

- Q.5** Anmol's fathers namkeen business's second generation expanded the business and got "Yamuna ki Bhujia" registered with concerned authorities. With reference to the given text, "Yamuna ki Bhujia" is a _____ giving it legal protection against its use by anyone else. 1
- (a) Brand value (b) Trademark
(c) Trait mark (d) Brand mark
- Q.6** The manager of LUXE Industries is overburdened with routine work and is unable to concentrate on core issues of the company. To overcome this problem, manager entrusted some of his responsibility and authority to his immediate subordinate to share some of his routine work. Which concept of management is used by the manager? 1
- (a) Decentralization (b) Centralization
(c) Specialization (d) Delegation
- Q.7** _____ are the base material upon which plans are to be drawn. 1
- (a) Objective (b) Premises
(c) Alternatives (d) Implementation
- Q.8** Identify the scientific technique of management from the statement below: 1
'It is an extension of the principle of division of work and specialization to the shop floor.'
- (a) Fatigue study (b) Motion study
(c) Functional foremanship (d) None of the above
- Q.9** Recently the government has decontrolled the price of petrol & diesel. This is an example of: 1
- (a) Privatization (b) Globalization
(c) Liberalization (d) Demonetization
- Q.10** A network of social responsibility that arises spontaneously due to interaction at work place is called _____. 1
- (a) Formal organization (b) Informal organization
(c) Decentralization (d) Delegation
- Q.11** Which element of promotion mix refers to face to face dialogue between seller and buyer? 1
- (a) Sales promotion (b) Personal selling
(c) Advertising (d) Public relation
- Q.12** Threats to law & order is an example of _____ environment of business. 1
- (a) Legal (b) Political
(c) Technical (d) Social
- Q.13** State whether True or False. 1
'Planning cannot eliminate changes or events; but they can be anticipated and managerial responses to them can be developed through planning.'
- (a) True (b) False

- 14 The Reserve Bank of India increased the Cash Reserve Ratio (CRR) by 0.25 basis points to overcome the inflationary trends in the economy. Identify the dimension of business environment highlighted above. 1
(a) Economic environment (b) Legal environment
(c) Political environment (d) All of these
- Q.15 For delegation to be effective, it is necessary that authority granted must commensurate with assigned _____ 1
(a) Accountability (b) Autonomy
(c) Responsibility (d) None of these
- Q.16 In a _____ the organizational structure comprises of separate business units. 1
(a) Functional structure (b) Divisional structure
(c) Delegation (d) Decentralization
- Q.17 State whether True or False. 1
'Following a pre decided plan, when circumstances have changed, may not turn out to be in the best interest for the organization.'
(a) True (b) False
- Q.18 Identify the nature of principles of management from the statement below: 1
'Real business situations are very complex and dynamic and a result of many factors, so getting ready-made solutions to all problems is not possible.'
(a) Esprit-de-corps (b) General guidelines
(c) Initiative (d) Equity
- Q.19 District Commission shall have jurisdiction to entertain complaints where the value of goods or services paid as consideration does not exceed: 1
(a) ₹25,000 (b) ₹ 1,00,00,000
(c) ₹ 1,00,000 (d) ₹ 50,00,00
- Q.20 From the point of view of business, which one of the following is a reason because of which consumer protection is important? 1
(a) Dynamic environment (b) Fast technological development
(c) Government intervention (d) Competitive market

SECTION - B

- Q.21 Describe, in brief, any four functions of middle level management in an organisation. 3
- Q.22 Explain the following as nature of principles of management: 3
(a) Universal applicability
(b) Flexibility
(c) Mainly behavioural

- Q.23** State any three points of significance of decentralization. 3
- Q.24** The Government of India has recently come up with an amendment to Section 6 of the Payment of Wages Act 1936, to allow employers of certain industries to make payment through various electronic modes of payments. The amendment will be applicable to all the public sector undertakings for wages disbursement using e-payment options. This is another milestone in the direction to further push to a cashless economy. Identify and explain any two dimensions of the business environment which relate to the above mentioned case. 3

OR

Explain the 'differential piece wage system' technique of scientific management with the help of an example.

SECTION – C

- Q.25** Read the following case study and answer the following questions on the basis of the same- 'Hayaram' is a famous chain selling a large variety of products in the Indian market. Their products include chips, biscuits, sweets and squashes. It charges a comparatively higher price than its competitors as it sells quality products. Besides, it offers regular discounts to its customers and easy credit terms to its retailers. It has five of its own retail shops. It also sells its products through various grocery stores so that the products are made available to customers at the right place, in the right quantity and at the right time. It regularly uses different communication tools to increase its sales.
- But it is also concerned about the impact as the potential customers or the prospects can't be delivered the message compulsively. So the company decides to launch a scheme where chips will be provided with an additional cold drink for some time. It not only will satisfy its customers but will also provide employment to handicapped people. 1x4=4
- (a) The above Para describes the combination of variables used by Hayaram to prepare its market offering. The combination of variables used by the company to prepare its market offering is termed as.
- | | |
|-------------------|--------------------|
| (i) Promotion mix | (ii) Sales mix |
| (iii) Price mix | (iv) Marketing mix |
- (b) "It also sells its products through various grocery stores so that the products are made available to customers at the right place, in the right quantity and at the right time." Identify the element of marketing mix stated above.
- | | |
|-------------|----------------|
| (i) Product | (ii) Price |
| (iii) Place | (iv) Promotion |
- (c) Identify the sales promotion technique used in the above paragraph.
- | | |
|-------------------------|----------------------|
| (i) Product combination | (ii) Rebate |
| (iii) Quantity plus | (iv) Usable benefits |

- (d) "It charges a comparatively higher price than its competitors as it sells quality products."
Identify the element of marketing mix stated above.
- | | |
|-------------|-----------------|
| (i) Product | (ii) Price |
| (iii) Place | (iv) Promotion. |

Q.26 Read the following case study and answer the following questions on the basis of the same-
Simplex Ltd has been taken over by Madhura Group immediately following India's independence. Since then it enjoys a rich record of industry presence and experience. In 2005, with the aim to accelerate growth the company had gone through several rounds of meetings and discussions before launching ERP systems to attract large projects. The management had done effective forecast and critical thinking regarding allocation of resources to reduce wastage for this purpose, the company had laid down multiple course of action to meet the challenge of adverse situations. In 2008, the company suffered loss in many projects due to the great recession despite taking many cost cutting measures. The management had taken utmost care regarding the possible outcomes and timely review of the plans to achieve the set target during the hard times. In 2010 system implemented successfully which subsequently helped the company to execute numerous projects with precision and timelines. 1x4=4

- (a) "In 2005, with the aim to accelerate growth the company had gone through several rounds of meetings and discussions." What is the objective mentioned here according to the process stated here?
- | | |
|------------------------------------|-----------------------------|
| (i) Developing premise | (ii) Growth and development |
| (iii) Launching IT enabled systems | (iv) Cost cutting |
- (b) "The management had done effective forecast and critical thinking regarding allocation of resources to reduce wastage." Identify the functions of management mentioned here:
- | | |
|-------------------|-----------------|
| (i) Planning | (ii) Organizing |
| (iii) Controlling | (iv) Directing |
- (c) "In 2008, the company suffered loss in many projects due to the great recession despite taking many cost cutting measures." Which limitation of the management process is indicated here?
- | | |
|--|--|
| (i) It fails to cope with sudden changes | (ii) It involves huge cost |
| (iii) It requires critical thinking | (iv) Need to construct multiple action plans |
- (d) "The management had taken utmost care regarding the possible outcomes and timely review of the plans to achieve the set target during the hard times." Which is the last step of the process mentioned here-
- | | |
|-----------------------------|--|
| (i) Implementation of plans | (ii) Timely execution of projects |
| (iii) Follow up | (iv) To prepare alternative course of action |

OR

Explain the following as type of plans :

- | | |
|--------------|-------------|
| (i) strategy | (ii) policy |
|--------------|-------------|

2+2

Q.27 Naman and Govind after finishing their graduation under vocational stream decided to start their own travel agency which will book Rail Tickets and Air Tickets on commission basis. They also thought of providing tickets within ten minutes through the use of internet. They discussed the idea with their Professor Mr Mehta who liked the idea and suggested them to first analyse the business environment which consists of investors', competitors and other forces like social, political etc., that may affect their business directly or indirectly. He further told them about the technological improvements and shifts in consumer preferences that were taking place and hence they should be aware of the environmental trends and changes which may hinder their business performance. He emphasised on making plans keeping in mind the threat posed by the competitors, so that they can deal with the situation effectively. This alignment of business operations with the business environment will result in better performance. 2+2

- (a) Identify and state the component of business environment highlighted in the above para.
(b) State any two features of business environment as discussed by Professor Mehta with Naman and Govind.

Q.28 (Saurabh Jain set up a telecom business in Nasik ^{S of obje} with an ambitious target of reaching out to 90% of the Indian population within one year) (He chose this business on the belief that the demand for data services will increase 4 times within the next 2-3 years) (To fulfill such an ambitious target, he had to either acquire an existing telecom business or collaborate or go independent aggressively in the light of tough competition) (He assessed the proposals of different companies vis-à-vis earnings per share, taxes, dividends paid etc. and their future projections knowing fully well that the projections may change if the country's economic policies get modified) ^{E & ACA} E & ACA

The above paragraph discusses some of the steps of one of the functions of management. By quoting the lines from the above paragraph, explain these steps in chronological order. 4

Q.29 Packaging has acquired great significance in the marketing of goods.' In the light of this statement, state any four functions of packaging. 4

OR

Explain the following functions of Marketing: 2+2

- (a) Customer support services
(b) Packaging and labelling

Q.30 Ashima purchased a bottle of tomato sauce from the local grocery shop. The information provided on the bottle was not clear. She fell sick after consuming it. She filed a case in the District Forum under Consumer Protection Act and got the relief. 4

- (a) Identify the important aspect neglected by the marketer in the above case.
(b) Explain briefly the functions of the aspect identified in (a) above.

- Q.31** Explain the following functions of marketing:
- (a) Pricing of products
 - (b) Standardisation and Grading
 - (c) Gathering and analysing market information
 - (d) Warehousing or storage

Q.32 A company, Toyo Motor Ltd. follows certain well-defined business principles guiding its functioning. These are: To provide clean and safe products and to enhance the quality of life everywhere, to create and develop advanced technologies and provide outstanding products and services that fulfill the needs of customers worldwide and to foster a corporate culture that enhances individual creativity to develop and carry out their plans and teamwork value, while honouring mutual agreement and complete harmony and cooperation between management and labour etc.

- (a) Identify and explain any one principle of general management and one principle of scientific management followed by Toyo Motor Ltd.
- (b) Identify and explain the objective of management Toyo Motor Ltd. is fulfilling.

Q.33 With the help of a diagram, give the meaning of 'Divisional Structure'. Explain any four advantages of this structure. 6

Q.34 'Unforeseen events and changes, rise in costs and prices, environmental changes, governmental interventions, legal regulations, all affect business plans'. In the light of the statement, state any six limitations of the planning function of management. 6

OR

What are the benefits and challenges before India for becoming a cashless economy?