

Time: 3 Hrs.

Max. Marks: 80

Note:

- i. All questions are compulsory
- ii. Figures to the right indicate full marks for the questions.
- iii. Figures to the left indicate question numbers
- iv. Answer to every question must be started on a new page.

Q. 1. (A) Select the correct options and rewrite the sentences:

(5) [20]

- 1) _____ was regarded as the father of scientific management
(a) Henry Fayao (b) F.W. Taylor (c) Philip Kotler
- 2) Start-up India is an initiative of the _____
(a) RBI (b) Government of India (c) World Bank
- 3) Door to door service is provided by _____ transport.
(a) Railway (b) Air (c) Road
- 4) For economic growth and National Security _____ stability is required
(a) Political (b) Social (c) Economic
- 5) In India the Consumer Protection Act was initiated in the year _____
(a) 1947 (b) 1989 (c) 1986

(B) Match the correct pairs:

(5)

Group 'A'	Group 'B'
(a) Principle of Unity of direction	(1) Right to information
(b) Planning	(2) Last function of management
(c) Warehousing	(3) Distinct Name
(d) Consumer Right	(4) One head one plan
(e) Registered Brands	(5) Seller
	(6) Basic function of management
	(7) Time Utility
	(8) General Guidelines
	(9) Trade Mark
	(10) Place Utility

(C) State whether the following statements are true or false

(5)

- 1) Co-operation is not necessary for smooth flow of organisational activities
- 2) Current account is opened by salaried person
- 3) With the help of outsourcing company, we can focus on the core areas
- 4) The seller has to recognise the right of consumer
- 5) The term market is derived from Latin word 'mercatus'

(D) Find the odd one:

(5)

- 1) Selecting, training, co-ordinating, placing
- 2) NABARD, RBI, SIDBI, EXIM
- 3) Debit card, Credit card, Aadhar card, ATM card

- 4) Job security, Health and safety measures, Good working condition, Reasonable profit
- 5) Price, People, Promotion, Product

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

(8)

- 1) Principle of Discipline
- 2) Communication
- 3) Business ethics
- 4) Corporate Social Responsibility (CSR)
- 5) Right to choose
- 6) Market

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

(6)

(1) In XYZ company, Mr. Lele gives instructions to the employees working under him, provides guidance and motivates them for their best performance. On the other hand, Mr. Sayyad takes effort to harmonize the work done by the employees of different departments while achieving organisational goals. Mr. Desai is looking after the arrangement of required resources to the business organization.

Mention the name of employee engaged in following functions:

- i. Organising
- ii. Directing
- iii. Co-ordinating

(2) Mr. Ashok visited a shop to buy a pair of shoes of ₹ 700. The salesman forced him to buy a pair of bigger size shoes of ordinary company by claiming this size would be suitable to him. After reaching home, he discovered that shoes are still too big for him. He complained about the shoes to the shopkeeper. It was denied by the shopkeeper to replace the shoes despite of availability of stock.

In above case: -

- i. Which right has been violated?
- ii. Is Mr. Ashok a buyer or an ultimate consumer?
- iii. Where can Mr. Ashok file his complaint?

(3) Mr. A deals in import and export business so he needs different foreign currencies. For the expansion of his business, he borrows money from commercial bank. He invests his funds in the equity shares.

- i. From where does Mr. A borrow money?
- ii. Name the market where does Mr. A invest his funds.
- iii. Which type of currency is required for international market?

Q. 4. Distinguish Between the following (Any THREE):

(12)

- 1) Directing and Co-ordinating
- 2) Road transport and Rail transport
- 3) Bonded warehouse and Duty paid warehouse.
- 4) District commission and State commission

Q. 5. Answer in brief (Any TWO):

(8)

- 1) Explain any four principles of management of Henry Fayol.
- 2) Explain any four characteristics of an entrepreneur.
- 3) Explain advantages of Business Process Outsourcing (BPO).

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

(8)

- 1) Management principles are helpful in optimum utilization of resources.
- 2) It is easy to set up E-business as compared to traditional business.
- 3) Business should allow participation of workers in management.
- 4) There is a need of branding to get recognition among the consumers.

Q. 7. Answer the following (Any TWO):

(10)

- 1) Explain the importance of planning.
- 2) Explain E-banking service.
- 3) Explain rights of consumers.

Q.8 Answer the following (Any ONE):

[8]

- 1) What is insurance? Explain types of life insurance policies
- 2) What is Marketing Mix? Explain 7Ps of Marketing Mix