

Qs. 1. What is meant by 'Grapevine'? (2)

Qs. 2. Define 'Marketing'. (2)

Qs. 3. What does the concept of 'product-mix' mean? (2)

Qs. 4. What role does political environment play in the business? (2)

Qs. 5. Mohan, a manager expects his subordinates to work for the happiness and pleasure of being in the organisation. Which principle of management is being overlooked and why? (2)

Qs. 6. Write short note on 'management as a profession'. (3)

Qs. 7. Briefly state any three elements of 'directing'. (3)

Qs. 8. Distinguish between 'monetary' and 'non-monetary' incentives. (3)

Qs. 9. State with reasons your choice of a media of advertising for selling of gold jewellery. (3)

Qs. 10. Briefly explain the merits for choosing magazines as a media for advertising. (3)

Qs. 11. What are the three levels of management? State any three functions of the top level management. (4)

Qs. 12. What is meant by 'money market'? Briefly explain the concept of 'Certificate of Deposit' (CD). (4)

Qs. 13. What is meant by a 'Primary Market'? Briefly explain the concept of 'Initial Public Offer. (4)

Qs. 14. Define 'delegation' and differentiate it with 'decentralisation'. Any three points (4)

Qs. 15. With the help of suitable examples bring out any four differences between training and development. (4)

Qs. 16. What is meant by 'controlling'? Briefly explain any three points of importance of controlling. (5)

Qs. 17. Explain the term 'Financial Management'. Briefly explain any three of its objectives. (5)

Qs. 18. What is meant by the term 'Capital Structure'? Briefly explain any three factors that affect the capital structure of a company. (5)

Qs. 19. Explain in brief the term 'Liberalisation'. In what ways have the Indian business houses/managements responded to this change? (5)

Qs. 20. What is meant by 'Work Study'? Briefly explain the role of 'Time' and 'Motion' studies while setting the Standard Task. (5)

Qs. 21. What are the features of 'Planning'? Explain any six. (6)

Or

Explain how does planning help reducing uncertainties?

Qs. 22. Briefly explain the different factors that determine the choice of channels of distribution of any product. (6)

Or

"Advertising misleads customers and increases the cost of products". Do you agree with this statement? Give reasons in support of your answer.

Qs. 23. Explain any three ways and means of consumer protection available in India. (6)

or

Explain any three responsibilities of the consumer to safeguard his interest.

Qs. 24. What is meant by 'Recruitment'? Explain any five external sources of recruitment of employees. **(6)**

or

What is meant by 'Selection'? Explain any five steps involved in the process of selection of employees.

Qs. 25. Explain the steps involved in the process of organization, **(6)**

or

Briefly explain the considerations that need to be kept in mind while designing the organizational structure of a company.

1. "Management consists of an on-going series of functions." Which characteristic of management is highlighted by this statement?
2. Name the process of designing and maintaining an environment in which individuals working together in groups efficiently accomplish selected aims. What is the main objective of 'Time study'?
4. Grouping similar nature jobs into larger units called departments is the second step in the process of one of the functions of management. Identify the function. Give any one reason why management principles are required.
6. Name the function which reviews the functions in an organization.
7. Delta cables ltd. Earned a net profit of Rs.50 crores. Atul, the finance manager of this company wants to decide how to appropriate the profits. Which financial decision will help him in deciding it?
8. Identify why the requirements of fixed capital for a trading concern are different from that of a manufacturing organization.
9. Ajana wants to buy a gold ring. As an aware customer how can she be sure about the quality of gold ring she is going to buy?
10. Amita filed a case against "Mahindra limited" in the 'National commission'. But she was not satisfied with the orders of this commission. Name the authority where she can appeal against the decisions of the commission?
11. Explain how planning facilitates decision making.
12. What is meant by informal organization? List any 2 advantages of this.
13. There are some barriers in communication concerned with organizational structure and rules and regulations. State any 3 of these.
14. Explain any 3 advantages of branding to the marketer.
15. Nature of capital market can be well explained with the help of its features. State any 3 such features.
16. Explain 'method' and 'rule' as types of plan, with example.
17. Name the process for determining the objectives, policies, procedures, programmes and budgets to deal with the financial activities of an enterprise. Explain 3 points of importance.
18. explain the following rights of a consumer.
 - i) Right to seek redressel.
 - ii) Right to safety.
19. Himesh is working as a supervisor in a company. Due to his hard work he is promoted to the post of production manager. Now the post of supervisor is vacant and no one can be transferred or promoted to this post. Name the source of recruitment the company will use to fill up this post. State any 3 advantages of using this source of recruitment.
20. Which element of directing helps in inspiring subordinates to give their best to the organization? Explain 3 points of importance.
21. Rajat is working as a manger in Tifco limited. Name the level at which he is working. State any four functions he will perform as regional manager in this company.

22. explain the following principles of management:

- i) Co-operation, not individualism
- ii) Order

23. A leader can influence the behavior of his subordinates only if he has certain qualities. Explain 5 such qualities of a good leader.

24. distinguish between capital market and money market on the basis of:

- i) instruments traded
- ii) liquidity of instruments
- iii) investment outlay
- iv) safety
- v) participants

25. Choice of appropriate channel of distribution is a very important marketing decision, which affects the performance of an organization. Explain 5 factors which affect this choice.

26. What is meant by organizational structure? Explain 1 type of organization structure.

27. Delegation of authority has 3 important elements. Explain the elements.

28. The process of selection involves judgment about the performance potential of the candidate and thus involves a number of steps. State the steps in the process of decision.

29. Training is beneficial both for the organization, as well as for the employee. Explain any 3 benefits of training towards the organization and any 3 towards the employees.

30. What is meant by 'budgetary control'? State its 4 advantages.

31. Controlling is an indispensable function of management. Do you agree? Give 4 reasons.

32. Explain 4 factors which affect the working-capital requirement of a business.

33. Explain 4 factors which affect the structure of a company.

34. Personal selling plays a very important role in the marketing of goods and services. Do you agree? Explain 4 reasons to support your answer.

35. explain the following functions of marketing:

- i) gathering and analyzing market information
- ii) product designing development
- iii) standardization and grading
- iv) Customer support services.

BOARD PAPER 2009

1. Why is it said that 'management is all pervasive'?
 2. 'management creates a dynamic organization.' How?
 3. Why the principles of managements are called contingent?
 4. State the principle of order.
 5. What is meant by 'follow up action' as the step involved in the planning process?
 6. Define objectives as types of plans.
 7. What is meant by motivation as an element of directing?
 8. What is meant by supervision?
 9. What is meant by 'right to be informed' to the consumer?
 10. Who can file a complaint under the consumer protection act 1986?
 11. "Controlling is a pervasive function". Explain.
 12. State the 2 important objectives of "financial planning"?
 13. What is meant by "financial management"? State any 2 financial decisions taken by a financial manager.
 14. Differentiate between primary market and secondary market.
 15. What is meant by "indirect channels of distribution"? Explain any 2 methods of indirect channels of distribution.
 16. Aman, avneesh and amrsh have decided to start a business of manufacturing toys. They identified the following main activities which they have to perform:
 - i) purchase of raw materials
 - ii) purchase of machinery
 - iii) production of toys
 - iv) arrangement of finance
 - v) sale of toys
 - vi) identifying the areas where they can sell their toys
 - vii) selection of employees
- In order to facilitate the work they thought that 4 managers should be appointed to look after:
- a) production
 - b) finance
 - c) marketing
 - d) personnel
- (1) Identify the function of management involved in the above mentioned Para.
 - (2) Quote the lines from the above Para which help you in identifying this function.
 - (3) State the steps followed in the process of this function of management.
17. 'Some learning opportunities are designed and delivered to improve skills and abilities of employees whereas some others are designed to help in the growth of individual in all respects'. Identify and explain the 2 concepts explained above.
 18. "Leadership is considered as the most important element of directing". In the light of this statement explain any 4 points of importance of leadership.
19. How does controlling help in 'efficient use of resources' and how does it 'facilitate decision making'. Explain.
 20. Explain any 4 ways and means of consumer protection available in India.
 21. "Coordination is needed at all levels of management and it is a function of all managers". Explain.
 22. Explain any 2 principles of scientific management.
 23. Explain any 5 features of planning.
 24. Explain the objectives of national stock exchange of India.
 25. 'Bending the customer according to the product' and 'developing the product according to customer-needs' are the 2 important concepts of marketing management. Identify the concepts and differentiate between the 2.
 26. What is meant by informal organization? Explain any 5 features of informal organization.
 27. Explain any four points which highlight the importance of decentralizations in an organization.
 28. Explain the steps in the process of staffing.
 29. explain the following methods of training the workers:
 - i) apprenticeship programme
 - ii) vestibule training
 - iii) intership
 - 30) Explain any four reasons why directing is an important function of management.
 - 31) Explain any 4 'semantic barriers' to effective communication.
 - 32) What is meant by the term 'capital structure'? Explain any 2 factors that affect the capital structure of a company.
 - 33) Explain the meaning of fixed capital. Explain any 2 factors that determine the fixed capital of company.
 - 34) What is labeling? State any 5 functions of labeling.
 - 35) Explain the following sales promotion activities :
 - i) rebate
 - ii) quantity gift
 - iii) lucky draw
 - iv) Product combination.

BOARD PAPER 2010

1. List any 2 organizational objectives of management.
2. Give any 1 reason why principles of management do not provide a readymade solution to all managerial problems.
3. State the objective of fatigue study.
4. Give any 1 advantage of internal sources of recruitment.
5. Name the method of training in which trainees learn on the equipments they will be using.
6. Which act of consumer protection provides for the formation of 'consumer protection councils' in every district and state of the country?
7. 'Cost of debt is lower than the cost of equity share capital'. Give any 1 reason why even then a company can't work only with the debt.
8. Name the financial decision which affects the liquidity as well as profitability of a business.
9. Why should a consumer look for ISI mark on electrical goods?
10. Hero Ltd's target is to produce 20,000 shirts per month at a cost of Rs.150 per shirt. The production manager could achieve this target at a cost of Rs. 170 per shirt. Do you think the production manager is efficient? Give the reason in support of your answer.
11. Explain when and why the need is felt for having a framework within which managerial and operating tasks are performed to accomplish desired goals. Name the frame work also.
12. Define planning. List any 2 reasons why planning is essential.
13. Explain by giving any 3 reasons why organizing is considered as an important function of management.
14. explain the following money market instruments:
 - i) Treasury bill
 - ii) Commercial paper
15. What is meant by production concept of marketing?
16. State any 2 advantages and any 2 limitations of formal organization.
17. Blue Birds Ltd. Offers to its employees to issue shares at a price which is less than the market price:
 - i) Name and explain the type of incentive offered to the employees.
 - ii) Explain one more incentive of the same category.
18. Explain 'method' and 'rule' as types of plan, with example.
19. Explain the meaning of financial planning. Why is it important? Give any 2 reasons.
20. explain the following rights of a consumer:
 - i) Right to seek redressel.
 - ii) Right be heard.
21. "An important task in the marketing of goods relates to designing the label as it providers useful and detailed information about the product". In the light of the above statement draw a label for 'tea' and highlight the important information to be provided on it.
22. Is a management a science? Give any 3 reasons in support of your answer.
23. i) Name and explain the principle of information in which workers should be encouraged to develop and carry out their plans for improvements in the organization.
 - ii) Name and explain the technique of scientific management which is an extension of the principle of division of work and specialization.
24. Explain by giving any 5 reasons why understanding of business environment is important for managers.
25. State any 5 methods of floating new issues in the primary market.
26. Explain the process of controlling.
27. Explain the meaning of 'budgetary control'. Why is it considered an important technique of controlling?
28. What is meant by capital structure? State any four factors affecting the dividend decision.
29. Explain the process of staffing.
30. Explain staffing as a function of management. Also explain by giving any 4 reasons why proper staffing is required in an organization.
31. Name the element of marketing-mix which affects the revenue and profits of a firm. Explain any 5 factors which help in determining this element.
32. "Generally consumers prefer to buy goods directly from the producers but it is not always possible". Give reasons, why it is so, by explaining four different factors responsible for this.
33. "Every action in the organization is initiated through directing". Explain any 4 points of importance of directing in the light of this statement.
34. "supervision is an important element of directing function." Explain any four reasons in support of the above statement.