

Answer any 8 questions from 1 to 10. Each carries 1 score.

(8 × 1 = 8)

1. Identify the network of Social relationships which arises spontaneously due to interaction at work.
 - (a) Decentralisation
 - (b) Delegation of Authority
 - (c) Informal Organisation
 - (d) Formal Organisation

2. Complete the series :
 - (a) Top level Management - Managing Director
 - (b) Middle level Management - _____ ? _____
 - (c) Lower level Management - _____ ? _____

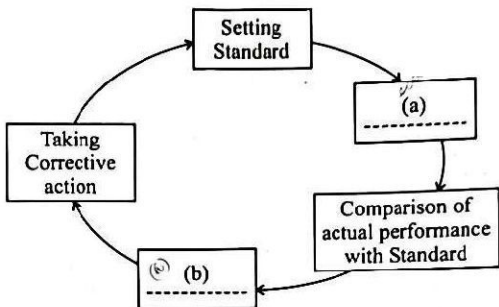
3. L.P.G. stands for _____.

4. The first step in planning is _____.
 - (a) Selecting an alternative
 - (b) Setting objectives
 - (c) Developing premises
 - (d) Implementing the plan

5. Which of the following are internal sources of recruitment ?
 - (a) Campus interview
 - (b) Promotion
 - (c) Job contractors
 - (d) Transfer
 - (i) (a) and (b)
 - (ii) (b) and (c)
 - (iii) (a) and (d)
 - (iv) (b) and (d)

6. Which element in the communication process involves converting the message into words, symbols, gestures etc. ?
 - (a) Media
 - (b) Encoding
 - (c) Feedback
 - (d) Decoding

7. Complete the series :



8. Assets which are expected to get converted into cash within a period of one year are called _____.

- (a) fixed assets
- (b) current assets
- (c) tangible assets
- (d) intangible assets

9. Helps a firm to make a distinction for its product from competitors : _____

- (a) Branding
- (b) Labelling
- (c) Packaging
- (d) Pricing

10. In respect of which product consumers spend lots of time and efforts for purchase ?

- (a) Convenience product
- (b) Shopping product
- (c) Speciality product
- (d) Durable product

Answer any 5 questions from 11 to 16. Each carries 2 scores.

(5 × 2 = 10)

11. Identify and state the force that binds all the other functions of management.
12. State any two causes of fatigue that may create hindrance in the employees performance.
13. Can planning work in a dynamic environment ? (Yes/No) Give reason to justify your answer.
14. Who is Laissez-faire leader ?
15. Briefly explain the role of 'Sales Promotion' as an element of promotion mix.
16. Who is a consumer as per Consumer Protection Act ?

Answer any 5 questions from 17 to 22. Each carries 3 scores.

(5 × 3 = 15)

17. Explain the principle of Scalar Chain and Gang Plank. (using the diagram)
18. Explain the elements of delegation of authority.
19. Distinguish between training and development. (any three)
20. What are semantic barriers of communication ? (any three)
21. What are the main objectives of financial management ? Briefly explain.
22. Explain briefly the redressal mechanisms available to consumers under the Consumer Protection Act.

Answer any 4 questions from 23 to 27. Each carries 4 scores.

(4 × 4 = 16)

23. Explain the technique of 'Functional Foremanship' as enunciated by Taylor using the diagram.
24. (i) What is meant by Business Environment ?
(ii) Why it is important for business enterprises to understand their environment ?
Explain. (any two)
25. Explain the limitations of Controlling Functions of Management.
26. Explain the term 'Trading on Equity'. Why, when and how it can be used by a Company ?
27. What are the factors affecting determination of the price of a product or service ?
Explain. (any four)

Answer any 3 questions from 28 to 31. Each carries 5 scores.

(3 × 5 = 15)

28. Decentralisation is an optimal policy. Explain why an organisation would choose to be decentralised.
29. "Management is a series of continuous interrelated functions." – Comment.
30. Match the following :

(1) Policy	(a) Specific Statements
(2) Procedure	(b) Detailed Statements
(3) Rule	(c) Prescribed way
(4) Programme	(d) Routine steps
(5) Method	(e) General Statements

31. Explain the factors affecting dividend decision. (any five)

Answer any 2 questions from 32 to 34. Each carries 8 scores.

(2 × 8 = 16)

32. Explain the procedure for selection of employees.
33. Explain different financial and non-financial incentives used to motivate employees of a company. (any eight)
34. What is Marketing ? What functions does it perform in the process of exchange of goods and services ? Explain. (any seven)
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