

Time allowed : 3 hours

General Instructions :

- 1. All parts of the question should be attempted at one place.*
- 2. Marks are indicated against each question.*

- ~~1.~~ "The mobile - Fusion App allows high quality scanner that can be used for 3D printing and reality video games". Identify the dimensions of business environment. (1)
- ~~2.~~ Define planning premises. (1)
- ~~3.~~ Mr. Mukesh is an old employee of Infosys. In recognition of his good performance, as an incentive, he has been given a choice to buy the shares of the company at an amount less than the market price. Identify the incentive being given to him. (1)
- ~~4.~~ What is meant by performance appraisal? (1)
- ~~5.~~ Sandhya, General Manager of JMD Ltd, faced a problem regarding some policy matter on purchases. Instead of talking to the Purchase Manager, she directly consulted her supervisor, Deepika about the problem. She talked to her freely and developed an independent channel of communication. Name the type of organisation following by Deepika. (1)
- ~~6.~~ State a situation when as a consumer, you are not in a position to resolve your grievances under the Consumer Protection Act 1986. (1)
- ~~7.~~ "Management is pervasive." Do you agree. Give reason. (1)
- ~~8.~~ What do you mean by trade test? (1)
- ~~9.~~ Five years ago Mr. Ahmed started 'Shivam Enterprises' with only ten employees. At that point of time when the enterprise was very small, he could not pay the required salaries to his employees but he promised to pay them in future. In the last few years, the enterprise he has made good profits but Mr. Ahmed has not increased the salaries as promised by him. Identify and explain the principle of management violated by him in this case. State two adverse effect of its violation. (3)

10. Principles of management are different from that of pure science as they deal with human behaviour and are to be applied creatively given the demands of the situation. Identify and explain the nature of principle of management. (3)
11. Explain how management by exception helps in the controlling process. (3)
12. "Co-ordination is the essence of management." Comment. (3)
13. Explain the statement 'Planning is prescriptive whereas controlling is evaluative.' (3)
14. Rock Water International had been established for more than 15 years. It exports curtains to USA. Having made good profits in the past, the company wanted to expand further and hence did not declare any bonus and didn't even pay the dearness allowance in the previous year. Agitated workers trade union resorted to strike and demanded their dues from the company. The management decided not to agree to meet their demands. (4)
- (a) Which principle of scientific management is being overlooked here? Explain.
- (b) State any two values being ignored by the management in this case.
15. Distinguish between the following on the basis of Meaning and Purpose : (4)
- (a) Recruitment and Selection
- (b) Training and Development
16. If we multiply the authority by two, it results in delegation. If we multiply it by many, it results in decentralisation. Explain with the help of examples. (4)
17. ITC started its business as Imperial Tobacco Company in 1910 but was christened as ITC Limited in 1974. Since then, it has diversified its business into Hotel industry, FMCG, Stationery, etc. Quality, timely availability and customer satisfaction have always been the motto of the company. The company has attained high name fame in the market. Thus it helps the customers in product identification, builds up their confidence, and increases their level of satisfaction.
- (a) Name the element of marketing mix referred.
- (b) Name and explain the concept of the above identified element, which assures quality, and helps in product identification.
- (c) Explain any three advantages of concept identified in part (b) for the marketers. (4)
18. Mrs. Sonia was not satisfied with the branded juicer which she had purchased from M/s Ram Lal and Sons for Rs.18000. Repeated complaints to the grievance cell were made but all in vain.
- (a) Which consumer right did Sonia exercise in the above case?

- (b) Which other consumer right she should exercise now? What can she do to exercise that right? (4)
- (c) State any remedies available to her. (4)
19. Explain Maslow's need hierarchy theory of motivation.
20. X Limited is engaged in assembling line of making TVs. The company is facing a problem at three fronts :
- (a) The supervisor issues instructions and wants immediate compliance without taking into consideration any suggestions from the workers.
- (b) The supervisor does not believe in capabilities of his subordinates, has pre-conceived notion about them and does not pay any attention to them as he is generally occupied with other important jobs.
- (c) The number of defective pieces, which used to be 5% (permissible limit) has gone up to 8% which is a matter of concern and has to be brought to the notice of management.
- (i) State the leadership style being adopted by the supervisor.
- (ii) State the category of barrier to effective communication.
- (iii) Name and explain the concept applicable to analyzing deviation. (5)
21. 'Authority and responsibility is allocated to all the members of all the departments according to their skill and competencies'.
- (a) Identify and explain the management function highlighted above. (5)
- (b) Name the steps in the management function so identified in (a).
22. 'Prime Minister Narendra Modi brought a new team of civil servants for the next year union budget that will be tasked with steering the economy in an uncertain global environment and shepherding second generation reforms.' Identify the two main dimensions of business environment and explain them with an example. (5)
23. Mr. Manoj, working as Human Resource Manager, in XYZ Ltd. promoted Ms. Rajni as supervisor from the post of typist. In her place, Mr. Rajesh was appointed, recommended by Mr. Ali, a typist of the organisation. Ms. Rajni managed her work very well. She was able to influence her workers to work with confidence and zeal. She created congenial environment, helped her workers in overcoming resistance to changes, and shared the credit of success with them.
- (a) Which element of Directing is Ms. Rajni following ?
- (b) Identify the sources and type of recruitment adopted by Mr. Manoj for Ms. Rajni and Mr. Ali.
- (c) Identify the values emphasized above. (6)

24. Identify the two marketing functions in which :

- (a) The main focus is on affecting transfer of title and possession of goods from seller to consumers or users to increase the sales volume. (6)
 - (b) The main concern is customer satisfaction and thereby increasing profits in the long run. (6)
 - (c) Differentiate between the two concepts on any four basis. (6)
25. "Planning is a multi-stage activity." Enlighten the statement and explain various stages. (6)