

DAY — 05

SEAT NUMBER

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2024 II 26

1100

J-828

(E)

**ORGANISATION OF COMMERCE  
AND MANAGEMENT (51)**

Time : 3 Hrs.

(7 Pages)

Max. Marks : 80

- Note :** (i) All questions are compulsory.  
(ii) Figures to the right indicate full marks for the questions.  
(iii) Figures to the left indicate question numbers.  
(iv) Answer to every question must be started on a new page.

**Q. 1. (A)** Select the correct options and rewrite the sentences : (5) [20]

- (1) \_\_\_\_\_ was regarded as the father of scientific management.
- (a) Henry Fayol  
(b) F.W. Taylor  
(c) Philip Kotler
- (2) Start-up India is an initiative of the \_\_\_\_\_
- (a) RBI  
(b) Government of India  
(c) World Bank

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- (3) Door to door service is provided by \_\_\_\_\_ transport.
- Railway
  - Air
  - ~~(c)~~ Road
- (4) For economic growth and National Security \_\_\_\_\_ stability is required
- ~~(a)~~ Political
  - Social
  - Economic
- (5) In India the Consumer Protection Act was initiated in the year \_\_\_\_\_
- 1947
  - 1989
  - ~~(c)~~ 1986

(B) Match the correct pairs :

(5)

- | Group 'A'  | Group 'B'                        |
|--|----------------------------------|
| (a) Principle of Unity of <sup>(4)</sup> direction | (1) Right to information         |
| (b) Planning <sup>6</sup>                          | (2) Last function of Management  |
| (c) Warehousing <sup>7</sup>                       | (3) Distinct Name                |
| (d) Consumer Right <sup>1</sup>                    | (4) One head one plan            |
| (e) Registered brands <sup>3</sup>                 | (5) Seller                       |
|  | (6) Basic function of management |
|  | (7) Time Utility                 |
|  | (8) General guidelines           |
|  | (9) Trademark                    |
|  | (10) Place Utility               |

(C) State whether the following statements are true or false : (5)

- (1) Co-operation is not necessary for smooth flow of organizational activities. F
- (2) Current Account is opened by salaried persons. F
- (3) With the help of outsourcing company we can focus on the core areas. T
- (4) The seller has to recognize the rights of consumer. T
- (5) The term market is derived from the Latin word "mercatus." T

(D) Find the odd one : (5)

- (1) Selecting, training, co-ordinating, placing.
- (2) NABARD, RBI, SIDBI, EXIM
- (3) Debit card, Credit card, Aadhar card, ATM card
- (4) Job security, Health and safety measures, Good working condition, Reasonable profit.
- (5) Price, People, Promotion, Product.

**Q. 2. Explain the following terms / concepts (Any FOUR) :** [8]

- (1) Principle of Discipline
- (2) Communication
- (3) Business ethics

- (4) Corporate Social Responsibility (CSR)
- (5) Right to choose
- (6) Market

Q. 3. Study the following case / situation and express your opinion

[6]

(Any TWO) :

- (1) In XYZ company, Mr. Lele gives instructions to the employees working under him, provides guidance and motivates them for their best performance. On the other hand Mr. Sayyad takes effort to harmonize the work done by the employees of different departments while achieving organizational goals. Mr. Desai is looking after the arrangement of required resources to the business organization.

Mention the name of employee engaged in following functions :

- (i) Organising - Mr Desai
  - (ii) Directing - Mr Lele.
  - (iii) Co-ordinating Mr Sayyad.
- (2) Mr. Ashok visited a shop to buy a pair of shoes of ₹700. The salesman forced him to buy a pair of bigger size shoes of ordinary company by claiming this size would be suitable



to him. After reaching home, he discovered that shoes are still too big for him. He complained about the shoes to the shopkeeper. It was denied by the shopkeeper to replace the shoes despite of availability of stock.

In above case:-

- (i) Which right has been violated?
  - (ii) Is Mr. Ashok a buyer or an ultimate consumer?
  - (iii) Where can Mr. Ashok file his complaint?
- (3) Mr. A deals in import and export business so he needs different foreign currencies. For the expansion of his business, he borrows money from commercial bank. He invests his funds in the equity shares.
- (i) From where does Mr. A borrow money? - *commercial bank*
  - (ii) Name the market where does Mr. A invest his funds. - *stock exchange, share market*
  - (iii) Which type of currency is required for international market? *foreign currency.*

**Q. 4. Distinguish Between the following (Any THREE) :**

**[12]**

- (1) Directing and Co-ordinating.
- (2) Road transport and Rail transport

- (3) Bonded warehouse and Duty paid warehouse.
- (4) District commission and State commission.

**Q. 5. Answer in brief (Any TWO) :**

[8]

- (1) Explain any four principles of management of Henry Fayol.
- (2) Explain any four characteristics of an entrepreneur.
- (3) Explain advantages of Business Process Outsourcing (BPO).

**Q. 6. Justify the following statements (Any TWO) :**

[8]

- (1) Management principles are helpful in optimum utilization of resources.
- (2) It is easy to set up E-business as compared to traditional business.
- (3) Business should allow participation of workers in management.
- (4) There is a need of branding to get recognition among the consumers.

**Q. 7. Answer the following (Any TWO) :**

[10]

- (1) Explain the importance of planning.
- (2) Explain E-banking service.
- (3) Explain rights of consumers.

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**Q. 8.** What is insurance? Explain types of life insurance policies.

**[8]**

**OR**

**What is Marketing Mix? Explain 7Ps of Marketing Mix.**

