

**01** -----is cheaper but is riskier for a business.

- (a) Debt
- (b) Equity
- (c) Reserves and surplus
- (d) All of these

**02.** Karam Limited is offering a travel package for 15 destinations worldwide with free insurance on the bookings for the month of December 2023. Identify the feature of marketing being described in the above lines.

- (a) Needs and wants
- (b) Creating a market offering
- (c) Customer value
- (d) Exchange mechanism

**03.** ‘Twinkle Stars’ is a well-known resort for organising parties, especially for children. However, in past 6 months its popularity has reduced considerably as a new resort with better ambience and facilities has opened within its vicinity. Name the related feature of business environment which has influenced the business of ‘Twinkle Stars’ adversely.

- (a) Totality of external forces
- (b) Dynamic nature
- (c) Interrelatedness
- (d) Uncertainty

**04.** In order to get feedback about its new product launch, Tyaggi Limited conducted an online survey through a short questionnaire. Identify the marketing function being mentioned in the given line.

- (a) Gathering and analysing market information
- (b) Marketing planning
- (c) Product designing and development
- (d) Packaging and labelling

**05.** Identify the correct sequence of steps to be followed in the trading procedure at the Stock Exchange.

- (a) Opening a trading account and Demat account, placing an order, Settlement of order, Execution of order
- (b) Settlement of order, Opening a trading account and Demat account, Placing an order, Execution of order
- (c) Opening a trading account and Demat account, placing an order, Execution of order, Settlement of order
- (d) Placing an order, Opening a trading account and Demat account, Execution of order, Settlement of order

**06.** The picture given on the right side depicts one of the following concept of management is absent. What was that.

- (a) Management
- (b) Co-ordination
- (c) Planning



(d) Directing

**07.** Asweon Ltd. wants to buy treasury bills for Rs.125,000. What is the maximum number of Treasury Bills that this fund can purchase?

- (a) 4
- (b) 3
- (c) 5
- (d) 7

**08.** Which of the following statement is false

- (a) Controlling is a goal-oriented function
- (b) Controlling is a pervasive function
- (c) Controlling is the last function of management
- (d) Controlling only completes are cycle of management process and improves planning in the next cycle

**09.** What is the difference between marketing and selling: –

- a) Marketing is a part of selling activities
- b) Selling is a part of marketing activities.
- c) Both marketing and selling are the same
- d) None of the above

**10.** Read the following statements Assertion (A) and Reason (R)

Assertion (A): Coordination is a one-time function of the top management

Reason (R): Coordination begins at the planning stage and continues till controlling

- (a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A)
- (b) Both Assertion (A) and Reason (R) are true but Reason (R) is not the correct explanation of Assertion (A)
- (c) Assertion (A) is true and Reason (R) is false
- (d) Assertion (A) is false and Reason (R) is true.

**11.** Marketing activities do not include which of the following activities: –

- a) Designing,
- b) Manufacturing,
- c) Procuring raw material
- d) Collection from debtors

**12.** Today almost every business organisation has computer monitoring as a part of their control system. Which point of importance of controlling function of management is highlighted above.

- (a) Accomplishing organisational goals
- (b) Ensuring order and discipline
- (c) Making efficient use of resource
- (d) Judging accuracy of standards.

**13.** For the following statements, choose the correct option

Statement I: Informal organisation emerges from within the formal organisation when people interact beyond their officially defined roles

Statement II: Informal organisation has no written rules, is fluid in form and scope and does not have fixed lines of communication.

- (a) Statement I is correct and Statement II is not correct
- (b) Statement II is correct and Statement I is not correct
- (c) Both the Statements I and II are correct
- (d) Both the Statements I and II are not correct

14. Electric vehicles with zero tailpipe emissions are emerging as a good alternative to problems like climate change, surging pollution leading to ill health, crude import bill, and energy security. Identify the related dimensions of a business environment.

- (a) Economic dimension, Legal dimension, and Social dimension
- (b) Social dimension, Political dimension, and Economic dimension
- (c) Economic dimension, Technological dimension, and Social dimension
- (d) Social dimension, Political dimension, and Legal dimension

15. "Grouping similar nature jobs into larger units called departments" is the step in the process of one of the functions of management. Identify the function of management.

- (a) Planning
- (b) Organising
- (c) Directing
- (d) Staffing

16. For the following statements, choose the correct option

Statement I: The stock exchange provides scope for speculation

Statement II: The stock exchange enhances liquidity of shares, i.e., it indirectly promotes capital formation and contributes to economic growth.

- (a) Statement I is correct and Statement II is not correct
- (b) Statement II is correct and Statement I is not correct
- (c) Both the Statements I and II are correct
- (d) Both the Statements I and II are not correct

- a) The growing awareness about healthcare has led to an increase in the demand for healthcare products and services in the country. Identify the feature of business environment being described in the above case. Dynamic nature
- b) Uncertainty
- c) Relativity
- d) Interrelatedness

17. Match the following and choose the correct alternative

(i) A name, term, sign, symbol, design or some combination of them, used to identify the products of one seller and to differentiate them from those of the competitors.	(A) Trade mark
(ii) The verbal component of a brand	(B) Brand mark
(iii) The part of a brand which can be recognized but which is not Utterable	(C) Brand

(iv) A brand or part of a brand that is given legal protection

(D) Brand name

- (a) (i) – (C), (ii) – (D), (iii) – (B), (iv) – (A)
- (b) (i) – (A), (ii) – (B), (iii) – (C), (iv) – (D)
- (c) (i) – (D), (ii) – (B), (iii) – (C), (iv) – (A)
- (d) (i) – (B), (ii) – (A), (iii) – (D), (iv) – (C)

18. Name the process of working with and through other to effectively achieve organisational objectives by efficiently using limited resources in a changing environment.

- (a) Management
- (b) Planning
- (c) Organising
- (d) Controlling

19. Infosys decides to open schools for lesser privileged children is an example of -----

- (a) Economic
- (b) Political
- (c) Legal
- (d) Social

20. List any three functions performed by the top-level management.

21. 'An effort to control everything may end up in controlling nothing'. Explain.

**OR**

Vinber Ltd. set up a manufacturing unit at Bhiwadi at Himachal Pradesh to manufacture electric geysers and supply them to dealers all over the country. Their production target was 500 geysers per week. It was decided by the management that variation in production up to 10 units would be acceptable. At the end of the first week, the production was 450 geysers. The next week, production increased to 470 geysers. A week later, production was 460 geysers. On investigations, it was found out that fluctuation in production was due to irregular supply of electricity.

- (i) The above para discusses some of the steps of one of the functions of management. Explain the steps.
- (ii) Also, state the step(s) not discussed in the above para.

22. Discuss the relation between planning and controlling.

23. State the steps in the selection procedure, after the employment interview and before the job offer.

24. Recent years have seen a high rise in the number of fraudulent fund raising operations by different companies. They are making their way into the poor and middle-class people by luring them with offers of high interest rates and returns. People are falling prey to such companies and their schemes. They face such risks that extend from loss of personal savings to loss of their jewellery and homes. Such frauds also have a considerable impact on economies and markets by reducing the consumer's trust and confidence in legitimate businesses. Such companies are witty and quick to alter their modus operandi to reduce the risks of law enforcement detection and investigation. Identify and state objective of the organization which has been set up to regulate such companies and their offers.

**OR**

Briefly explain two money market instruments available for private companies.

25. Explain about the qualities of a good leader

**OR**

Suggest any four methods to overcome barriers to communication.

26. Which source of recruitment is needed to bring new blood in the organisation? Explain its any two merits and two limitations.

**OR**

Write a short note on any four types of employment tests.

27. Consumer rights allow customers to have the required information about goods and services while purchasing them. Explain the rights of consumer?

28. What do you mean by financing decision. State and explain any four factors which affects financing decision.

29. Explain the concept of Democratic leadership and state its features.

30. Vedansh Limited has a share capital of Rs. 10,00,000 divided into shares of Rs. 100. For expansion company requires additional funds of Rs. 5,00,000. The management is considering the following alternatives for raising funds.

Alternative 1: Issue of 5000 equity shares of Rs 100 each

Alternative 2: Issue of 10% Debentures of Rs. 5,00,000. The company's present earnings before interest and tax (EBIT) is Rs. 4,00,000 p.a. Assuming that the rate of return of investment remains the same after expansion, which alternative should be used by the company in order to minimize the returns to the equity shareholders. The tax rate is 50%.

Show your working.

31. (1) Explain any two principles of Fayol from the following:

- a) Stability of tenure of personnel
- b) Unity of command
- c) Subordination of individual interest to common good

2) Differentiate between method study and motion study on any three basis.

**OR**

1) Explain any two significances of principles of management from the following:

- a) Providing managers with useful insights into reality
- b) Optimum utilisation of resources and effective administration
- c) Scientific decisions

2) Differentiate between contributions made by F.W.Taylor and Henry Fayol on any three basis.

32. Relo Ltd. is a laptop manufacturing company; The company decides to enter into refrigerator manufacturing industry. The company has a committed top management. It knows that there are various challenges in the market where its decisions regarding the new industry might fail. Still the top management doesn't want to waste a lot of resources on its plans. It knows that sometimes plans take more time in making than getting implemented. However, the company wants to proceed with a positive approach. It has decided

to all the aspects of its competitors, to set all its objectives and to allocate the required resources. The company did well in its previous business. At that time, they took planning very seriously as they knew everything the company would do had to be based on concrete plans. The company will start its operations from next month.

(i) Identify and explain the function of management that has been discussed in the above case?

A (ii) Identify and explain the limitations of the function identified in above (i).

**OR**

Explain any six points highlighting the importance of planning.

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

(i) Identify the important aspect neglected by the marketer in the above case

(ii) Explain briefly the functions of the aspect identified in (i) above.

**34.** Distinguish between formal and informal organisation