

This Question Paper contains 8 printed pages.

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Sl. No. : 134265

046(E)

(February, 2025)

Time : 3 Hours]

[Maximum Marks : 100

Instructions :

- 1) This question paper contains Five sections.
- 2) Figures to the right side indicate full marks for the questions.
- 3) Answers should be written according to the instructions only.
- 4) Start new section on a new page.
- 5) There are general options in Sections-C, D and E.

SECTION - A

■ Questions from 1 to 20 are multiple choice type questions. Each question contains four options (A, B, C, D). Select the correct one and rewrite. Each question carries 1 mark : [20]

- 1) What is the method that puts knowledge easily into practice called?
(A) Profession
(B) Science
(C) Art
(D) Direction
- 2) Who was the promoter of Neo Classical thought?
(A) Herzberg
(B) Henry Fayol
(C) Frederick Taylor
(D) Elton Mayo

ERZ48

046(E)

Page 1

P.T.O.

- 3) What is the first step of planning process?
- (A) Defining objectives
 - (B) Clarifying planning premises
 - (C) Preparing alternatives
 - (D) Formulation of subsidiary plan
- 4) Which organisation is called Army organization?
- (A) Matrix
 - (B) Linear
 - (C) Functional
 - (D) Informal
- 5) From the following, what should be implemented to prepare future managers?
- (A) Decentralisation
 - (B) Centralisation
 - (C) Decapitalisation
 - (D) Work Distribution
- 6) The procedure upto obtaining candidates application is ____.
- (A) Ordinary Function
 - (B) Recruitment Function
 - (C) Advertisement Function
 - (D) Selection Function
- 7) What is the process of imparting theoretical and practical knowledge to top level management and departmental heads is known as?
- (A) Transfer
 - (B) Promotion
 - (C) Development
 - (D) Training

- 8) In which element of Direction supervise, rules and analysis are included?
- (A) Supervision
 - (B) Motivation
 - (C) Leadership
 - (D) Training
- 9) Which of the following is needed for the existence of Leadership?
- (A) Supervisors
 - (B) Planners
 - (C) Subordinates
 - (D) Managers
- 10) What is the process of maintaining balance between efforts and results and between resources and objectives called as?
- (A) Directing
 - (B) Staffing
 - (C) Coordinating
 - (D) Controlling
- 11) On which concept is the approach to the wealth maximisation based?
- (A) Profitability
 - (B) Social responsibility
 - (C) Present value of wealth
 - (D) Cash flow



- 12) Decisions of investment means ____.
- (A) Capital Cost
 - (B) Capital Budgeting
 - (C) Capital Structure
 - (D) Ploughing back of profit
- 13) Who regulates organised Money Market?
- (A) SEBI
 - (B) State Bank of India
 - (C) Reserve Bank of India
 - (D) Financial Institutions
- 14) Market for sale of new issues securities means ____.
- (A) Stock Exchange
 - (B) Primary Market
 - (C) Secondary Market
 - (D) Speculation Market
- 15) What is the main objective of Branding?
- (A) Making the product more durable
 - (B) Manufacturing the product according to law
 - (C) Advertising the product
 - (D) Differentiating company's product from the competition.
- 16) ____ can be also called as garments for the product.
- (A) Packing
 - (B) Labelling
 - (C) Branding
 - (D) Price

- 17) Who has introduced the principles of Trusteeship?
- (A) Jawaharlal Nehru
 - (B) Subhash Chandra Bose
 - (C) Indira Gandhi
 - (D) Gandhiji
- 18) Out of the following, which has not been included in the Consumer Protection Act 1986, as consumer's right?
- (A) Protection
 - (B) Basic Needs
 - (C) Awareness
 - (D) Choice
- 19) Members of which commission are appointed by the Central Government?
- (A) District level
 - (B) State level
 - (C) National level
 - (D) International level
- 20) In which year did Essential Commodities Act come into existence?
- (A) 1951
 - (B) 1955
 - (C) 1969
 - (D) 1986



SECTION - B

- Answer question nos. from 21 to 30 in one sentence each.
Each question carries 1 mark:

[10]

- 21) What is Management?
- 22) What do you mean by Policy?
- 23) What is called Delegation of Authority?
- 24) What is Formal Organisation?
- 25) Explain the term 'Waiting list'.
- 26) What do you mean by Motivation?
- 27) What are the components of Fixed capital?
- 28) In which year Bombay Stock Exchange was established? 9/12/1875
- 29) Give meaning of 'Publicity'.
- 30) Give full form of CERC.

SECTION - C

- Answer Any 13 out of 17 questions from the following question nos. 31 to 47 in short. Each question carries 2 marks:

[26]

- 31) How does management benefit the society?
- 32) What is 'Rule of Thumb'?
- 33) "Planning is an expensive process". Why?
- 34) Staffing is not merely an employee welfare activity. Why?
- 35) State the process of Human Resource Management concern with Man Power Planning.

- ~~36)~~ Draw the diagram of the Maslow's hierarchy of needs.
[Note: For blind students only. State the needs of Maslow's hierarchy of needs.]
- ~~37)~~ Controlling is a continuous process. – Explain.
- ~~38)~~ 'Planning and Controlling are two sides of the same coin' – Explain.
- 39) "Capital Structure is a mixture of owner's capital and debt" – Explain
- ~~40)~~ What is the main difference between Call Money and Notice Money?
- ~~41)~~ List out the functions of Labelling.
- 42) Explain the selling concept of Marketing Management.
- 43) State channels of Distribution/Types.
- ~~44)~~ Explain about consumer's exploitation.
- ~~45)~~ Write in brief about Public Interest Litigation (PIL)
- 46) Explain : (i) Privatization (ii) Disinvestment
- ~~47)~~ Explain the importance of Business Environment (Any Two).

SECTION - D

- Answer Any 8 out of 12 questions from the following question nos. 48 to 59 to the point. Each question carries 3 marks:

[24]

- ~~48)~~ Explain the importance of Co-ordination.
- 49) Define Production Management and explain its functions.
- 50) Explain : (i) Principle of Scalar Chain of Power
(ii) Principle of Initiative



- 51) Discuss single use plan and contingency plan.
- 52) Explain functional organisation.
- 53) Explain characteristics of organizing.
- 54) "Training is expensive but its absence is more so". Explain the statement.
- 55) Explain last stage of controlling process.
- 56) Distinguish between :
Gross Working Capital and Net Working Capital
- 57) Write a note on :
National Securities Depository Limited
- 58) Explain the Sales-Promotion techniques (Any three)
- 59) Give your views on the positive effects of Globalization on the Indian economy (Any six).

SECTION - E

- Answer Any 4 out of 6 questions from the following question nos. 60 to 65 in detail. Each question carries 5 marks: [20]

- 60) Give difference between levels of management.
- 61) What is Planning? Explain its characteristics.
- 62) Explain the Selection Procedure.
- 63) Define Direction and explain its characteristics.
- 64) Explain Non-Financial Incentives.
- 65) Explain the responsibilities of consumers according to Consumer Protection Act.

