affecting it. (3)
15. State any 3 features of a good brand name. (3)
16. Management is said to be a profession like Accounting, Medicine, and Law as it has a well defined body of knowledge. Yet, management does not qualify to be a full fledged profession. Do you agree? Give reasons. (4)

17. Explain any 4 positive impacts of liberalization and globalization on business and industry in India. (4)

18. ABC Ltd. assured its employees that inspite of recession no worker will be retrenched from the job.
   (a) Name and explain the type of incentive offered to the employees.
   (b) Explain any other incentive of the same category. (4)

19. Distinguish between formal and informal organization on the following bases:
   (a) Purpose
   (b) Leadership
   (c) Flow of communication
   (d) Stability and flexibility (4)

20. Explain the ways and means of consumer protection. (4)

21. "Controlling is a systematic process involving a series of steps." Explain. (5)

22. Explain the following principles of management:
   (a) Name and explain the principle of management, which requires judicious application of penalties by management.
   (b) Name and explain the technique of scientific management, which helps in establishing interchangeability of manufactured parts and products. (5)

23. "Determination of the price of a product" is influenced by many factors. Explain any five factors that influence price. (5)

24. Explain any five limitations of the planning function. (5)

25. Explain any five functions of stock exchange. (5)

26. Identify and explain the following organization structure. Explain its two advantages and two disadvantages. (6)

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Managing Director

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Human Resources  Marketing  Research and Development  Production
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Or

Explain the steps in the process of organizing. (6)
27. "Training is necessary for both employees as well as organizations." Justify. Or Explain the importance of the staffing function.

28. Define packaging. What are its functions? Or

It is necessary that goods and services must be made available to the customer at the right place in the right quantity and the right time:
(a) Name and explain the element of marketing mix.
(b) Explain the components of this element.

29. Explain any 4 monetary incentives. Or

(a) (b) (c) (d) (e)

(i) In which type of communication do the above networks operate?
(ii) Name and explain each one of them.

30. What is meant by dividend decision? State any 4 factors affecting the dividend decision. Or

What is meant by financing decision? State any 4 factors affecting the financing decision.