



# **BUSINESS STUDIES**

## **BOOKS - ARIHANT BUSINESS STUDIES (HINGLISH)**

### **PROJECT WORK**

**Latest Cbse Sample Paper Business Studies Xii  
Section A**

1. "Successful organisations do not achieve their goals by chance but by following a deliberate process." Identify the process highlighted here.



**Watch Video Solution**

2. Distinguished between delegation and decentralisation on the basis of freedom of action.



**Watch Video Solution**

3. Distinguished between authority and responsibility on the basis of origin.



**Watch Video Solution**

4. Name of the process of stimulating and inspiring people at work to accomplish desired objectives.



**Watch Video Solution**

5. Name of the 'on-the-job' method of training that is used to give training to plumbers.



**Watch Video Solution**

6. Define marketing management.



**Watch Video Solution**

7. Define 'Grading' as a function of marketing.



**Watch Video Solution**

8. Mohit purchased a smart phone for Rs. 30,000 from a mobile phone seller on his verbal commitment that the smart phone will be replaced in case of any defect, within a span of six months. The phone started creating technical issues in spite of proper maintenance and and upkeep of the phone. The seller denied taking any action on the complaint made by Mohit . Name the redressal agency under the Consumer protection Act where Mohit can file his complaint .



**Watch Video Solution**

**9.** The size of assets, the profitability and competitiveness are affected by one of the financial decisions. Name and state the decision.



**Watch Video Solution**

**10.** In an organisation, employees always feel that they are under enormous unnecessary stress, as the manager does not provide any

information about future plans but simply instructs them what to do. He also does not listen to any of the suggestions given by the subordinates.

Identify the type of leadership style followed by the manager in the above situation.



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**11.** Mr. Mohan, Financial manager to ABC Ltd., has prepared the annual statement of proposed expenditure to be presented in the

Annual General Meeting.

Identify the type of plan formulated by the financial manager.



**Watch Video Solution**

## **Latest Cbse Sample Paper Business Studies Xii Section B**

1. State any three points of importance of directing function of management.



**Watch Video Solution**



2. State any three measures to overcome the communication barriers.



**Watch Video Solution**

3. Rahul decided to start a desert cooler manufacturing business. He sets the target of earning 20% profit on sales in the first year. He was very much concerned about the future prospects of the business, which were uncertain. For this, he gathered information

from the potential market and analysed that the demand for wall mounted coolers is increasing day by day. He used this information as the base for future planning. On the basis of the gathered information, he called a meeting in the following week to find new methods to achieve the objective.

(i) Identify the function of management involved in the above case.

(ii) Enumerate the next two steps, which have been followed by Rahul that are related to the process of one of the functions of management.



[Watch Video Solution](#)

4. "The overall objective of SEBI is to protect the interest of investors and to promote the development of, and regulate the securities market." In light of the given statement, state any three objectives of SEBI.



[Watch Video Solution](#)

5. "Financial markets play an important role in the allocation of scarce resources in an economy by performing important functions."

In light of the given statement, state any three functions performed by financial market.



**Watch Video Solution**

6. Delegation is not a process of abdication'.  
Comment.



**Watch Video Solution**

7. Mr. Rohit is into transport business. His buses are hired by schools for transportation of students. He is willing to expand and diversify his business to inter-state transportation purposes. Enumerate any six factors that will affect his fixed capital requirements.



**Watch Video Solution**

1. The Government of India has recently come up with an amendment to Section 6 of the Payment of Wages Act 1936, to allow employers of certain industries to make payment through various electronics modes of payments. The amendment will be applicable to all the public sector undertakings for wages disbursement using e-payment options. This is another milestone in the direction to further push to cashless economy. Identify and explain

any two dimensions of business environment which relate to the above mentioned case.



**Watch Video Solution**

2. State any four differences between primary market and secondary market.



**Watch Video Solution**

3. Differentiate between capital market and money market on the basis of:

(i) Liquidity (ii)Duration

(iii)Expected Return (iv)Safety



**Watch Video Solution**

4. Aarushi buys a packet of dry cake from a cake shop without asking for the bill. The pack does not bear any information other than the name of shop. After reaching home she finds the cake to be stale.

(a) Identify the consumer right that has been violated.



(b) State any three responsibilities that a consumer must keep in mind while purchasing any good.



**Watch Video Solution**

5. State any four characteristics of good brand name.



**Watch Video Solution**

6. State any four functions of packaging.



Watch Video Solution

7. Kavita recently joined as the human resources director of Arjun Vidyanmandir School, a senior secondary educational institute. She observed that the school had an experienced medical team on its payroll. They regularly offered useful suggestions which were neither appreciated nor rewarded by the school authorities. Instead the school outsourced the tasks of maintenance of health records of the students and paid them a good

compensation for their services. Because of this, the existing medical team felt disheartened and stopped giving useful suggestions.

a) Identify the communications barrier discussed above.

b) State the category of this communication barrier.

c) Explain any other two communication barriers of the same category.



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8. Sherya Ltd. is a large credit-worthy company manufacturing automobiles for the Indian market. It now wants to cater to the other market and decided to invest in new machines. For this, it requires long-term finance. It decides to raise funds by issuing equity shares. The issue of equity shares involves huge floatation cost. To meet the expenses of floatation cost the company decides to tap the money market.

(i) Name and discuss the money market instrument the company can use for the above purpose.

(ii) What is the duration for which the company can get funds through this instrument?

(iii) State any other purpose for which this instrument can be used.



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**Latest Cbse Sample Paper Business Studies Xii  
Section D**

1. Identify the technique of sales promotion used by the company in the following cases:

(a) Purchase goods worth Rs. 90,000 and get a holiday package of Rs. 10,000 free.

(b) A company offers 40% of extra glucose in a pack of 1 kg.

(c ) A company offers a discount of Rs. 2,000 to clear off excess inventory.

(d) A company offers a pack of 1 kg of tea with a purchase of 5kgs of sugar.

(e) On return of the wrapper, a customer gets Rs. 5 off on purchase of the same product.



**Watch Video Solution**

2. State any five functions performed by the manager who is working at the middle level



**Watch Video Solution**

3. State any five characteristics of coordination.



**Watch Video Solution**

4. Rudrakshi Ltd. is engaged in manufacturing high end luxury pens. The target production is 700 units daily. The company had been successfully attaining this target until three months ago. Over the last few month, it has been observed that daily productions varies between 600-650 units.

- (i) Identify the function of management, which has been highlighted in the above context.
- (ii) Discuss the first four steps involved in the process of the function identified above.



**Watch Video Solution**



## Latest Cbse Sample Paper Business Studies Xii Section E

1. Difference between functional structure and divisional structure.



**Watch Video Solution**

2. Distinguish between formal organisation and informal organisation.



**Watch Video Solution**

3. A public transport corporation has hired 2,000 buses for the different routes for the passengers of a metropolitan city. In order to fill vacancies, it advertised in the newspaper and number of applicants applied for the same. The company has to now undertake the process of selection to identify and select the best. Explain the first six steps involved in the process.



**Watch Video Solution**

4. Flavours Ltd. was engaged in the business of making handmade chocolates. Lately, the business was expanding due to good quality and reasonable prices. As the demand was increasing, Flavours Ltd. decided to explore bakery products as well. In order to make bakery products the company directed its workforce to work overtime but this resulted in multiple problems. Due to increased pressure the efficiency declined and the workers had to take orders from more than

one superior. Workers were overburdened and their health was also affected. Gradually the quality of the products begins to decline and market share also went down. The company realised that they had implemented changes without waiting for the required infrastructure. Identify and explain the principles/technique of Taylor/Fayol referred to in the above para.



**Watch Video Solution**

1. Das is the Managing Director of 'Gamut Ltd', manufacturing different varieties of cheese. He has an efficient team working under him consisting of Rajat - the Production manager. Vinay - the Marketing manager and Adit -the Finance manager. They understand and interpret the necessary duties and motivate them to achieve the desired objectives.

State one more function other than mentioned above, that this team may perform at the level they are working.



**Watch Video Solution**

2. Difference between Authority and Responsibility on the basis of flow.



**Watch Video Solution**

3. Distinguish between Responsibility and Accountability on the basis of meaning.



**Watch Video Solution**

4. What is meant by 'Rule' ?



**Watch Video Solution**

5. Define organising



**Watch Video Solution**

6. State any two characteristics of 'Directing'.



**Watch Video Solution**

7. Give the meaning of 'Management by Exception'.



**Watch Video Solution**

8. Kamal is working as a gang boss in the assembly unit of 'Sokia Ltd.', a laptop manufacturing company. He supervises the work of ten trained workers who perform the various activities related to the assembly of the laptops. One day when he was supervision the work of his workers, he told Ashok, a



worker that his work could be improved. Ashok interpreted the comments of Kamal as that his work was not good.

Identify the type of barrier to effective communication in this case.



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**9.** This market helps to save time, effort and money that both buyers and sellers of a financial asset would have to otherwise spend

try and find each other. Name the market and identify the function being referred to



**Watch Video Solution**

**10.** Kumar wanted to purchase a fuel efficient car having the latest standards regarding minimisation of pollution. He saw an advertisement offering such a car and visited the showroom of the company wherein the car was displayed. In his discussion, the Marketing Manager told him that the company is

providing credit facilities, maintenance services and many other effective services which are helping in bringing repeat sales and developing brands loyalty.

Identify the marketing function which the Marketing manager was discussing with Kumar.



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**11.** Ultra Televisions Ltd.' is offering its 90" TV sets at a discount of 15,000 for a period of one

month starting from 1st March, 2019. Identify the sales promotion activity used by 'Ultra Televisions Ltd.



**Watch Video Solution**

## **Cbse Examination Paper 2019 Set 1 Section B**

1. Explain any three points of importance of planning function of management.



**Watch Video Solution**

2. Explain any three limitations of planning function of management.



**Watch Video Solution**

3. Distinguish between Formal and Informal organisation on the basis of the following:

(a) Origin (b) Authority (c) Leadership



**Watch Video Solution**

4. Distinguish between Functional and Divisional structure on the basis of the following points:

- (a) Coordination
- (b) Managerial Development
- (c) Cost



**Watch Video Solution**

5. Explain 'Vestibule Training' and 'Apprenticeship Programme' as a methods of training.





[Watch Video Solution](#)

6. One of the functions of Securities and Exchange Board of India is 'Promotion of fair practices and code of conduct in securities market'. State the category to which this function belongs and state any two other functions of this category.



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7. G Motors' is the manufacture of sophisticated cranes. The production Manager of the company, reported to the Chief Executive Officers, Ashish Jain one of the machines used in manufacturing sophisticated cranes had to be replaced to compete in the market, as other competitors were using automatic machines for manufacturing cranes. After a detailed analysis, it was decided to purchase a new automatic machine having the latest technology. It was also decided to finance this machine through long-term



sources of finance. Ashish Jain compared various machines and decided to invest in the machine which would yield the maximum returns to its investors.

(a) Identify the financial decision taken by Ashish Jain.



**Watch Video Solution**

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Explain any three factors affecting the decision identified above.



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## **Cbse Examination Paper 2019 Set 1 Section C**

1. Explain any four features of business environment.



**Watch Video Solution**

2. Explain any four features of 'Demonetisation'



**Watch Video Solution**

3. Kunal joined as a shop level manager in the Production department of a textile company in the year 2005. Because of his good work, he became the Deputy Production Manager of the company in the year 2010. He had status and prestige and was well-respected by all in the

company. On 1st March, 2019, he was promoted as the General Manager of the company. Kunal was very happy on his promotion as now he had become what he was capable of becoming. As a good manager, Kunal decided to motivate his subordinates, after understanding the Need Hierarchy theory which is based on various assumptions. He realised that people's behaviour is based on their needs and the manager can influence the behaviour of his employees by satisfying their needs.

One of the assumptions of Need Hierarchy

Theory is stated in the above paragraph. State the other three assumptions of this theory.



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State the needs of Kunal which are being satisfied through promotion.



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5. Foods India Ltd.' is a company engaged in the production of packaged juice since 2010. Over this period, a large number of competitors have entered the market and are putting a tough challenge to 'Food India Ltd.' To face this challenge and to increase its market share, the company has decided to replace the old machinery with an estimated cost of 100 crore. To raise the finance, the company decided to issue 9% debentures. The



Finance department of the company has estimated that the cost of issuing the 9% debentures will be 10,00,000. The company wants to meet its flotation cost.

Explain the instrument that the company may issue for this purpose.



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**6.** Foods India Ltd.' is a company engaged in the production of packaged juice since 2010. Over this period, a large number of

competitors have entered the market and are putting a tough challenge to 'Food India Ltd.' To face this challenge and to increase its market share, the company has decided to replace the old machinery with an estimated cost of 100 crore. To raise the finance, the company decided to issue 9% debentures. The Finance department of the company has estimated that the cost of issuing the 9% debentures will be 10,00,000. The company wants to meet its flotation cost.

In which type of financial market, is the instrument explained above traded? Also

explain how safe the instruments are in this market.



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7. Define a 'Consumer' according to the provisions of the Consumer Protection Act, 1986,



**Watch Video Solution**

**8.** State any eight reliefs available to the consumer, if the court is satisfied about the genuineness of the complaint.



**Watch Video Solution**

**9.** Explain any four factors which affect the fixation of price of a product.



**Watch Video Solution**

**10.** Smart Stationery Ltd.' wants to raise funds of 40,00,000 for its new project. The management is considering the following mix of debt and equity to raise this amount:

| Capital Structure | Alternative |           |           |
|-------------------|-------------|-----------|-----------|
|                   | I (₹)       | II (₹)    | III (₹)   |
| Equity            | 40,00,000   | 30,00,000 | 10,00,000 |
| Debt              | 0           | 10,00,000 | 30,00,000 |

Other details are as follows :

|  |            |
|--|------------|
| Interest Rate on Debt                  | 9%         |
| Face Value of Equity Shares            | ₹ 100 each |
| Tax Rate                               | 30%        |
| Earning Before Interest and Tax (EBIT) | ₹ 8,00,000 |

Under which of the three alternatives will the company be able to take advantage of Trading on Equity?



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Does Earning Per Share always rise with increase in debt?



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## Cbse Examination Paper 2019 Set 1 Section D

1. Explain any five characteristics of 'Coordination'



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2. Explain any five characteristics of 'Management'.



3. Vikas was the Chief Operation Officer of 'Yalet Ltd., a company providing advanced software solutions of Indian Defence Services. They had been carrying on business successfully for the last twelve years and earning enough profits. But from the last one year, they realised that though the business is getting big orders which are being fulfilled in time, even then the revenues kept on decreasing. Vikas was not able to find out



where the problem was. He started keeping a close check on the progress of activities as he could sense that something was wrong. He wanted to take some action before any major damage could be done to the business. Vikas appointed a cyber security expert who monitored the company's processes and found out that the computer operator was deleting the entries from the computers and pocketing the revenues. He was caught and handed over to the police. This created an atmosphere of order and discipline in the organisation and helped in minimising

dishonest behaviour on the part of the employees.

Identify the function of management highlighted in the above paragraph.



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deleting the entries from the computers and pocketing the revenues. He was caught and handed over to the police. This created an atmosphere of order and discipline in the organisation and helped in minimising dishonest behaviour on the part of the employees.

(b) Explain any four other ways in which this function of management may help the organisation.



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5. Pushpanjali Ltd.' is manufacturing chocolates, biscuits, cakes and other similar products. The company is not generating enough profits. Saurabh, the Marketing Manager of the company got a survey conducted to find out the reasons. The findings of the survey revealed that in spite of better quality, the customers were not able to distinguish the products of the company from its competitors. Though the customers wanted to buy the products of 'Pushpanjali Ltd.' again and again because of its good quality, but they were not able to identify its

products in the market. Because of this, the sales of the company could not pick up resulting in inadequate profits. Saurabh, the Marketing Manager now realised that 'Pushpanjali Ltd. had forgotten to take one of the most important decisions related to the product.

What decision should 'Pushpanjali Ltd.' take so that its customers are able to identify its products in the market? Explain the benefits that may result of 'Pushpanjali Ltd. and its customers if the above decision is taken.



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## Cbse Examination Paper 2019 Set 1 Section E

1. Explain the following techniques of scientific management:

(a) Time Study (b) Motion Study (c) Functional Foremanship



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2. Explain the following principles of general management: (a) Division of Work (b) Authority and Responsibility (c) Discipline



**Watch Video Solution**

3. E-Solutions Ltd.' started its operations in the year 2000. At the time of its inception, the company had only ten employees with two departments, a Production department and an Administration department. The products



supplied and the services provided by the company started gaining popularity over the years. The management had faith in the abilities of the employees and thus they allowed them freedom of action. The management recognised that the decision-makers at different levels of the organisation need to be given more autonomy. They took a policy decision that there will be less control of superiors over subordinates. This increased the role of the subordinates in the organisation and now they were in a position to take numerous as well as important

decisions. As a result, its business has diversified into many areas. Presently, it has its operations throughout the country with seven branches overseas. Its organisation structure has now changed into divisional structure and ten 10,000 people are working with the company

Identify the concept of management which helped the company to diversity into many areas and branches abroad.



**Watch Video Solution**

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Explain five points of importance of the concept identified above.



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5. Entertainment India Ltd.' has been incorporated with the objective of entertaining people by organising festivals, programmes and other similar events depicting the rich cultural heritage of the country. The company management has renowned personalities from the field of art,

literature and culture. They decided to give a platform to young budding musicians, poets and artists. The company decided its organisational structure by grouping similar jobs together. Thereafter, the heads of different departments were also appointed. Nisha, one of the heads, did an analysis of the number, type and qualification necessary for people to be appointed. The information generated in the process of writing the job description and the candidate profile was used to develop 'Situations vacant' advertisement. This was published in print media and flashed

in electronic media. This brought in a flood of response.

Explain the other steps which Nisha has to perform to complete the process being discussed above.



**Watch Video Solution**

## **Cbse Examination Paper 2019 Set 2 Section A**

**1. Differentiate between Formal and Informal organisation on the basis of 'Flow of**

communication'.



**Watch Video Solution**

2. Differentiate between 'Delegation' and 'Decentralisation' on the basis of 'Freedom of action'



**Watch Video Solution**

3. What is meant by 'Functional Structure' of an organisation?





**Watch Video Solution**

**4. What is meant by 'Accountability'?**



**Watch Video Solution**

## **Cbse Examination Paper 2019 Set 2 Section B**

**1. Explain 'Organisational Climate' and Job Enrichment' as non-financial incentives.**



**Watch Video Solution**

## Cbse Examination Paper 2019 Set 2 Section C

1. Explain any four points of importance of business environment.



**Watch Video Solution**

2. Explain any four points of impact of government policy changes on business and industry



[Watch Video Solution](#)

3. State any seven responsibilities that a consumer should discharge while purchasing, using and consuming goods and services.



[Watch Video Solution](#)

4. What is meant by 'Consumer Protection'?  
State any five points of importance of consumer protection from the point of view of business.



**Watch Video Solution**

## **Cbse Examination Paper 2019 Set 2 Section D**

1. Explain any five points of importance of management.



**Watch Video Solution**

2. Explain any five characteristics of principles of management.



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## Cbse Examination Paper 2019 Set 2 Section E

1. Explain the following principles of general management :

(a) Unity of Command

(b) Subordination of Individual Interest to General Interest

(c) Stability of Personnel



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2. Explain the following techniques of scientific management

(a) Method Study

(b) Fatigue Study

(c) Differential Piece Wage System



**Watch Video Solution**

**Cbse Examination Paper 2019 Set 3 Section A**

1. Differentiate between 'Authority' and 'Responsibility' on the basis of 'Origin'



**Watch Video Solution**

2. Distinguish between 'Responsibility and Accountability' on the basis of 'Delegation'.



**Watch Video Solution**

3. "Purchase goods worth 10,000 and get a discount voucher of 5,000". Identify the sales promotion activity.



**Watch Video Solution**

## **Cbse Examination Paper 2019 Set 3 Section B**

1. Explain 'Career Advancement Opportunity' and 'Job Security' as non-financial incentives.



**Watch Video Solution**



## Cbse Examination Paper 2019 Set 3 Section C

1. Explain the following dimensions of business environment:

(a) Political Environment

(b) Social Environment



**Watch Video Solution**

2. Explain the following economic reforms which had an impact on Indian Business and

Industry:

(a) Liberalisation

(b) Globalisation



**Watch Video Solution**

## **Cbse Examination Paper 2019 Set 3 Section D**

1. Explain any five points of importance of principles of management.



**Watch Video Solution**

2. Explain management as profession.



**Watch Video Solution**

## **Cbse Examination Paper 2019 Set 3 Section E**

1. Explain the following principles of general management:

(a) Scalar Chain

(b) Equity

(c) Initiative



**Watch Video Solution**

2. Explain any three principle of scientific management.



**Watch Video Solution**

## **Cbse Examination Paper 2019 Set 1 Section A**

1. Define 'Workforce Analysis'



**Watch Video Solution**

## 2. Define 'Selection'



**Watch Video Solution**

3. Appliances India Ltd. Is engaged in a manufacturing and distribution of home appliances since 1987. It has a good name in the market as the company is producing good quality appliances. It has separate departments for manufacturing, finance, sales, maintenance services and technical services to

achieve specialisation.

Since the areas of operations of the company have increased and customers have become more demanding, the company decided to modify the existing principle of management to meet the changing requirements of the environment.

State the general principle of management which the company wants to modify to meet the changing requirements.



**Watch Video Solution**

4. How does financial market facilitate 'Price Discovery' of financial assets?



**Watch Video Solution**

5. Biru Nandan, Chairman of Lalit group of companies founded 'Biru University' for undergraduate and postgraduate courses in diverse disciplines. The Information Technology department of the 'Lalit Power Ltd., had few vacancies related to Cyber Security. The Human Resource Department of

the Company decided to recruit fresh engineering graduates from 'Biru University' for the same. Identify the type of source of recruitment.



**Watch Video Solution**

6. Varsha Jain after completing her fashion designing course from Indian Institute of Fashion Technology planned to enter into designer clothing venture. She had to address issues like her target customers, channel of



distribution to be used, pricing policy etc. Identify the type of plan that Varsha Jain needs to develop to provide direction and scope to her organisation in the long run.



**Watch Video Solution**

7. State any two 'Developmental Functions' of Securities and Exchange Board of India.



**Watch Video Solution**

8. What is meant by 'Allocative Function' of financial markets?



**Watch Video Solution**

9. Beena has been using 'Klean', a famous detergent available in the market. On watching numerous advertisements in the television, she decided to try a new brand of detergent. When she went to the near-by store to purchase the same, she saw

detergents of other producers making similar claims of whiteness and stain removing abilities. Hence she could not make up her mind as which detergent to purchase.

Name the objection of advertising being discussed in this case.



**Watch Video Solution**

**10.** Give the meaning of 'Physical Distribution' as an element of Marketing Mix.



**Watch Video Solution**

11. What is meant by 'Marketing Management'?



**Watch Video Solution**

## **Cbse Examination Paper 2019 Set 1 Section B**

1. JTM Ltd. launched 'Buddyline', an exercise book and comprehensive stationery brand name comprising of ball pens, gel pens and geometry boxes after identifying the target market and understanding the needs and

wants of the consumers of that market. All their products were of good quality and eco-friendly but expensive. They wanted to distinguish their products from that of their competitors. They spent lot of efforts, time and money in creating the brand name, as they knew that without a brand name, they can only create awareness for the generic products and can never be sure of the sale of their products. The effort paid off and the demand for the products started growing. The customers liked the brand and became habitual to it. They did not mind paying a

higher price. Over a period of time, it became a status symbol to buy 'Buddyline' brand because of its quality. The consumers felt pride in using them.

Identify the marketing management philosophy followed by JTM Ltd.



**Watch Video Solution**

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customers liked the brand and became habitual to it. They did not mind paying a higher price. Over a period of time, it became a status symbol to buy 'Buddyline' brand because of its quality. The consumers felt pride in using them.

Explain the advantages of branding to the marketers highlighted in the above case.



**Watch Video Solution**



**3.** Mita has successful ice cream business at Bikaner, namely 'Smartflavours'. Her ice creams are utterly delicious. She makes ice creams from fresh milk and the same are available in a wide range of flavours and packs. She sets viable business objectives and works with the same in mind in order to ensure that the customers will come back for purchasing.

Having the first mover advantage, her business was doing well. To earn higher profits, she started cutting costs. This would sometimes lead to delay in delivery and the ice cream was

not reaching the market in time. Over a period of time, the demand for her ice cream declined and because of it the competitors entered the market. She lost some of her market share to competitors.

At the beginning of summer season, she got back to back orders for supply of 4,000 ice cream packs of different flavours for special occasions. To ensure that the task was completed and orders delivered in time she hired additional workers. She was, thus able to produce and deliver the ice cream packs but at a high production cost. While completing

activities and finishing the given task for achieving goals, Mita realised that she was ignoring one of the important aspects of management.

Identify the aspects of management that has been ignored by Mita. Also explain the same with the help of an example.



**Watch Video Solution**

**4. State 'Job Enrichment' and 'Employee Participation' as non-financial incentives. How**

do they motivate employees?



**Watch Video Solution**

5. Discuss the two objectives of financial planning.



**Watch Video Solution**

6. What is meant by 'Financial Management'?  
State the primary objective of financial management.



[Watch Video Solution](#)

7. Science is a systematised body of knowledge that explains certain general truths or the operation of general laws.' In the light of this statement, describe management as a science.



[Watch Video Solution](#)

8. Management is a complex activity that has three main dimensions. Explain these

dimensions.



**Watch Video Solution**

## **Cbse Examination Paper 2019 Set 1 Section C**

1. Mahinder Agro Ltd. started a new venture for distribution of harmful and chemical fertilizers free vegetables. They conducted a survey to find out consumer preferences for such vegetables.

They found that most of the consumers were

concerned about the harmful chemicals being used in growing the vegetables. They found that 90% of the households were searching for its alternatives. The company contacted a group of agriculture experts to lay down the procedure for growing the vegetables by the farmers. They decided to train the farmers in new technology to grow chemical free vegetables according to new innovative methods. The experts also suggested soil management techniques through which farmers would be able to create an abundant and lasting harvest.

Identify and explain the two dimensions of business environment highlighted in the above para.



**Watch Video Solution**

2. Mega Ltd. holds an Annual Management Programme every year in the month of March in which the top managerial personnel formulate plans for the next year by analysing and predicting the future to meet future events effectively.



As they are responsible for providing direction to the organisation, facts are thoroughly checked using scientific calculations. Detailed plans are prepared after discussion with professional experts. Preliminary investigations are also undertaken to find out the viability of the plan. Since it is an intellectual activity requiring intelligent imagination and sound judgement so it is mainly done by the top management. Usually rest of the members just implement the plans. Middle level managers are neither allowed to deviate from the plans nor are they permitted

to act on their own. The top management ensures that the expenses incurred in formulating the plans justify the benefits derived from them.

State any two limitations and any two features of planning discussed above.



**Watch Video Solution**

**3.** Vinber Ltd. set up a manufacturing unit at Bhiwadi in 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 upto 10 units would be acceptable.

At the end of the first week, the production was 450 geysers. The next week, production increased of 470 geysers. A week later, production was 460 geysers. On investigation, it was found that fluctuation in production was due to irregular supply of electricity.

The above para discusses some of the steps in the process of one of the functions of management. Explain these steps.



Watch Video Solution

4. Vinber Ltd. set up a manufacturing unit at Bhiwadi in 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 upto 10 units would be acceptable.

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production was 460 geysers. On investigation, it was found that fluctuation in production was due to irregular supply of electricity.

Also, state the step(s) that have not been discussed in the above para.



**Watch Video Solution**

5. Organising involves a series of steps that need to be taken in order to achieve the desired goal. Explain these steps.



**Watch Video Solution**

6. Explain any four points of importance of Organising'.



**Watch Video Solution**

7. Stock exchange acts as a regulator of the securities market. It creates a continuous market where the securities are bought and sold. It gives investors the chance to disinvest and reinvest. Through this process of disinvestment and reinvestment, savings get

channelised into their most productive investment avenues. To ensure that the investing public gets a safe and fair deal in the market, the membership of the stock exchange is well regulated and its dealings are well defined according to the existing legal framework. It also ensures wider share of ownership by regulating new issues, better trading practices and taking effective steps in educating the public about investments.

Various functions performed by the Stock Exchanged are discussed in the above para. By

quoting lines from the above para, state any four functions, of stock exchange



**Watch Video Solution**

8. Explain any four points of difference between marketing and selling.



**Watch Video Solution**

9. Explain the following functions of marketing.



(i) Product designing and development

(ii) Standardisation and grading



**Watch Video Solution**

## **Cbse Examination Paper 2019 Set 1 Section D**

1. Explain any five points of significance of principles of management.



**Watch Video Solution**

2. Explain the following techniques of scientific management

(a) Method Study

(b) Fatigue Study

(c) Differential Piece Wage System



**Watch Video Solution**

3. Voltage fluctuations have been common and quite high in India. They harm our electrical appliances like televisions, refrigerators and

air conditioners, often leaving them in a permanently damaged condition. N-Guard Company decided to manufacture stabilisers for North India where the voltage fluctuation ranges from 220V to 230V. Once the demand for North India was taken care of, they decided to launch stabilizers of varying voltages from 90 V -260 V for meeting the requirements of voltage fluctuations in other regions of India also. Three engineers were appointed for South, West and East regions of India, as the voltage was different in all the three regions. Though all the engineers were appointed to

manufacture stabilisers but the product differed from region to region.

Identify the organisational structure of N-Guard Company.



**Watch Video Solution**

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(b) State any two advantages and two limitations of the structure identified in the above para.



**Watch Video Solution**

5. Nisha Sethi was working as a Human Resource Manager in a famous consultancy firm, KLI Global Services. Her job included preparing job descriptions, recruitment, developing compensation and incentive plans and facilitating employee learning. They had

entered into alliances with institutes to ensure continuous learning of their employees. With the jobs becoming more and more complex, KLI Global Services invested large amount of money in marking the employees learn the skills necessary to complete the jobs.

State by giving any five points, how this investment to benefit the organisation?



**Watch Video Solution**

1. Determining the relative proportion of various types of funds depends upon various factors.' Explain any six such factors.



**Watch Video Solution**

2. Explain any six factors affecting the decision that determines the amount of profit earned to be distributed and to be retained in the business.



**Watch Video Solution**



**3. VOICE'** is an important consumer organisation. It organised workshops in the months of December in Delhi/NCR for consumers. The theme was 'Organic Food-From Farm to Plate', to spread awareness on the importance of organic farming and to encourage consumers to switch from conventional food, that contains chemicals and pesticides to organic food. Expert speakers from farmers' community explained the harmful effects of usage of pesticides in

farming and the importance of organic food. People were informed that the organisation regularly tests samples to detect adulteration like presence of heavy metals or pesticides. The results of the tests are published in their monthly magazine 'Consumer Voice' to make people aware of quality of different products. It also provides aid and legal advice to the consumers in seeking a remedy.

State the functions performed by the Consumer Voice for the protection and promotion of consumer interest by quoting lines from the above para.



Watch Video Solution

4. Pratap Singh is the Chief Executive Officer of Nissar Enterprises. It is an automobile parts manufacturing company. The enterprise has a functional structure, in which jobs of similar nature have been grouped together as Production, Finance, Marketing and Human Resource. Nissar Enterprises has its manufacturing unit at Manesar. The factory has been plagued with many problems for a long time which was in the knowledge of the

Production Manager, Varun Sharma. The workers had internal differences. Time and again, there were misunderstandings between the management and the workers. Keeping the problems in mind, Varun Sharma appointed, Siyaram Singh who had 14 years of experience of working with the actual workforce and passing on instructions of the middle management to the workers.

Siyaram Singh met Varun Sharma to understand what the management wanted?

Thereafter he met the workers and conveyed the ideas of management to them. He also

promised the workers to convey their problems to the management. In this way, he cleared the misunderstanding between the management and the workers.

He also sorted out internal differences and was able to unite the workers within a month of his joining. His work was acknowledged by management and he was given a certificate of good performance alongwith 10% increase in salary.

Siyaram Singh performed some of the functions which are required to be performed at the position he is working at. State any five

other functions Siyaram Singh is expected to perform.



**Watch Video Solution**

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(ii) Name the incentives provided to Siyaram Singh.



**Watch Video Solution**

## **Cbse Examination Paper 2019 Set 2 Section B**

1. What is meant by 'Capital Structure'? Explain any two factors that effect the capital structure of a company.



**Watch Video Solution**

2. Explain any three factors that affect the working capital requirements of a company.



**Watch Video Solution**

3. Coordination is needed at all levels of management and is the responsibility of all managers. Explain.



**Watch Video Solution**

4. Explain any three reasons. Which clarify that management is gaining importance day-by-day.



**Watch Video Solution**

## **Cbse Examination Paper 2019 Set 2 Section C**

1. Give the meaning of 'Informal Organisation'.  
State its any three advantages.



**Watch Video Solution**

2. What is meant by 'Delegation' State any three points which highlight the importance of delegation in an organisation.



**Watch Video Solution**

3. Difference between 'Advertising and Personal Selling' on any four bases.



**Watch Video Solution**

1. Explain the following functions of marketing

(i) Marketing planning (ii) Customer support services.



**Watch Video Solution**

2. Explain any five features of principles of management.



**Watch Video Solution**

**3. Explain the following principles of scientific management:**

(a) Harmony, not discord

(b) Development of each and every person to his or her greatest efficiency and prosperity.



**Watch Video Solution**

**Cbse Examination Paper 2019 Set 2 Section E**

1. "Sound Financial Planning is essential for the success of any enterprise." Explain this statement by giving any six reasons.



**Watch Video Solution**

2. Explain the three major decisions that finance manager has to take while performing the finance function.



**Watch Video Solution**

1. What is meant by 'Financial Management'?

State the primary objective of financial management.



**Watch Video Solution**

2. State any three points of importance of financial planning.



**Watch Video Solution**



3. Coordination is the essence of management.' Explain.



**Watch Video Solution**

4. Art is concerned with personal application of knowledge. In the light of this statement compare all the features of management with art and prove that it is an art.



**Watch Video Solution**

1. Explain any four factors which affect the fixation of price of a product.



**Watch Video Solution**

2. What is meant by 'Decentralisation'? State any three points that highlight the importance of decentralisation in an organisation.



**Watch Video Solution**

**3.** Give the meaning of 'Formal Organisation'.  
State its any three advantages.



**Watch Video Solution**

## **Cbse Examination Paper 2019 Set 3 Section D**

**1.** Explain the following techniques of scientific management:

(a) Motion Study

(b) Time Study



**Watch Video Solution**

2. Explain how principles of management help the managers:

(i) in taking scientific decisions.

(ii) in providing the managers with useful insights into real world situations.



**Watch Video Solution**

3. Determining the overall cost of capital and the financial risk of the enterprise depends upon various factors. Explain any six such factors.



**Watch Video Solution**

4. You are a finance manager of a newly established company. The directors have asked you to determine the amount of fixed capital requirement for the company. Explain any four factors that you will consider while

determining the fixed capital requirement of the company.



**Watch Video Solution**

## Excerpts From Toppers Answer Sheet

1. Give the meaning of 'supervision' as an element of directing.



**Watch Video Solution**

2. Differentiate between Formal and Informal organisation on the basis of 'Flow of communication'.



**Watch Video Solution**

3. Why is aptitude test conducted in the process of selection?



**Watch Video Solution**

4. Explain briefly any three semantic barriers to communication.



**Watch Video Solution**

5. Rishitosh Mukherjee has recently joined AMV Ltd, a company manufacturing refrigerators. He found that his department was understaffed and other departments were not cooperating with his department for smooth functioning of the organisation.



Therefore, he ensured that his department has the required number of employees and its cooperation with other departments is improved.

(i) Identify the level at which Rishitosh Mukherjee was working

(ii) Also state three more functions required to be performed by Rishitosh Mukherjee at this level.



**Watch Video Solution**

6. Explain briefly any four factors that affect the working capital requirement of a company.



**Watch Video Solution**

## Questionnaire

1. What is your suggestion for improving an overactive child?



**Watch Video Solution**

1. Who was Henri Fayol?



**Watch Video Solution**

2. State two major contributions of Fayol to management.



**Watch Video Solution**

3. What is division of work? State its positive effects.



**Watch Video Solution**

4. What are the adverse effects of violating principal of 'discipline'?



**Watch Video Solution**

5. What does 'unity of command' ensure?



**Watch Video Solution**

6. What is 'scaler chain' meant for? Where is it used?



**Watch Video Solution**

7. What are the positive effects of the following principle of 'order' and 'equity'?



**Watch Video Solution**

**8.** Who was the founder of Domino's and how it came into existence?



**Watch Video Solution**

**9.** State two inventions in Domino's over the years.



**Watch Video Solution**

**10.** List few contries where Domino's has spread its operations.



**Watch Video Solution**

**11.** Which one is not the reason for the success of Mendel?



**Watch Video Solution**

**12.** State one example of the principle of management followed in Domino's.



**Watch Video Solution**

**13.** What is marketing?



**Watch Video Solution**

**14.** What factors are considered while taking decision regarding warehousing?





**Watch Video Solution**

**15.** What is the firms's USP?



**Watch Video Solution**

**16.** Which sales promotion measures are being used for promoting the product?



**Watch Video Solution**

1. The total number of members in the Legislative Council of a State cannot exceed:



**Watch Video Solution**

2. You are a toothpaste manufacturer and you have introduced a new brand toothpaste in the market. How will you determine the price of your product ? Explain by giving any three points.



**Watch Video Solution**

3. Hearing in rabbit is better than frog. One reason for this is that rabbit has



**Watch Video Solution**

## **Sample Question Paper 1 Section A**

1. ....is an activity which is necessary wherever there is a group of people working in an organisation towards achieving a common goal.

A. Financing

B. Management

C. Accounting

D. None of these

**Answer:**



**Watch Video Solution**

**2. Which concept defines management as an art of getting things done through others?**

A. Traditional concept

B. Modern concept

C. Scientific concept

D. Human concept

**Answer:**



**Watch Video Solution**

3. Which of the following is not a characteristics of management?

A. Management is a goal-oriented process

B. Management is all pervasive

C. Management is a temporary process

D. Management is multi-dimensional

**Answer:**



**Watch Video Solution**

4. The objectives which deal with the commitment of an organisation towards the society are known as

A. Organisational objectives

B. social objectives

C. personal objectives

D. None of these

**Answer:**



**Watch Video Solution**

5. Which one of the following is not the instrument of money market?

- A. Treasury bills
- B. Commercial paper
- C. Certificates of deposit
- D. Right issue

**Answer:**



**Watch Video Solution**

6. Who among the following can issue certificates of deposits?



A. Individuals

B. Institutions

C. Commercial banks

D. Companies

**Answer:**



**Watch Video Solution**

7. The interest rate paid on call money loans is known as the

- A. (a) call rate
- B. (b) repo rate
- C. (c) reverse repo rate
- D. (d) bank rate

**Answer:**



**Watch Video Solution**

**8.** At which step, the managerial functions come into the picture?

A. Evaluating alternative course

B. Planning premises

C. Follow-up action

D. Implementing the plan

**Answer:**



**Watch Video Solution**

**9. ABC Ltd. Gives promotion on the basis of seniority. Which type of plan is it?**

A. (a) Budget

B. (d) Rule

C. (c) Policy

D. (d) Method

**Answer:**



**Watch Video Solution**

**10.** A company has planned its sales for the year 2016-17. Name the type of plan.

A. Budget

B. Policy

C. Rule

D. Method

**Answer:**



**Watch Video Solution**

**11.** It merely means granting of authority to subordinates to operate within prescribed limits. Mention the concept referred here.



**Watch Video Solution**

**12.** Why is proper organisation structure important?



**Watch Video Solution**

**13.** Distinguish between functional and divisional structure on the basis of formation.



**Watch Video Solution**

**14.** Why is conducting an interview important?



**Watch Video Solution**

**15.** Workers are always unwilling to take up any kind of work in Alpha studios. Due to rise in demand, the firm wants them to co-operate to meet pending orders. Suggest which element of directing is suitable for this situation.



**Watch Video Solution**

**16.** Rahul is the finance manager of Jahnvi Ltd. His task is to frame a sound financial plan. What should be the essentials of such a plan?



**Watch Video Solution**

**17.** A company has a poor debt-equity ratio. It is planning to issue new securities in order to expand its capital structure. What kind of security must be issued to improve the debt-equity ratio?



**Watch Video Solution**



**18.** Samarth Enterprises has the following market strategy 'Instead of trying to market what is the easiest for us to make, we must try to find out what the consumer is willing to buy. We must apply our creativity more intelligently to people rather than products.' Which concept is being emphasised by the company?



**Watch Video Solution**

**19.** Some products have certain unique features and attract a significant groups of buyers. Name that kind of product.



**Watch Video Solution**

**20.** Swayam, a salesman, makes false claims to a, customer about the quality of water order to make sales. Which quality/value is Swayam lacking?



**Watch Video Solution**

## Sample Question Paper 1 Section B

1. Organising is the harmonious adjustment of specialised parts for the accomplishment of some common purpose. In the light of above statement, explain any three points of importance of organising.



**Watch Video Solution**

2. Explain.

(i) Planning focuses on achieving objectives.

(ii) Planning establishes standards for controlling.



**Watch Video Solution**

**3.** Yes Bank is a bank functioning in India. It is planning to diversify into insurance business. Previously, it was a prerogative of LIC and GIC to do insurance business. But now, with liberalisation, licenses have been given to start insurance business under 'Insurance Regulatory and Development Authority'. For

this, the managers need to direct the employees effectively State clearly, as to what would be the benefits derived by the company from effective leadership?



**Watch Video Solution**

4. SEBI is the watch dog of securities market'.  
Do you agree? Give three reasons.



**Watch Video Solution**

5. Alcoholic beverages are prohibited to be advertised on media'. A statutory warning is also required to be given while showing the use of harmful goods on media.

(i) Which component of environment prohibits advertising of such products? Explain.

(ii) Which element of product mix creates awareness among users about the hazards of using such products?



**Watch Video Solution**

6. Due to the economic crisis of 1991, the government initiated major economic reforms in various sectors of the economy. Explain, in brief, the three major economic reforms introduced in 1991.



**Watch Video Solution**

## Sample Question Paper 1 Section C

1. In Atlantis Ltd, no importance has been attached to the suggestions given by the

subordinates. Lately, the company appointed Mr Manav as its CEO, an MBA, with an experience of over a decade. After taking charge, he started the campaign for collecting suggestions from the employees. The response was tremendous and suggestions offered when implemented, fetched an additional profit of 150 crore.

Identify the principle of management opted by the CEO and state its positive effects.

What kind of leadership style does Mr Manav reflect?



**Watch Video Solution**



2. A production incharge has been given a target to produce 1000 pens in a day. After a month, the target was achieved due to application of a good control system. How does a good control system enable a manager to verify whether set standards are accurate and objective?



**Watch Video Solution**

3. A motorbike manufacturing company sets a goal that in future, they will expand their production by 15%. After measuring the performance, they noticed that the production has declined by 10% and the raw material is wasted by production department.

(i) Find the concept of controlling that is highlighted.

(ii) What values are ignored in this case?



**Watch Video Solution**

4. There is a situation of 'Overfull demand' in the market. The company, selling electronic goods, is appoints the manager to restrict such demand.

(i) What possible steps can a manager take to restrict such demand?

(ii) Which function does marketing management serve in this context?



**Watch Video Solution**

**Sample Question Paper 1 Section D**

1. National optic fibre network project, one of the most expensive and ambitious projects in India's technology history', connects 2,50,000 gram panchayats in the country with a fibre optic network.

(i) Identify which dimensions of business environment is hidden in the quoted lines.

(ii) Explain, any one giving examples.



**Watch Video Solution**

2. Geeta and Aruna are the owners of PLS group. They are having a diversified business. Now, they are planning to launch a new venture. The owners are very successful as they follow planning, organising, directing and controlling in all businesses.

Which characteristics of management does it signify? Explain any four characteristics of management



**Watch Video Solution**

3. As per the manager of Angel Cosmetics, decentralisation is an optional policy. Do you agree? Explain why, why not?



**Watch Video Solution**

4. Define strategy as a type of plan alongwith its features.



**Watch Video Solution**

5. In order to improve quality, quantity and job, satisfaction, Mr Manav undertook certain changes in the organisation. Firstly, he provided workers with dummy machines to practice on it. Then, he made some workers work with an expert, so that they may learn work and procedures by observation. Lastly, he followed the practice of shifting workforce to different departments, so that they may gain an understanding of various aspects of work.

Identify the methods used by the manager to improve the skills of workers and explain them.



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## Sample Question Paper 1 Section E

1. There are two companies B and D. Total contribution of capital is ₹40 lakh each. The ratio of equity to total capital in company B is ₹10 lakh and debt is ₹30 lakh while in company D, the total equity capital is ₹ 40 lakh, sourced through equity. EBIT is ₹ 8 lakh, the interest rate on debt is @10% and the tax rate is 30%.



Identify, which concept is related to the above case.



**Watch Video Solution**

2. You are the finance manager of a company your board of directors have asked you to decided the dividend policy of a company . Explain the factors which you will consider while determining the dividend policy.



**Watch Video Solution**

3. It is through motivation that managers can inspire their subordinates to give their best to the organisation'. In the light of the above statement, explain the importance of motivation.



**Watch Video Solution**

4. There are some barriers in communication which are concerned with encoding and decoding of message. Explain such barriers.



**Watch Video Solution**

5. ABC is a leading publication company of the country. The company's objective is to provide 'error-free' books for the students. But the company's production department is plagued with many shortcomings.

The authors are not given accurate parameters, constant changes are made in the instructions given to the co-ordinators and last minute irrelevant additions are made in the text. All these leads to wastage of resources and the company's objective is also

not achieved and the revenues are also falling. The company has recruited a new production manager, replacing the old one. The new production manager identified the need for that function of management in which actual performance is compared with planned performance

(i) Identify the function of management discussed above.

(ii) State the steps necessary to install that function in the organisation.



**Watch Video Solution**

1. In modern sense, which of the following refers to a set of actual and potential buyers of a product or service?

A. Marketing

B. Market

C. Sales

D. Place

**Answer:**



[Watch Video Solution](#)

2. Which of the following is not a philosophy of marketing management?

- A. Product concept
- B. Selling concept
- C. Production concept
- D. Quality concept

**Answer:**



[Watch Video Solution](#)

3. After sale services such as handling of complaints maintenance services, etc are popularly known as

- A. promotion
- B. storage and warehousing
- C. branding
- D. customer support services

**Answer:**



[Watch Video Solution](#)

4. Recruitment of employees from within the organisation is known as

- A. foreign source of recruitment
- B. external source of recruitment
- C. internal source of recruitment
- D. national source of recruitment

**Answer:**



[Watch Video Solution](#)



5. Selection is regarded as a

- A. positive process
- B. negative process
- C. neutral process
- D. None of these

**Answer:**



**Watch Video Solution**

6. The step of selection which helps the manager to eliminate unqualified candidates is known as

- A. selection decision
- B. selection tests
- C. employment interview
- D. preliminary screening

**Answer:**



**Watch Video Solution**

7. Written document which includes job title, duties and other details of job is known as

- A. contract of employment
- B. medical examination
- C. contract for service
- D. contract for procurement

**Answer:**



**Watch Video Solution**

8. .... is the act of stripping or discontinuing a currency unit of its status as legal.

A. Remonetisation

B. Demonetisation

C. Remonetisation

D. Dematerialisation

**Answer:**



**Watch Video Solution**

9. ....refers to the transfer of assets or services functions from public to private ownership.

A. Globalisation

B. Liberalisation

C. Disinvestment

D. Privatisation

**Answer:**



**Watch Video Solution**

10. Which of the following is referred to globalisation?

A. Setting of firms branches in other countries

B. Adopting a global outlook

C. Earning profit from exports

D. All of these

**Answer:**



**Watch Video Solution**

**11.** Thread is the most important tool in garland. Similarly in management, which concept plays the role of a thread?



**Watch Video Solution**

**12.** Explain management as an intangible force.



**Watch Video Solution**

**13.** Vital Organisation Pvt Ltd targeted to produce 10,000 cell phones per month at a cost of 5,000 per phone. The production manager achieved this target @ 5,200 per unit. Is the manager successful?



**Watch Video Solution**

**14.** Organising leads to systematic allocation of jobs amongst the workforce. Which importance of organising is stated here?







[Watch Video Solution](#)

**15.** Interaction among people at work gives rise to a network of social relationships among employees, called informal organisation. What values are achieved through such an organisation?



[Watch Video Solution](#)

**16.** If in Manav Ltd the existing machinery is defective and because of it, production unit is

unable to achieve the set target, what step should the company take?



**Watch Video Solution**

**17.** What is meant by bridge financing?



**Watch Video Solution**

**18.** ABC Pvt Ltd is engaged in the production of soft drinks and health drinks. The company's operations are effectively managed and it is

earning a good rate of return on a regular basis. Unfortunately, the equity shareholders do not get a fair return on their capital employed. Suggest a remedy as a financial expert of the company's finance department.



**Watch Video Solution**

**19.** Harry purchased a medicine from a renowned medical store Anand Medicos' for his daughter who was suffering from viral infection. After giving the medicine, the

condition worsened and she was hospitalised.

The doctor informed him that the medicine given to her was spurious. On complaining to Anand Medicos', they decided to file a case against the manufacturer. Can Anand Medicos' do so? Why or why not?



**Watch Video Solution**

**20.** Ajay found impurities in bottle of soft drink purchased by him. He approached the

redressal forum. Name the right exercised by him.



**Watch Video Solution**

## **Sample Paper 2 Section B**

1. An automobile company is facing the problem of declining market share due to excessive competition, as a result of liberalisation and globalisation. To overcome this crisis, the company has decided to launch

new models/products with attractive features at competitive prices. For this purpose, the top management framed a strategy. In your opinion, will it guarantee success?



**Watch Video Solution**

2. Abhilasha is working in an organisation. After every quarter, the manager shifts her from one department to another, so that she may gain a broader understanding of all the

departments. Name and explain the method of training she is undergoing.



**Watch Video Solution**

**3.** Which method of recruitment will be suitable in following cases:

(i) When vacancy arises, company makes use of unsolicited applications.

(ii) Recruitment by which most of senior positions of industry are filled.

(iii) When there is bulk order, casual vacancies of unsoiled jobs arises



**Watch Video Solution**

4. Kunwar, the manager of Unitech Ltd, wants to become a successful leader in his organisation. What qualities does he require to inculcate in himself for this?



**Watch Video Solution**



5. Rajan Automobiles, a 50 years old company, is witnessing a boom in the recent years due to growth in the Indian economy. The income of middle class is rising. More people can afford to buy vehicles. In order to expand its business, the company now decides to go public.

(i) List out any three methods by which the company can do so.

(ii) Also, identify one dimension of business environment discussed here.



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6. Elpha Pharma is a leading company engaged in manufacturing digestive syrups. The company packs the syrup in a bottle and then in a cardboard box. Further, while transportation, these are packed in corrugated boxes and distributed to the respective intermediaries. Identify the three levels of packaging and state the function of each.



**Watch Video Solution**

1. Retailing in India is on a rising trend and many companies have planned for investment in this sector. This is because of a rise in customers income, favourable taste for better quality products and most importantly, the liberalisation of the economy allowing cent percent direct investment in some sectors of the economy.

Identify the elements of business

environment, stating lines from the above paragraph.



**Watch Video Solution**

2. Directing refers to the process of instructing, guiding, counselling, motivating and leading people in the organisation to achieve its objectives. Discuss the importance of directing.



**Watch Video Solution**

3. Explain "Money is not the only motivator" in context of motivation of employees of an organisation.



**Watch Video Solution**

4. Differentiate between capital and money markets on the basis of meaning, instruments, return and risk.



**Watch Video Solution**

1. Toycars Pvt Ltd is a company manufacturing toys, enjoying a good market reputation. It has functional organisation with separate departments for production, finance, marketing and human resource. Lately, to use its brand name and to cash on new business opportunities, it is thinking to diversify into manufacturing of electronic toys.

(i) What change must be brought about in the organisation structure?

(ii) Explain any 4 benefits of adopting such a change.



**Watch Video Solution**

2. Organising is the harmonious adjustment of specialised parts for the accomplishment of some common purpose. In the light of above statement, explain any three points of importance of organising.



**Watch Video Solution**

3. IISL Ltd is one of the leading companies in automobile sector. The company lately closed its incentive schemes to enjoy the profits solely, This resulted in inefficiency of workers.

(i) What was the reason behind the poor performance of workers

(ii) What steps can be taken now to motivate worker? (any four).



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4. Bharti retails gets 15-20% of sales from private labels and hopes to raise it to 30% in future. Introduction of more labels may help Bharti follow its partner WalMart i.e. as against philosophy. On an average, Bharti stores offer 10-20% lower prices on private national brands. Why do you think labelling is important?



**Watch Video Solution**

5. Pricing is one of the most important part of marketing management. Incorrect price of a product can lead to reduction in sales. In the light of statement, explain any five factor to which the marketer should pay attention before fixing the price of a product.



**Watch Video Solution**

6. Foodlark Ltd is engaged in the production of processed foods, gaining a large market

share due to its growing demand. In order to fulfil the demand, the company directed its workforce to work overtime. But, due to the increased pressure of work, efficiency of the workers declined. Sometimes, each worker is getting instructions from more than one superior. Divisions that were Working on one product were now working on more products. The workers were becoming indisciplined and took no chance to improve productivity. Identify any four principles violated in the above case and explain them.



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7. Pranav, who is engaged in transport business, wants to diversify and expand his business. Identify the factors that would be considered for determining the working capital requirements of the business, stating suitable reasons.



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8. Biber Ltd is engaged in production and distribution of bollywood movies. Now it is aiming in entering South Indian movies market too. To fund the projects, the management takes a decision to raise money for long-term capital needs of businesses from certain sources:

- (i) Identify different sources of long-term capital.
- (ii) Discuss any five factors that affect the financing decision.



**Watch Video Solution**

9. What is meant by 'public relations'? What role does public relations play in the promotion of an organisation?



**Watch Video Solution**

10. What do you mean by 'channels of distribution'? What functions do they play in the distribution of goods and services? Explain.



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## Sample Question Paper 3 Section A

1. Who among the following is not a foreman appointed as per the technique of functional foremanship?

- A. (a) Officer
- B. (b) Route clerk
- C. (c) Inspector
- D. (d) Gang boss

**Answer:**



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2. .... determines the standard time taken to perform a well-defined job.

A. (a) Method study

B. (b) Time study

C. (c) Motion study

D. (d) Fatigue study



**Answer:**



**Watch Video Solution**

**3. Which principle of management focuses on specialisation?**

- A. (a) Division of work
- B. (b) Unity of direction
- C. (c) Centralisation and decentralisation
- D. (d) Stability of personnel

**Answer:**



**Watch Video Solution**

4. In a XYZ company, under the incentive scheme employees are offered company shares at a set price which is lower than market. Which incentive scheme is mentioned here?

A. (a) Bonus

B. (b) Stock option

C. (c) Perquisites

D. (d) None of these

**Answer:**



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5. A company motivates its employees by giving monetary and non-monetary incentives time-to-time to improve their performance. Out of the following, which is not a non-monetary incentive?

A. (a) Status

B. (b) Perquisites

C. (c) Career advancement opportunity

D. (d) Job enrichment

**Answer:**



**Watch Video Solution**

6. Shweta and Gitika work in different departments of an organisation. Both often

meet at lunch each other. What type of communication is done here?

- A. (a) Horizontal communication
- B. (b) Informal communication
- C. (c) Vertical communication
- D. (d) Diagonal communication

**Answer:**



**Watch Video Solution**

7. In large organisations, certain pieces are checked at random for quality instead of checking the whole lot. It is called

A. sample investigation

B. sample formation

C. sample distribution

D. sample checking

**Answer:**



**Watch Video Solution**

8. The two principles, which should be considered by a manager while dealing with deviations, are

A. (a) critical point control and control by exception

B. (b) management by objectives and control by exception

C. (c) management by objectives and critical point control

D. (d) None of the above

**Answer:**



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9. Control system should focus on Key Result Areas (KRAs) which are critical to the success of an organisation. These KRAs are set as the

- A. basic points
- B. essential points
- C. critical points
- D. key points



**Answer:**



**Watch Video Solution**

**10.** In controlling process, the need of taking corrective action arises in case of

- A. positive deviations
- B. negative deviations
- C. Both (a) and (b)
- D. zero deviations

**Answer:**



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**11.** Why is it easy to fix responsibility in formal organisation?



**Watch Video Solution**

**12.** What type of relationship is shown by organisation structure?





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**13.** What is the outcome of organising process?



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**14.** Gaurav, an HR professional of Naunidhya Tyres had conducted an interview of 100 different professionals. In the second round, he had taken the selection tests of candidates.

What was the reason behind conducting such tests?



**Watch Video Solution**

**15.** Workers of a factory are always going to production manager for guidance and information. As a result, he is overburdened with work. Suggest him as to what he can do to relieve himself?



**Watch Video Solution**

**16.** Tripss Ltd wants to open a new branch office of their concern. What is this decision called?



**Watch Video Solution**

**17.** Do you think the increasing rate of inflation in the economy affects working capital of organisations? How?



**Watch Video Solution**

**18.** Aarti Enterprises is manufacturing lunch boxes for school-going children. To maximise profits she decided to improve the quality and added a warmer to the lunch boxes. Due to this improvement, the sale is increasing day-by-day. Identify and explain the marketing philosophy involved.



**Watch Video Solution**

**19.** What is meant by 'sales promotion reflects crisis' ? Explain.



[Watch Video Solution](#)

20. What is the objective of marketing management?



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## Sample Question Paper 3 Section B

1. The policy of liberalisation, privatisation and globalisation has made a significant impact on

the working of enterprises. The Indian corporate sector has come face-to-face with several challenges, due to government policy changes. But these challenges have generated some values also. Describe them.



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2. How does informal organisation support the formal organisation?



**Watch Video Solution**



3. "Poorly motivated people can nullify the soundest organisation." Comment.



**Watch Video Solution**

4. 'Supervision is required for the survival of organisation.' Comment.



**Watch Video Solution**

5. "The electronic book entry form of holding and transferring securities has eliminated the problems of theft and forgery." Identify and discuss the concept indicated in the given statement.



**Watch Video Solution**

6. Coka Crackers Ltd, a fire cracker manufacturing company, launched some new products on the eve of Diwali which attracted

many customers. To meet the increased demand, the company employed children from nearby villages and in the urgency of work, they ignored to specify safety warnings on packets of crackers. Identify which consumer right is being ignored.



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**Sample Question Paper 3 Section C**

1. Margins Ltd is engaged in manufacturing electronics. The company's margins are declining due to increasing competition. The production department blames the sales department, while the sales department blames the marketing department. What quality of management do you think, the company is lacking? Suggest few steps to bring the company back on track.



**Watch Video Solution**

2. Lately, many companies have planned for significant investments in organised retailing in India. Several factors have prompted their decision in this regard. Customers' income is rising. People have developed a taste for better quality products even though they may have to pay more. The aspiration levels have increased. The government has also liberalised its economic policies in this regard and permitted even cent-per cent foreign direct investment in some sectors of retailing. In what ways, Indian managers have responded to change in the post liberalisation



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3. Pattrick, a writer, wants to trade in stock market but have no knowledge of it. You area stock market advisor. Advice him about the working of Demat account, so that he could trade in securities.



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**Sample Question Paper 3 Section D**

1. Image building, basis of strategy and continuous learning are the outcomes of understanding business environment. Explain



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2. Economic, social, political and legal conditions have a considerable impact on performance of company. Discuss them briefly.



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**3.** Mr Shaunit started a transportation business on a small scale. In a span of five years, his company progressed and earned a good amount of profit. Due to this, he decided to expand his business. After expansion, he faced problems in various departments due to all decisions taken by him.

(i) What is the main problem in this case?

(ii) How would you convince Mr Shaunit to opt for delegation of authority?

(iii) While expanding his business, explain two



factors that he would consider before investing in fixed assets.



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4. Which type of plan is referred in the following statements. Name and explain them.

(i) Ends, which the management seek to achieve.

(ii) The exact manner in which may work is performed.

(iii) Prescription of what and what not to be

done.

(iv) The prescribed way in which task is performed.



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**5.** A company, Satya Corporations, is setting up a new plant in India for manufacturing auto parts. Many reputed car manufacturers source their components from here. Therefore, it is planning to capture about 40% of the market share in india. To achieve this target, it

requires a highly trained and motivated workforce. Outline the process that the company should follow in this respect.



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## Sample Question Paper 3 Section E

1. Explain the financial and non-financial incentives that a company can use for motivating their employees and agents.



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2. Financial management is based on three broad decisions. What are three? Explain



**Watch Video Solution**

3. How financial planning is an indispensable part of financial management?



**Watch Video Solution**

4. Buy one get one free is an example of the techniques of sale promotion.

(i) Name of the technique.

(ii) Explain any other four technique of promotion mix.



**Watch Video Solution**

5. The process of marketing involves marketing research, product designing and development.

Branding and pricing of product. Explain.





## Sample Question Paper 4 Section A

1. Specialisation is a feature of which organisational structure?

- A. (a) Matrix
- B. (b) Divisional
- C. (c) Multi-dimensional
- D. (d) Functional

**Answer:**



**Watch Video Solution**

2. Delegation is about entrusting someone else to do parts of your job. Delegation of authority can be defined as subdivision and sub-allocation of powers to the subordinates in order to achieve effective results. Tracking this concept, what are elements of delegation?

A. (a) Authority, responsibility,  
accountability

B. (b) Duty, responsibility, accountability

C. (c)

Permissibility, responsibility, accountability

D. (d) Authority, responsibility, trackability

**Answer:**



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3. Larger the span, lesser the number of levels in the organisation structure, leading to a.... Organisation.

A. (a) Line

B. (b) Staff

C. (c) Flat

D. (d) Matrix

**Answer:**



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4. Arrange the following steps in the process of organising in correct sequence.

I. Assignment of duties II. Departmentalisation  
III. Establishing reporting relationships IV.  
Identification and division of work

Which is the correct process of organising?

A. (a) I,III,II,IV

B. (b) II,I,IV,III

C. (c) IV,II,III,I

D. (d) IV,II,I,III

**Answer:**



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5. Which one of the following is not a fixed asset?

A. (a) Plant and machinery

B. (b) Land and building

C. (c) Debtors

D. (d) Furniture and fittings

**Answer:**



**Watch Video Solution**

6. The time taken between the placement of order and actual receipt of material is called

- A. (a) time lag
- B. (b) business cycle
- C. (c) operating cycle
- D. (d) None of these

**Answer:**



**Watch Video Solution**

7. The amount of total debt in overall capital of a business is called

- A. financial resources
- B. financial leverage
- C. financial assistance
- D. None of these

**Answer:**



**Watch Video Solution**

**8.** The Consumer Protection Act provides the ... redressal agencies, where a consumer can file complaints and ask for the compensation.

- A. (a) two-tier
- B. (b) three-tier
- C. (c) four-tier
- D. (d) five-tier

**Answer:**



**Watch Video Solution**

9. When the goods and services alongwith the compensation claimed exceeds are filled at which commission?

- A. (a) District Forum
- B. (b) State Commission
- C. (c) National Commission
- D. (d) None of these

**Answer:**



**Watch Video Solution**

**10.** A person who buys any goods or avails any service for a consideration which has been paid or promised to be paid either in part or full is known as

A. (a) manufacturer

B. (b) seller

C. (c) consumer



D. (d) trader

**Answer:**



**Watch Video Solution**

**11.** Which principle of management is violated in informal organisations?



**Watch Video Solution**

**12.** What does the term 'span of management' refer to?



**Watch Video Solution**

**13.** In an organisation, employees hesitate to express their feelings and suggestions. They do not take initiative to express their problems and suggestions. Suggest the element of directing suitable for the given situation.





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**14.** The overall financial health of a business is determined by the quality of its financial management '. In the light of above statement , discuss some of the aspects which affect the financial health of a business.



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**15.** Which test helps in knowing a person's emotions, maturity or ethics?



**Watch Video Solution**

**16.** Identify the step in which capability of the employee is judged.



**Watch Video Solution**

**17.** What is meant by 'financial risk'?



**Watch Video Solution**

**18.** What is meant by 'operational risk'?



**Watch Video Solution**

**19.** Some products have certain unique features. They attract a significant group of buyers. Identify the kind of product.



**Watch Video Solution**

**20.** Auto India Ltd offered to sell their new scooter, at about 4,000 less than usual price.'

Which sales promotion technique is referred here?



**Watch Video Solution**

## **Sample Question Paper 4 Section B**

**1.** Diwali, Christmas, Eid are the auspicious occasions of our country. Producers are

offering varieties of cards, gifts, sweets, clothes, etc. Identify the business environment depicted in these lines. By doing so, the business translate which values cherished by all individuals in India.



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2. A company XYZ Ltd manufacturing cosmetics, enjoys a pre-eminent position in this industry But after 1991, the environment got very competitive as many players entered

the market. The company had followed a centralised business model. Before 1991, the model had served the company very well, but now, the company is under pressure to reform. Suggest the required change and reasons thereof.



**Watch Video Solution**

**3.** How can informal communication help to supplement formal communication model?



**Watch Video Solution**



4. Give three points of difference between formal organisation and informal organisation.



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5. Harry has 500 shares of Religare Ltd. Lately, the company has come out with a fresh issue of Share and Harry received an offer to buy one more share for every two shares two shares held by him. Identify the type of issue.

Also explain two more methods of raising funds through this type of issue.



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6. XPRES' is a well known international beauty brand. The policy of the company is to spend more on promotional activities than spending on standardisation of product. Suggest the company to spend more on standardisation, by giving reasons.



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## Sample Question Paper 4 Section C

1. Aman, after completing his entrepreneurship course from U.S.A returned to India and started a coffee shop 'Fioma Coffee' in a famous mall in Mumbai. The speciality of the coffee shop was the special aroma of coffee and a wide variety of flavours to choose from. Somehow, the business was neither profitable nor popular. Aman was keen to find out the reason. He appointed Aparna,

an MBA from a reputed management institute as a manager to find out the causes of the business not doing well.

Aparna, took a feedback from the clients and found out that though they loved the special unique aroma of coffee but were not happy with the long waiting time being taken to process the order She analysed and found out that there were many unnecessary obstructions which could be eliminated. She fixed a standard time for processing order. She also realised that there were many flavours whose demand was not enough. So, she also

decided to discontinue the sale of such flavours. As a result, within a short period Aparna was able to attract the customers. Identify and explain any two techniques of scientific management used by Apana to solve the problem.



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2. Find wants and fill them', 'create products and sell them' are the two important concepts

of marketing. Identify and distinguish between them.



**Watch Video Solution**

**3.** Identify the promotional tool of marketing-mix, which is an impersonal form of communication and is paid by marketer. Also, explain its advantages.



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4. Micros Ltd manufactures mobile phones for domestic as well as international markets, enjoying a good market share. But, lately, it has been experiencing problems because targets could not be met. It is therefore, planning to revamp its controlling system and take other steps necessary to rectify the problems, it is facing. Identify the probable benefits of this decision.



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## Sample Question Paper 4 Section D

1. Explain five positive impacts of liberalisation and globalisation on business and industry in India.



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2. How scanning business environment is important for an organisation?



**Watch Video Solution**



3. Aryan is an overburdened manager and wants to take help from his subordinates. Suggest how and why?



**Watch Video Solution**

4. What is meant by 'delegation'? Explain any four points, which highlight the importance of delegation in an organisation.



**Watch Video Solution**

## Sample Question Paper 4 Section E

1. In a factory, two personnel communicate with each other, without following the hierarchy. Identify the type of communication and explain the problems that may arise in this communication process.



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2. Directing is the heart of management process'. Do you agree? Give five reasons in

support of your answer.



**Watch Video Solution**

3. Determining the relative proportion of various types of funds depends upon various factors.' Explain any six such factors.



**Watch Video Solution**

4. Discuss the need and importance of working capital.



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5. Sahil was always interested in fashion and has also completed his studies from NIFT, the leading fashion institute of the country. He was an outstanding student at the institute and had a lot of job offers from many export houses. But he decided to open his own company by the name of 'Stripes and Checks' to manufacture premium shirts at affordable prices. Since, he believes in specialisation, he decides that his company will have the

following departments, production, marketing, finance and personal.

(i) Name the type of organisational structure

Sahil is following.

(ii) State any two advantages and three disadvantages of this organisation structure



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**Sample Question Paper 5 Section A**

1. Identify the principle of Fayol of which suggest that communication from top to bottom should follow the the official lines of command.

A. Espirit de crops

B. Scalar chain

C. Authority and responsibility

D. Initiative

**Answer:**



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2. In a company different departments are formed for looking after production, sales, marketing and finance. Identify the principle of management applicable here.

- A. (a) Division of work
- B. (b) Unity of command
- C. (c) Scalar chain
- D. (d) Both a and c

**Answer:**



**Watch Video Solution**

**3.** Name the level of management, at which the managers are responsible for the welfare and survival of an organisation.

- A. (a) Top level management
- B. (b) Middle level management
- C. (c) Lower level management
- D. (d) Both b and c



**Answer:**



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4. Management is an unseen force whose presence can be felt when an organisation functions. Which characteristic of management is described here?

- A. (a) Dynamic function
- B. (b) Continuous process
- C. (c) Goal oriented process

D. (d) Intangible force

**Answer:**



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5. In which method superior, guides and instructs the trainee as a coach?

A. (a) Coaching

B. (b) Internship training

C. (c) Computer modelling

D. (d) None of these

**Answer:**



**Watch Video Solution**

6. An attempt to improve the current or future employee's performance by increasing his/her ability to perform through learning, by changing his attitude or increasing his or her skills is known as

A. (a) training and education

B. (b) development and education

C. (c) training and development

D. (d) development

**Answer:**



**Watch Video Solution**

7. "Management translate work into goals and also find ways and means to achieve them."

Name the term highlighted in the statement.

A. (a) Organising

B. (b) Controlling

C. (c) Staffing

D. (d) Planning

**Answer:**



**Watch Video Solution**

**8.** Status comes under which of the following type of barriers?

- A. (a) Semantic barrier
- B. (b) Organisational barrier
- C. (c) Non-Semantic barrier
- D. (d) None of these

**Answer:**



**Watch Video Solution**

9. In which of the following formal communication network, all subordinates

working under one superior communicates through him only?

- A. (a) Single chain
- B. (b) Wheel network
- C. (c) Inverted V
- D. (d) Circular network

**Answer:**



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**10.** The top management of 'Raheja Ltd' focuses on maintaining an effective two way communication with their employees. They aim to keep everyone well informed and involve employees in company activities and provide opportunities for them to give their feedback.

What will company achieve with this type of communication? Give any two points.



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**11.** The employees of Manav Ltd have formed a club for the recreation of its members and celebration of various festivals. Name the type of organisation, so formed.



**Watch Video Solution**

**12.** In order to facilitate smooth work, four managers have been appointed to look after production, finance, marketing and personnel. Identify the function of management involved in the above lines.



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**13.** A firm plans in advance and has a sound organisation structure with efficient supervisory staff and control system. On several occasions , it finds that plans are not being adhered to. It leads to confusion and duplication of work . Advise a remedy .



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**14.** What are the two principles which should be considered by a manager while dealing with deviations?



**Watch Video Solution**

**15.** What are the two types of standards?



**Watch Video Solution**

**16.** What is meant by flotation cost?



**Watch Video Solution**

**17.** What is 'operating cycle'?



**Watch Video Solution**

**18.** What kind of cases are referred to State Commission?



**Watch Video Solution**

1. As per the manager of comprehensive group, changes in business environment restrict freedom of planning for the management. In a fast changing environment, management has a little control over external events.

(i) Which limitation of planning is highlighted here?

(ii) State any two other limitations of planning.



**Watch Video Solution**

2. Why do you think recruitment is a positive process?



**Watch Video Solution**

3. "Good and effective directing should be insisted in every organisation". Explain any three reason in favour of this statement.



**Watch Video Solution**

4. Distinguish between monetary and non-monetary incentives.



**Watch Video Solution**

5. Rahul's father is often seen operating on his laptop for hours, dealing in shares. He spends ample time on studying share prices listed on the stock exchange. As a market, the stock exchange facilitates the exchange of securities into money and vice-versa.

(i) State two functions of stock exchange.

(i) By performing such functions what values does the stock exchange fulfill?



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6. Product is a bundle of utilities. Do you agree? Comment.



**Watch Video Solution**



1. Business environment is dynamic'. Explain, giving reasons.



**Watch Video Solution**

2. Explain the meaning of truly globalised economy.



**Watch Video Solution**

**3.** Hurricanes Ltd is engaged in manufacturing fire-extinguishers. The company plans to recruit high quality employees and agents for successful operations. Also, they are looking for an efficient manager who can influence the workers to perform to the best of their ability. Identify the various qualities that the company would look for in the manager.



**Watch Video Solution**

4. As an investor, you want to put in capital with least risk and assured return for a short time period. Explain any four such instruments that you can invest in.



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5. Differentiate primary and secondary market on the basis of pricing, nature of securities, location and capital formation.



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## Sample Question Paper 5 Section D

1. Ayesha Ltd assured their employees that inspite of recession, no worker will be retrenched from the job.

(i) Name and explain the type of incentive offered to the employee.

(ii) Explain three more incentives of the same category.



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2. Salman exercises full control over its subordinates and takes decisions without consulting them.

Explain the leadership style. Also, discuss its major advantages and disadvantages.



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3. A company X Ltd manufacturing cosmetics, which has enjoyed a pre-eminent position in business, has grown in size. Its business was very good till 1991. But after that, new

liberalised environment has seen entry of many MNC's in the sector.

With the result, the market share of X Ltd has declined. The company had followed a very centralised business model with directors and divisional heads making even minor decisions., this business model had served the company very well as consumers has no choice But now, the company is under pressure to reform and decentralise.

(i) What do you understand by decentralisation? Can an organisation, in general, be fully centralised or fully

decentralised?

(ii) Explain any four advantages of decentralisation.



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**4.** Recently, many companies have planned for major investment in retail business. Increasing incomes, rise in living standards, government policy of liberalisation and its favourable attitude towards modernisation has favoured their decision. Identify the various dimensions

of business environment and explain their effect on businesses.



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## Sample Question Paper 5 Section E

1. A furniture making company hires 60 professionals under four separate departments, but they all have to report to four bosses of all the four departments.

(i) Which principle of management is violated



here ? Explain its negative effects.

(ii) State any two other principles given by Fayol.



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2. Identify the principles of management violated in the following cases and explain them.

(i) Ankur, a manager, speaks to people at all levels, including his as well as other departments.

(ii) Raghav, a manager, expects his subordinates to work for personal satisfaction and contentment, without any monetary reward.

(iii) Harsh, a manager, expects that his subordinate produces instant results, without giving him Sufficient time to settle in the new environment.

(iv) Deepak, a manager, is not strict with his employees regarding timings and targets of work.



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**3.** Steel Stores Ltd is manufacturing steel plant in India. It is enjoying an increasing demand for its products, as economic growth is 7-8% and the demand for steel is evergrowing. For this, they have decided to set-up a new plant requiring a total capital outlay of 5,000 crore. The finance manager is asked to prepare a blueprint of company's future operations. Explain why?



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4. It is necessary that goods and services must be made available to the customers at the right place, in the right quantity and at right time.

(a) Name and explain the element of Marketing Mix given above.

(b) Explain the components of this element.



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5. Edward, a school bag manufacturer, decided to improve profit by improving quality.

- (i) Identity the marketing philosophy adopted.
- (ii) Also, explain its main focus, means and ends.



**Watch Video Solution**