

PART - A

I. Choose the correct answer. 5 x 1 = 5

1. Policy making
2. By experiences of managers
3. It involves identification and division of work
4. Rights
5. Treasury bills

II. Fill in the blanks by choosing the appropriate words given in the brackets. 5 x 1 = 5

6. Coordination
7. Budget
8. Job rotation
9. Fixed assets
10. SEBI

III. Match the following. 5 x 1 = 5

11.

A

Decentralization
Preliminary screening
Laissez Faire
Modern techniques of controlling
Financial market

B

Quick decision making
Selection process
Style of leadership
Management information system
Money market and capital market

IV. Answer the following questions in one word or one sentence each. 5 x 1 = 5

12. Frederick Winslow Taylor
13. All the external forces OR Specific and general forces OR Inter-relation OR Dynamic OR Complex
14. Communication OR Motivation OR Leadership OR Supervision
15. Brand is a name, letter, term, symbol, mark, or design or a combination of these.
16. One Crore Rupees

PART - B

V. Answer any nine of the following questions. 9 x 2 = 18

17. According to Harold Knootz "Management is the process of designing and maintaining an environment in which individuals, working together in groups, efficiently accomplish selected aims".
18. 1) Unity of command prevents dual subordination unity of direction prevents overlapping of activities.
2) Unity of command affects an individual employee unity of direction affects the entire organization.
19. Planning premises are the assumptions about the future conditions and events like trends in population, changes in political and economic environment, variations in production cost and prices, government and legal regulations etc.
20. Formal organisation refers to the organisation structure which is designed by the management to accomplish a particular task.

21. The employees may become lethargic if they are sure of timebound promotions;
Frequent transfers of employees may often reduce the productivity of the organisation.
22. Motivation is an internal feeling.
Motivation can be either positive or negative.
Motivation produces goal directed behaviour.
Motivation is a complex process.
23. Breakeven analysis is a technique used by managers to study the relationship between costs, volume and profits.
24. To ensure availability of funds whenever required:
To see that the firm does not raise resources unnecessarily:
25. Treasury Bill
Commercial Paper
Call Money
Certificate of Deposit
Commercial Bill
26. Marketing mix is described as the set of marketing tools that a firm uses to pursue its marketing objectives in a target market.
27. Right to Safety
Right to be Informed
Right to Choose
Right to be Heard
Right to seek Redressal

PART - C

VI. Answer any SEVEN of the following questions.

7 x 4 = 28

28. Principles of F.W Taylor
- Science, not Rule of thumb:
 - Harmony, not discord:
 - Cooperation, not individualism:
 - Development of each and every person to his greatest efficiency and prosperity:
 - Optimum production
29. Various dimensions of business environment.
- Economic Environment
 - Social Environment
 - Technological Environment
 - Political Environment
 - legal Environment
30. The importance of planning
- Planning provides direction
 - Planning reduces the risk of uncertainty:

- Planning reduces overlapping and wasteful activities:
- Planning provides innovative ideas:
- Planning facilitates decision making:
- Planning establishes standards for controlling:

31. On the Job Training

- Apprenticeship Training:
- Coaching:
- Internship training:
- Job Rotation:

32. Process of controlling.

- Setting standards:
- Measurement of actual performance:
- Comparing actual performance with standards:
- Analyzing the deviations:
- Taking corrective action:

33. Factors affecting the capital budgeting decision.

Capital Budgeting decision relates to how the firm's funds are invested in different assets. Investment decision can be long-term or short-term. A long-term investment decision is called capital budgeting decision as they involve huge amounts of funds

- **Cash flows of the project:**
- **Rate of Return:**
- **Investment Criteria Involved:**

34. Factors which may influence the amount of working capital requirements in a business.

The various factors which affect the working capital requirements of concern are:

- Nature of business:
- Scale of operation:
- Growth and expansion prospects:
- Business cycle:

35. Consideration is to be kept in mind while choosing a brand name

- The brand name should be short, easy to pronounce, spell, recognise and remember e.g., Ponds, VIP, Rin, Vim, etc.
- A brand should suggest the product's benefits and qualities. It should be appropriate to the product's function. e.g., Rasika, Genteel, Promise, My Fair Lady and Boost.
- A brand name should be distinctive e.g., Liril, Sprit, Safari, Zodiac.
- The brand name should be adaptable to packing or labelling requirements, to different advertising media and to different languages.

36. The merits or advantages of advertising.

- Mass reach:
- Enhancing customer satisfaction:
- Expressiveness:
- Economy:

Disadvantages of advertising

Some of the limitations of advertising are as under:

- Low forceful:
- Low effectiveness:
- Lack of feedback:
- Inflexibility:
- confusion among customers:
- Additional cost:
- Misleading:

37. Responsibilities of consumers.

The various consumers' responsibilities are

- Awareness of rights:
- Quality conscious:
- Ready to lodge Complaint:
- Not to be misled by false advertisements:
- Demand for cash memo:
- Cautious consumer:
- Selection of goods:
- Consumer organization:
- Protection of Environment:
- Not to buy in hurry:

PART - D

VII. Answer any THREE of the following questions.

3 x 8 = 24

38. The Characteristics of Management.

- Management is a Goal oriented process:
- Management is all pervasive:
- Management is Multidimensional:
 - a. Management of work:
 - b. Management of people.
 - c. Management of operations:
- Management is continuous process:
- Management is a group activity:
- Management is a dynamic function:
- Management is an intangible force:

39. The importance of direction.

- Flexibility:
- Clarity:
- Action oriented:
- Discipline:
- Coordination:
- Creation of leaders:
- Integration of efforts:
- Optimum (efficient) use of resources:
- Efficiency:

40. Explain the various steps followed in staffing. (Staffing Process)

The important steps followed in the staffing are,

- Estimating man power requirement:
- Recruitment:
- Selection:
- Placement and orientation:
- Training and development:
- Performance appraisal (evaluation):
- Promotion and career planning:
- Compensation (wages & Salary administration):

41. The ways to overcome the barriers to communication.

The following are the major ways to overcome barriers to effective communication.

- Be aware of language, tone and content of message:
- Consult others before communication:
- Clarity of ideas:
- Communicate according to the need of the receiver:
- Be a good listener:
- Follow up communication:
- Consistency of message:
- Ensure proper feedback:
- Convey things of help and value to the listener:

42. functions of stock exchange.

- Provides liquidity and marketability for securities:
- Pricing of securities:
- Safety of Transaction:
- Contributes to Economic Growth:
- Spreading of Equity Culture:
- Providing Scope for Speculation
- Mobilizations of savings:
- Regulates the company management:
- Capital formation:

43. Factors affecting determination of the price of a product or service?

There are number of factors which affect the fixation of the price of a product. Some of the important factors in this regard are discussed as below

- product Cost
- The Utility and Demand
- The Extent of Competition in the Market
- Government and Legal Regulations
- Pricing Objectives
 - a. Obtaining Market Share Leadership
 - b. Surviving in a Competitive Market
 - c. Attaining Product Quality Leadership
- Marketing Methods used Price Fixation

PART - E

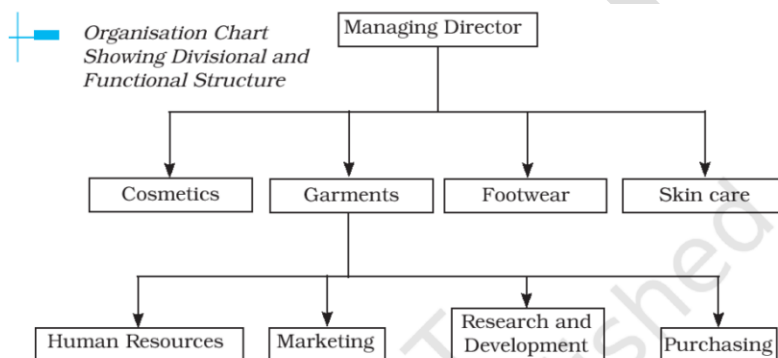
VIII. Answer any TWO of the following questions.

2 x 5 = 10

44. The Henry Fayol's principles of management:

- Division of work:
- Authority and Responsibility:
- Discipline:
- Unity of Command:
- Unity of Direction:
- Subordination of individual interest to general interest:
- Remuneration of employees:
- Centralization and Decentralization:
- Scalar chain:
- Order:

45. Chart showing divisional and functional structure



46. Factors which affect the choice of the capital structure

- Cost:
- Risk:
- Cash Flow Position:
- Control:
- Floatation Cost:
- Tax Rate:
- Fixed operating cost:
- State of capital market: