

General Instructions:

- i) Marks are allotted against each question.
- ii) All questions are compulsory.
- iii) Neatness is must.
- iv) Attempt all parts of the question together.

- 1) Explain 'Being effective & ignoring efficiency'. (1)
- 2) Mc. Donald's, the fast food giant made major changes in its menu to be able to survive in the Indian Market which characteristic of management is referred to? (1)
- 3) Which type of organizational structure is suitable for high degree of specialization? (1)
- 4) How can supervising leadership influence the behavior of workers? (1)
- 5) Name the instrument used as alternative to bank borrowings for large companies. (1)
- 6) Name the bench mark index of NSE. (1)
- 7) What is the advantage of registering 'Trade Mark'? (1)
- 8) When is Consumer Day celebrated? (1)
- 9) Distinguish between recruitment and selection. (3)
- 10) Explain in brief: (3)
 - i) Manpower planning.
 - ii) Performance appraisal.
- 11) State objectives of financial management. (3)
- 12) Advertising undermines social values. Comment. (3)
- 13) Explain in brief method and program as type of plans. (3)
- 14) Explain any four points of importance of business environment. (4)
- 15) Batra Ltd. is not functioning smoothly. The employees are work shirkers, and do not honour their commitments towards organization. They are not working effectively and efficiently to produce maximum output. On the other hand, superiors are also not fair and clear about rules and regulations. Basically, behaviour of workers is due to the fault of management which is showing ignorant behaviour towards workers and also not fulfilling their promises of better environment, promotions, wage revisions in time etc. Which principle is being violated? What does it state? (4)

- 16) Mr. Victoria, Director of Blossom Ltd., does the entire planning for the organization. He wants that the lower and middle level managers should only implement the plans laid down by him and does not allow them to deviate from the set plans. Moreover, the power of decision making is concentrated with him. He does not involve subordinates in the decision making process and keeps the entire authority of decision making with him. The lower management only carries out the order. There is nothing new or innovative in the organization.
- Name the limitation of planning referred to above.
 - State any other two limitations of planning.
 - Name the concept which Mr. Victoria is following by concentrating complete authority of decision making at top level only.
 - Name the value that can be emphasized by removing the above limitation of planning. (4)
- 17) What do you mean by standards? Why is actual performance compared with standards? (4)
- 18) SEBI is a watchdog of the securities market. Comment. (4)
- 19) Explain briefly any two rights of consumer protection. (4)
- 20) Explain the term organizational structure. Enumerate the two types of organizational structure. (5)
- 21) "Maslow's need hierarchy is considered fundamental to understanding of motivation." In the light of this statement explain 'Motivation' and Maslow's need hierarchy in motivation. (5)
- 22) Explain briefly organizational barriers. (5)
- 23) Explain briefly management as science
(OR)
Explain briefly techniques of Taylor's Scientific Management. (6)
- 24) Explain the trading procedure of a Stock Exchange.
(OR)
Explain the factors affecting dividend decisions. (6)
- 25) Identify the type of products in the following cases and give one example of each type:
- Purchase of goods in which buyers devote considerable time to compare quality, price and style.
 - Consumer products which are purchased frequently, immediately and with least time and efforts.
 - Consumer goods having attained brand loyalty with some specific features because of which people make more efforts in their purchase.
- (OR)
- Various tools of communication are used by the marketers to promote their products. Answer the following questions:
- Why do Companies use all tools at the same time?
 - Name and explain the most commonly used non-personal tool of promotion which is paid for by the marketer.
 - Which tool of promotion will primarily be used for the following:
 - To get good Corporate image without being paid for.
 - An existing product meant for mass usage by literate people.
 - To introduce a new product to a particular class of people through door to door visits. (6)