

**Instructions-**

- ( i ) All questions are compulsory.
- ( ii ) Read the instructions of question paper carefully and answer the questions.
- ( iii ) There are two Parts Section- ' A ' and Section- ' B ' in the question paper.
- ( iv ) In Section- ' A ' Q.No. 1 to 5 are objective types which contain Fill in the blanks, True/False, Match the columns, One word answer and Choose the correct answer. Each question is allotted 5 marks.
- ( v ) Internal options are given in all Q.Nos. 6 to 10 in Section- ' B ' ( 30 words ) marks 02.
- ( vi ) Q.Nos. 11 to 17 ( 75 words ) marks 04.
- ( vii ) Q.Nos. 18 to 22 ( 120 words ) marks 05.
- ( viii ) Q.Nos. 23 to 24 ( 150 words ) marks 06.

**Section- ' A ' ( Objective Type Questions )**

Q. 1. Select the correct answer in the following: 1 × 5 = 5

- (a) The first function of management is:
  - (i) Staffing
  - (ii) Planning
  - (iii) Coordination
  - (iv) Organisation
- (b) Management principles are:
  - (i) Static
  - (ii) Dynamic
  - (iii) Rigid
  - (d) Exact
- (c) In India the new Economic policy is applied in ...
  - (i) 1998
  - (ii) 1991
  - (iii) 1994
  - (iv) 1996
- (d) Following is not related with plan:
  - (i) Budget
  - (ii) Programme
  - (iii) Procedure
  - (iv) Motivation
- (e) The staffing is related with following:
  - (i) to Persons
  - (ii) To Goods
  - (iii) To Tools
  - (iv) To Machines.

- Q.2. Fill in the blanks: 1 × 5 = 5
- (a) Controlling is a ..... activity.
  - (b) The sum of current assets called..... .. capital.
  - (c) SEBI established in the year .....
  - (d) The ..... letter are written to know the financial position.
  - (e) Management is a intangible .....

- Q.3. Match the columns: 1 × 5 = 5
- |                              |                      |
|------------------------------|----------------------|
| (a) Division of work         | (i) Internal source  |
| (b) Micro Environment        | (ii) F.W. Taylor     |
| (c) Budget                   | (iii) Specialisation |
| (d) Promotion                | (iv) Cost control    |
| (e) Standard cost Accounting | (v) Internal factors |
|                              | (vi) Forecasting.    |

- Q.4. Answer the following in 'True' or 'False' 1 × 5 = 5
- (a) Financial Management is the special branch of general management.
  - (b) Long term financial plan is to be for two years.
  - (c) The capital market and the money market are same.
  - (d) Post script is written beginning of the letter.
  - (e) Policies are not different from rules.

- Q.5. Answer the following in one word/sentence: 1 × 5 = 5
- (a) What is called the Recruitment in Academic Institutions?
  - (b) What is called the point of production where, there is no profit no loss?
  - (c) What is the main source to obtain fixed capital?
  - (d) Which Stock Exchange is the greatest stock Exchange of the country?
  - (e) In which letter despatched the price list?

**Section- 'B' (Very Short Answer Type Questions)**

- Q.6. What is meant by privatisation? 2
- (OR) What is meant by Liberalization?
- Q.7. What is Public Relation? 2
- (OR) Define Sales Promotion

Q. 8. Write the importance of consumer's protection by any two points. 2

(OR) Define "Consumer"

Q. 9. What is meant by External Environment? 2

(OR) What is meant by Globalisation?

Q. 10. Describe the characteristics of Business environment. (Any two points) 2

(OR) Write the characteristics of Globalisation. (any two)

**( Short Answer Type Questions )**

Q. 11. Write the importance of delegation of authority. (any four) 4

(OR) Differentiate between Delegation of Authority and Decentralisation. (any four point.)

Q. 12. Write any four Qualities of a good leader. 4

(OR) Write the characteristics of directions. (any four)

Q. 13. Write the components of quantity of fixed capital. (any four) 4

(OR) Write the factors of working capital. (any four)

Q. 14. Write the characteristics of Advertising. (any four) 4

(OR) Write the difference between Advertising and Sales promotion. (any four points)

Q. 15. Describe any four rights of consumers. 4

(OR) Write the Responsibilities of consumers. (any four)

Q. 16. Describe any four objectives of organisation. 4

(OR) What is meant by Decentralisation? Explain its importance. (any three)

Q. 17. List any four non-financial motivation. Describe. 4

(OR) Write the characteristics of motivation. (any four)

**( Long Answer Type Questions )**

Q. 18. Differentiate between Objective and Policy. (Any five points) 5

(OR) Write the Importance of planning. (Any five points)

Q. 19. Distinguish between recruitment and selection. (any five point) 5

(OR) Write the need or importance of staffing. (any five points)

Q. 20. Write the essential elements of an effective control system. (Any five) 5

(OR) Describe the Traditional general systems of control. (any five)

Q.21. Distinguish between primary market and secondary market. (any five point) 5

(OR) Discuss the importance of Capital Market. (Any five points)

Q.22. Write any five essentials of a good business letter. 5

(OR) Write a Quotation letter from M/s. Rajesh and Sons Raipur to Ramlal and Sons, Bhilai.

Q.23. Discuss in brief the primary functions of Management. (any six) 6

(OR) Write the importance of Co-ordination. (any six)

Q.24. What are the dissimilarities between concepts of Taylor and Fayol. (any six) 6

(OR) Explain briefly the Henry Fayol's principles of management. (any six)