

**2020**

**BUSINESS STUDIES (OLD COURSE)**

Total Marks: 90

Time: 3 hours

**General instructions:**

- i) Approximately 15 minutes is allotted to read the question paper and revise the answers.*
- ii) The question paper consists of 26 questions. All questions are compulsory.*
- iii) Marks are indicated against each question.*
- iv) Internal choice has been provided in some questions.*

***N.B: Check that all pages of the question paper is complete as indicated on the top left side.***

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|---|---|
| 1. What is division of work?  | 1 |
| 2. Define business environment.   | 1 |
| 3. What is meant by 'place' in marketing mix?                                 | 1 |
| 4. Define organizing.   | 1 |
| 5. What is the main objective of controlling?                                 | 1 |
| 6. Write the meaning of organizational structure.                             | 1 |
| 7. What is meant by penetrating pricing?                                      | 1 |
| 8. What is the right to safety?   | 1 |
| 9. Write the meaning of responsibility and accountability.                    | 2 |
| 10. Give the purpose of controlling.  | 2 |
| 11. Why was the Consumer Protection Act, 1986 passed?                         | 2 |
| 12. Distinguish between unity of command and unity of direction on two bases. | 2 |
| 13. Explain any two benefits of globalisation.                                | 2 |
| 14. Explain any four features of business environment.                        | 4 |
| 15. Discuss any four Maslow's hierarchy of needs.                             | 4 |

16. **a.** Explain any four features of the principles of management. 4  
**Or**  
**b.** Explain any four principles of scientific management.
17. **a.** Explain any four advantages of delegation. 4  
**Or**  
**b.** Explain any four advantages of informal organization.
18. Explain any four limitations of controlling. 4
19. **a.** Explain the personal barriers to effective communication. 4  
**Or**  
**b.** Explain any four points on importance of leadership.
20. **a.** Explain any four objectives of marketing management. 4  
**Or**  
**b.** Explain the various elements of promotion mix.
21. Explain any four responsibilities of a consumer. 4
22. **a.** Define Management. Explain the importance of management. 1+7=8  
**Or**  
**b.** Explain the elements and importance of coordination. (3+5=8)
23. **a.** Explain any eight points on importance of planning. 8  
**Or**  
**b.** Explain the features of planning.
24. **a.** Explain the advantages and disadvantages of external sources of recruitment. 4+4=8  
**Or**  
**b.** Explain any four characteristics and four points on importance of staffing.
25. **a.** Explain any eight factors affecting fixed capital requirement. 8  
**Or**  
**b.** Explain the essentials of a sound capital structure.
26. **a.** Explain the functions of stock exchange. 8  
**Or**  
**b.** Explain the importance of capital market.

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