

3. Management is a _____ function to have adapt itself to the changing environment. [1]

- (a) cost (b) experimentation
(c) direction (d) dynamic

4. _____ refers to the internal environment trends and changes that will hinder a firm's performance. [1]

- (a) Threat (b) Opportunities
(c) Strength (d) Weakness

5. Delegation allows managers to extend their area of operation. Write true or false by giving proper justification for the given statement. [1]

Read the following text and answer the questions No.6-9 on the basis of the same:

A bank named 'Dhan Sangraha Karta' allows Kapoor family to deposit their money time and again in it. It gives a definite return to this family which is in the form of interest. To get this interest the money stored in the household of Kapoor family gets entry into this bank. Nearby there is a stock exchange, Mr. Raj Kapoor, who is the head of the family, goes there and buys securities. He says that in this way more return is earned by him on his saved money though the risk is also there.

6. _____ is the function performed by the bank and the stock exchange. [1]

- (a) Financial intermediary (b) Financial system
(c) Protective (d) Household

7. Identify the risk which Mr Raj Kapoor is thinking of: [1]

- (a) Returns on investment (b) Safety of money
(c) Instability of Bank (d) Instability of Stock Exchange

8. State any two functions of Stock Exchange. [1]

9. Mention any two ways to float the securities in the market. [1]

10. Match the following: - [1]

(i) Organisational structure	(a) number of subordinates that can be managed by superiors
(ii) Span of management	(b) gives shape to organizational structure
	(c) framework within which tasks are performed

11. The name of the whole class of product is known as _____ name. [1]

12. Organising provides clear description of jobs and related duties which helps in: [1]

- (a) avoiding confusions and duplications (b) to encourage employees
(c) better supervision of employees (d) better placements of employees

OR

Manan was given a task by his subordinate to prepare a plan for 15 days. He asked two of his subordinates to work upon two aspects of his task. One of the subordinate met with an accident and could not complete his work. Who is answerable for this task?

- (a) Manan;s superior is accountable (b) Manan’s subordinate is accountable
(c) Manan is accountable (d) None of them is accountable

13. The laws of mining and regulations licence required for running the business is an example of_____ [1]

- (a) Economic environment (b) Political environment
(c) Legal environment (d) Social environment

Read the following text and answer question No.14-16 on the basis of the same:

Mediquip Ltd. is a company dealing in distribution of medical equipments. The company recently imported 15000 units of sugar testing machines to test the sugar levels without taking blood samples. For deciding the marketing strategy, the Chief Executive Officer of the company called a meeting of the marketing heads of different zones.

In the meeting, Sandeep, the North Zone Marketing Head, suggested that since the machines were sophisticated they need to visit hospitals personally, to explain its working to the hospital staff who would be using the machines. He also suggested that additional trained people may be recruited for the same.

Himanshu, another Zonal Head, added that since lot of money had been spent on the import of the machines, the company was short of funds to pay to the additional staff as suggested by Sandeep.

Rahul, a newly appointed Zonal Head of South Zone suggested that since the size of the order is not large, a detailed study of the factors determining the choice of channels of distribution is required before making the right choice.

14. The distribution channel mentioned in the above case is _____. [1]
- (a) Manufacturer -----Customer
 (b) Manufacturer ----- Retailer ---- Customer
 (c) Manufacturer ----- Wholesaler ----- Retailer ----- Customer
 (d) Manufacturer ----- Agent ----- Wholesaler ----- Retailer ----- Customer

15. _____ sales promotion technique is used for increasing the sales of these machines. [1]
- (a) Advertising (b) Sales Promotion
 (c) Personal Selling (d) Rebate

16. Identify the factor influencing the choice of channels of distribution mentioned in the above case: [1]
- (a) Needs and wants related factors (b) Create a market offering
 (c) Press relation factors (d) Product related factors

17. Match the following with suitable feature of business environment. [1]

(i) Specific force	(a) Dynamic nature
(ii) Shift in consumer preference	(b) Uncertainty (c) Investors, customers

18. Controlling evaluates whether the _____ cause of action is followed or not. [1]
- (a) relationship (b) atmosphere
 (c) performance (d) desired
19. Which of the following is the example of social environment? [1]
- (a) money supply in the economy. (b) consumer protection act
 (c) constitution of the country (d) composition of the family.
20. Grading of products is the important function performed by packaging. State giving reasons whether the statement is true or false. [1]

21. Lamcy Ltd. is facing a lot of problem these days. It manufactures electronic goods like washing machines, microwave ovens, refrigerators and air – conditioners. The company’s manager are under pressure and the profits and market share are declining. The production department blames marketing department for not meeting sales targets and marketing department blames production department for producing goods, which are not of good quality to meet customer’s expectations. The finance department blames both production and marketing department for decling return on investment and bad marketing. [3]
- (a) Identify the feature of management which is lacking in the above case.
(b) State any two nature of the concept identified in (a).

22. Discuss the Setting of standard and Anaylsing deviations in the process of controlling in detail. [3]

OR

“Controlling is an indispensable function of management.’ In the light of the given statement disucss any three importance of controlling in detail.

23. Naiman is working under the guidance of Haroon, a carpenter, for the last three years to learn the different skills of this job. Name and explain the method or training Naiman is undergoing. [3]
24. All commercial banks have to maintain a minimum cash banlance which is known as Cash Reserve Ratio. Amount of fund available with commercial banks to be given as loans increases or decreases whenever RBI changes the CRR. In order to maintain the CRR all banks borrow from each other on which interest rate is also paid by the banks. [3]
- (a) Which money market instrument is discussed above?
(b) If interest rate given above rises, then what will happen to other sources of finance such as commercial paper and certificates of deposit?

OR

‘To promote orderly and healthy growth of securities market and protection of investors, Securities and Exchange Board of India was set up.’ With reference to this statement, explain the Developmental and Regulatory functions of SEBI.

25. Ganga Public School had a vacancy of a Math teacher. They were looking for a smart and creative teacher having a drive for excellence. An advertisement was given in all leading dailies. Since the response was huge, the school examined all the application forms and rejected the candidates who did not have the necessary qualifications. Thereafter, a test was conducted to measure the existing skills of the candidates. After that, it was followed by a formal in depth conversation with the Principal of the school and a panel of Maths experts. [4]
- (a) Explain the steps that Ganga Public School in the process of identifying and chosing the best candidates.
(b) Give the name and the meaning of the test mentioned in the above case.

26. Anand was working as a supervisor with 'Neel Purifier Ltd.' which was producing water purifiers. The target of the company was to produce 200 water purifiers every day. His job was to make sure that work goes on smoothly and there was no interruption in production. To achieve this, he always gives workers and insists that they are obeyed. He believes that reward or punishment both can be given depending upon the performance. Identify and describe the leadership style being adopted by Anand. [4]

27. 'Determination of capital structure of a company is influenced by a number of factors.' [4]
Explain any 4 such factors.

OR

Explain the meaning of Fixed Capital. Briefly explain any 3 factors affecting fixed capital requirement.

28. Babu is working as senior legal consultant in Motwal Ltd. and earning ` 2 lakh per month. [4]
Some additional facilities are also given by the company. His basic needs are best satisfied and job is on a permanent basis. The company also pays pension after the retirement. But still, in spite of all this, Babu is not satisfied with his life and feels that something is missing. He experiences roughness and dullness in life. According to Maslow's Need Hierarchy, which needs are satisfied and which needs are still to be satisfied?

OR

Boman was regional Manager in 'Homely Products Ltd.' for the last eight years. On the retirement of the marketing manager, Boman applied for the same post because he was extremely ambitious and had dedicated all his energies to obtain the post of Marketing Manager. He was very much satisfied with the salary and other perquisites.

However, the top management decided to fill the position by selecting a better person from outside the company. Because of this Boman was heartbroken and his performance declined. When the new Marketing Manager joined, one of his major problems was how to motivate and inspire Boman to his former level of performance. Suggest any four non – financial benefits that the new marketing manager may use to motivate Boman.

29. Katrina printers purchased a printing machine from Salman Enterprise Ltd. worth [4]
` 50 lakhs. But after a month use, i.e; machine proved to be of very inferior quality. The purpose for which the machine was purchased was not solved and it adversely affected the quality of production. False claims were made by the company while selling about the performance of the machine. Now, Katrina Printers is planning to file a case against Salman Enterprise. As a legal expert, suggest and guide Katrina Printers where they can file the case and also explain in detail the other two redressal agencies of the government.

30. ABCL Technologies is one of the leading information technology outsourcing service providers in India. The company provides business consultancy and outsourcing services to its clients. Over the past five years, the company has been paying returns at high rate to its shareholders. However, this year, although the earnings of the company are high, its liquidity position is not so good. Moreover, the company plans to undertake new ventures in order to expand its business. [4]
- (a) Do you think company should go for new venture? Give reasons to support you answer.
- (b) State any three reasons because of which you think ABCL Technologies has been paying the returns to its shareholders over the last five years.

31. The activities and employees in 'Elegance Pvt. Ltd.', a footwear manufacturing company, can be broadly grouped into five departments namely; production, purchase, marketing, accounts and personnel. Over the years the company has grown and expanded its operations manifold. The company now intends to diversify into leather bags segment. So its management has decided to restructure its operations. They plan to create separate product divisions for each product line wherein the functioning of each division will be further divided into five departments namely; production, purchase, marketing, accounts and personnel. [6]

In context of the above case:

Suggest your ideas and views about the company's future organisational structures likely to be different from the existing one with its suitability.

32. 'Beauty Products Ltd.' is a natural and ethical beauty brand famous for offering organic beauty products for men and women. The company uses plant based materials for its product and is the No.1 beauty brand in the country. It not only satisfies its customers but also believes in overall protection of the planet. [6]
- Identify the marketing management philosophy being followed by 'Beauty Products Ltd.' Also explain any two philosophies of marketing management which are not mentioned in the above paragraph.

OR

'Kamra' published a new book on marketing management. How would you determine the price of the book? Explain any four such factors in details.

33. Postage stamps have been unveiled to commemorate 140 years of existence of the country's first stock exchange the Bombay Stock Exchange (BSE). The setting up of BSE is considered to be the greatest revolution that took place in the financial markets in India as it acts as a key driver for economic growth of a country. This is due to the fact that there exists a strong correlation between economic growth and capital accumulation. [6]
- In the context of the above case:

1. Identify the dimension of the business environment of India being referred here.
2. State any explain any five factors which broadly affect the dimension of business

environment of India as identified in part (a) of the question.

34. Suhasini, a home science graduate from a reputed college, has recently done a cookery course. She wished to start her own venture with a goal to provide 'health food' at reasonable prices. She discussed her idea with her teacher (mentor) who encouraged her. After analysing various options for starting her business venture, they short listed the option to sell 'ready made' and 'ready to make' vegetable shakes and sattu milk shakes. Then, they weighed the pros and cons of both the short listed options. [6]

OR

American Drugs and Pharmaceutical Ltd. Is engaged in the manufacturing and distribution of medicines. The company has set up an objective of increasing its sales turnover by 35%. To achieve this target the company has decided to diversify the into baby and health care products. Since the company has already set its objectives and developed certain assumptions based on the same, it wants your help for the remaining phases to be taken in this course to finalise the activity of manufacturing and distribution of medicines. Suggest the missing stages in detail.

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