1. What does 'span of management' refer to?
2. Which dimension of business environment involves new ways of producing goods and improvements in techniques of operating a business?
3. Name the plan which is a statement of expected results expressed in numerical terms.
4. 'Planning establishes standards for controlling'. How?
5. Name two important sources of internal recruitment.
6. Why is management called an 'inexact science'?
7. Identify the following type of Grapevine Communication network.
8. Give an example to show that management is intangible.
9. Identify the principle of management control which states that an attempt to control everything results in controlling nothing.
10. What does 'mental revolution' imply in scientific management?
11. 'Identification and division of work' is the first step in organising process. Enumerate the other steps.
12. 'Financial management is concerned with major financial decisions relating to financial operations of firm.' Explain the decisions briefly.

R/2
13. Explain three protective functions of SEBI. (3)
14. Infosys Ltd. offers to its employees shares at a set price which is less than market price. (3)
   (1) Name the type of incentive offered to the employees.
   (2) Explain any two other incentives of the same category.
15. Discuss any three types of employment tests conducted for selection of employees. (3)
16. Explain any four characteristics of a good brand name. (4)
17. What are the activities that constitute major components of physical distribution? (4)
18. Identify the following: (4)
   (i) This type of training is usually done when employees are required to handle sophisticated equipment.
   (ii) Familiarisation of the employees with rules and policies of an-organisation.
   (iii) This analysis would reveal the number and types of human resources available in organisation.
   (iv) It is a process of searching suitable candidates and stimulating them to apply for the job.
19. Name the concept that enables company to tackle uncertainty in respect of availability and timing of funds. Explain any three points of its importance. (4)
20. Explain the impact of changes in government policy on the Indian corporate sector. (4)
21. "Coordination is the orderly arrangement of group efforts to provide unity of action in the pursuit of a common purpose." In light of this statement explain the nature of coordination. (5)
22. Determination of capital structure of a company is influenced by a number of factors. Explain five such factors. (5)
23. Promoters of Alpha Ltd. floated the company for manufacturing air conditioners. Due to long production cycle and high operating costs company requires high working capital. Which category of financial market should the promoters approach? Explain any two instruments which can be used for this purpose. (5)
24. 'Controlling is an indispensable function of management'. Do you agree? Give reasons in support of your answer. (5)
25. Planning involves working out details for the future still it does not always ensure success. Explain any five limitations of planning. (5)
26. Identify in each of the following cases which principle is being violated and any 3 consequences of violating it.
   (i) A subordinate receiving orders from two superiors.
(ii) When tools and materials are not found at a right place in the company.

(iii) When two persons having the same qualification are earning different wages for the same work.

OR

Explain by giving reasons why proper understanding of management principles is necessary for managers.

27. Harshita is the CEO of a firm which manufactures readymade garments. Her company has now diversified operations into women’s health care products and cosmetics. Which type of organisational structure would you suggest for her expanded organisation? Give any three advantages and 2 disadvantages of such a structure.

OR

Differentiate between 'Decentralisation' and 'Delegation of Authority' on the following basis:

(i) Meaning     (ii) Nature
(iii) Freedom of action     (iv) Status
(v) Scope     (vi) Purpose.

28. 'Leaders can be distinguished from non-leaders by certain unique qualities.' Explain any six such qualities.

OR

"Managerial functions cannot be carried out without an efficient system of communication." Do you agree? Give any four reasons in support of your answer.

29. (a) Identify the technique of sales promotion in the following cases.

(i) Scratch a card on purchase of 3D model of Samsung LCD TV and win Tata Sky or DVD player.

(ii) Gillette company offers free shaving gel tube with the purchase of shaving razor.

(iii) Hyundai offering discount of Rs. 15,000 on i 20 car for a limited period.

(iv) Parle company has recently launched a new range of chips with the scheme of 20% extra.

(v) An inventor company gives Rs. 400 on return of used inventor while making a new purchase of the inventor.

(vi) Levis offering 30% discount on jeans around Independence Day.

(b) Briefly explain the distinguish features of advertising.

OR

Business Studies/XII [ 3 ]
What do you mean by Labelling of a product? Explain any three functions of Labelling. Also draw a label for a pack of potato chips. (1+3+2)

30. The Consumer Protection Act, 1986 provides certain rights to promote and protect consumers interests. Explain all of them. (6)

OR

Mr. A purchased an ISI mark electric water heater from 'Bharat Electricals'. While using he found that it was not working properly. He approached the seller and complained for the same. The seller satisfies Mr. A by saying that he will ask the manufacturer to replace this water heater. The manufacturer refused to replace and 'Bharat Electricals' decided to file a complaint in the Consumer court. Can 'Bharat Electricals' do this? Why?

Who can file a complaint under Consumer Protection Act?

Also explain who is a consumer as defined by this Act? (1+2+3)