

# BUSINESS STUDIES

(Maximum Marks: 80)

(Time allowed: Three hours)

(Candidates are allowed **additional 15 minutes** for **only** reading the paper.

They must **NOT** start writing during this time.)

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Answer **Question 1** from Part I (compulsory) and **five** questions from Part II.

The intended marks for questions or parts of questions are given in brackets [ ].

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## PART I (20 Marks)

Answer **all** questions

### Question 1

Answer briefly each of the questions (i) to (x).

[10 × 2]

- (i) Define *human resource management*.
- (ii) List *any two* uses of conducting job analysis.
- (iii) State *any two* reasons to justify 'medical examination' as an integral part of a good selection procedure.
- (iv) Define *staff morale*.
- (v) Explain the concept of *encashment of leave*.
- (vi) Give *any two* distinctions between *potential appraisal* and *performance appraisal*.
- (vii) What is a *quotation letter*?
- (viii) Define *partnership*.
- (ix) List *any two* opportunities that globalisation has brought in.
- (x) Expand the following:
  - (a) NBFC
  - (b) FSSAI

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**PART II (60 Marks)**

Answer any **five** questions.

**Question 2**

- (a) What is meant by *manpower estimation*? Explain its relevance in human resource management. [4]
- (b) Briefly explain the *four* internal sources of recruitment. [8]

**Question 3**

- (a) State *any four* distinctions between *recruitment* and *selection*. [4]
- (b) Briefly explain *two* factors of Herzberg's theory of motivation. [8]

**Question 4**

- (a) State *any four* differences between *training* and *education*. [4]
- (b) With reference to democratic leadership, answer the following: [8]
  - (i) Explain the concept of democratic leadership.
  - (ii) State *any two* advantages.
  - (iii) State *any two* disadvantages.
  - (iv) Specify *any two* conditions where this style is most effective.

**Question 5**

- (a) With reference to staff benefits provided by an organisation, explain *Group Insurance* and *Employees Provident Fund*. [4]
- (b) Explain *any four* advantages and *any four* limitations of seniority-based promotion. [8]

**Question 6**

- (a) What is meant by *staff separation*? List *any four* means of the same. [4]
- (b) Define *communication*. State *any six* differences between *formal communication* and *informal communication*. [8]

**Question 7**

- (a) Explain the concepts of *virtual teams* and *retainership*. [4]
- (b) What is meant by *e-business*? Briefly explain *any seven* benefits of e-business. [8]

**Question 8**

- (a) State *any two* differences between: [4]
- (i) *Informative report* and *interpretative report*.
  - (ii) *Routine report* and *special report*.
- (b) Discuss *any two* advantages and *any two* disadvantages each to the ‘outsourcer’ and to the ‘outsourced’, in the process of outsourcing. [8]

**Question 9**

- (a) Explain *angel investors* and *crowd funding* as sources of finance for a business venture. [4]
- (b) Draft an application letter for the post of a Sales Executive in a reputed Multi National company, in response to an advertisement published in the newspaper. [8]