

General Instructions :

- (1) Answers to questions carrying 1 mark may be from one word to one sentence.
- (2) Answer to questions carrying 3 marks may be from 50 to 75 words.
- (3) Answer to questions carrying 4-5 marks may be about 150 words
- (4) Answer to questions carrying 6 marks may be about 200 words.
- (5) Attempt all parts of a question together.

1. ✓ What is meant by Labelling? (1)
2. ✓ State the essential function of 'Primary Market'. (1)
3. ✓ State how "self regulation by business" acts as a means of Consumer Protection. (1)
4. ✓ Name the two essential ingredients of sound working capital management. (1)
5. ✓ What is bridge financing? (1)
6. ✓ Name the type of <sup>plan</sup> which provide the prescribed ways in which a task has to be performed considering the objective. (1)
7. ✓ Give the meaning of 'Promotion Mix'. (1)
8. ✓ Name the function of management that ensures that actual activities confirm planned activities. (1)
9. ✓ State any three characteristics of principles of management. (1)
10. ✓ "Coordination is not separate function of management. It is the essence of management." Give reasons in support of your answer. (1)
11. ✓ State the steps involved in the controlling process. (1)
12. ✓ Differentiate between Policy and Rule as type of plan. (1)

13. Kumar Ltd. decided to produce a liquid soap for cleaning the utensils under the brand name 'SHINE'. State three characteristics which are being fulfilled by the brand decided by this brand name. (3)
14. Identify the sales promotion activity used in the following cases :
- (a) A mobile company offers a discount of Rs. 1,000 to clear off excess inventory.
  - (b) A company offers 40% extra of shaving cream in a pack of 500gms.
  - (c) A company offers  $\frac{1}{2}$  kg of sugar with 5kg bag of rice.
  - (d) 2 Nights stay in Goa on purchase of Honda City. (4)
15. Mr. Navin, Director of PQR Ltd. Desires to modernise its factory by making a public issue of shares. He wishes to approach stock exchange, while the financial advisor, Mr. Harish prefers to approach JMD consultants for the new public issue of shares. Please advice Mr. Navin Whether to approach stock exchange or a consultant for new public issue of shares and why? Also advice about any two methods which the company may adopt for new public issue of shares. (4)
16. There are two senior officers in Chopra Ltd. Mr. Ashish and Mr. Puneet. Mr Ashish is of the opinion that 'Planning is looking ahead whereas controlling is looking back'. On the other hand Mr. Puneet is of the opinion that 'planning is looking back whereas controlling is looking ahead.' Who is correct and why? (4)
17. "Determining the overall cost of capital and financial risk of the enterprise depends upon various factors." Explain any four such factors. (4)
18. Money spend on advertisement is a wastage. Comment. (4)
19. Management of Parco Ltd., emphasises only on economic objectives. Identify and explain the objectives which are being ignored. State any two values which are being communicated to the society while fulfilling these objectives. (3+1=4)

9. Why is understanding of 'Business Environment' important for managers? Explain any five points. (5)

"Failing to plan means planning to fail." Discuss the statement by highlighting its importance. Also state two values communicated to the society by implementing planning function. (4+1=5)

Explain by giving example how use of more debt in capital structure increases the shareholder's wealth. (5)

What do you mean by 'Public relations'? Explain its role in marketing management. (2+4=6)

(i) Name and explain the principle of management in which worker should be encouraged to develop and carry out their plans for improvement in the organisation.

(ii) "In your school, you observe that books are kept in office, chalks in the library and office records in the staff room". Name and explain the principle of management lacking here.

(iii) Name and explain the principle of management which requires judicious application of penalties by the management. (2+2+2=6)

Explain the steps in the 'Trading Procedure' of Stock Exchange. (6)