

Time: 3 Hrs.

Max. Marks: 80

Instructions:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks for the questions.
- 3) Figures to the left indicate question numbers.
- 4) Answer each question on a new page.

Q.1. (A) Select the correct option and rewrite the sentences: (5) [20]

1. Members of an organisation should receive orders from:

- (a) many superiors
- (b) one superior
- (c) all superiors

2. The functions of management end with:

- (a) Directing
- (b) Staffing
- (c) Controlling

3. Start-up India is an initiative of the:

- (a) Government of India
- (b) RBI
- (c) World Bank

4. Making timely payment of proper taxes is the responsibility of an organisation towards:

- (a) shareholders
- (b) customers
- (c) government

5. In online shopping, customers put the product in the:

- (a) shopping mall
- (b) shopping cart
- (c) shopping bag

(B) Match the pairs: (5)

Group A	Group B
(a) Agro-tourism	(1) Tangible in nature
(b) Business Service	(2) 1930
(c) Scientific management theory	(3) Use of Digital Media
(d) Sale of Goods Act	(4) Rural tourism
(e) Digital marketing	(5) Henry Fayol
	(6) 1956
	(7) Intangible in nature
	(8) Use of traditional media
	(9) Medical tourism
	(10) F. W. Taylor

(C) Correct the underlined word and rewrite the following sentences: (5)

1. Decentralisation means delegation of powers and authorities at the specific position.
2. Overdraft facility is available for current bank account holders.
3. In India, sellers are widely dispersed and are not organised.
4. KPO includes more knowledge-based and specialised work.
5. Insurance helps to minimise the risks in the business.

(D) Arrange in proper order: (6)

1. Controlling, organising, planning.
2. Accident, taking the policy, claim.
3. Placing an order, cash on delivery, registration.
4. District Judge, Supreme Court Judge, High Court Judge.
5. Grading, Market planning, Distribution.

Q.2. Explain the following terms/concepts (Any FOUR): [12]

1. Organising
2. Insurance
3. E-business
4. Place concept of market
5. Lok Adalat
6. Outsourcing

Q.3. Study the following case/situation and express your opinion (Any TWO): [12]

1. In ABC company, Mr. Patil gives instructions to the employees working under him, provides guidance, and motivates them for their best performance. On the other hand, Mr. Joshi takes efforts to harmonise work done by the employees of different departments while achieving organisational goals. Mr. Dubal is looking after the arrangement of required resources for the business organisation.

Mention the name of the employee engaged in the following functions:

- (a) Organisation
- (b) Direction
- (c) Co-ordination

2. Mr. Rajaram is a young M.Sc. (Agri) degree holder. Mr. Sitaram is a commerce graduate. Mr. Rajaram is willing to start an Agro-tourism centre at his village. Mr. Sitaram is willing to work as an accountant in a private company.

- (a) Find out the desire of Mr. Sitaram.
- (b) What is the desire of Mr. Rajaram?
- (c) Which qualification is acquired by Mr. Sitaram?

3. Ajay purchases some electronic appliances online from www.amazon.com. At the same time, Sanjay purchased an old bike from olx.com.

- (a) Which website is related to C2C?
- (b) Which website is related to B2C?
- (c) What first step does Ajay need to follow?

Q.4. Distinguish between (Any THREE): [12]

- 1. Planning and Controlling
- 2. Life Insurance and Fire Insurance
- 3. District Commission and National Commission
- 4. Staffing and Directing

Q.5. Answer in brief (Any TWO): [8]

- 1. Explain 4 P's of product marketing mix.
- 2. Explain any four responsibilities of business towards employees.
- 3. State any four rights of consumers.

Q.6. Justify the following statements (Any TWO): [8]

1. Principles of management are flexible in nature.
2. There are many ways and means to consumer protection.
3. The principle of subrogation is applicable to all contracts of indemnity.
4. Marketing is significant to the consumers.

Q.7. Attempt the following (Any TWO): [10]

1. Explain any five principles of management given by Henry Fayol.
2. Explain any five social responsibilities of a business organisation towards the government.
3. Explain types of warehouses.

Q.8. Answer the following (Any ONE): [8]

1. Define a bank. Explain different types of banks.
2. Explain the functions of marketing in detail.