

General Instructions:

- (i) Answers to questions carrying 1 mark may be from one word to one sentence.
 - (ii) Answers to questions carrying 3 marks may be from 50 – 75 words.
 - (iii) Answers to questions carrying 4 – 5 marks may be about 150 words.
 - (iv) Answers to questions carrying 6 marks may be about 200 words.
 - (v) Attempt all parts of a question together.
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1. Name the process which provides the requisite amount, quality, timing and sequence of efforts and ensures that planned objectives are achieved with a minimum of conflict. (1)
2. Give two examples of external limitations of Planning. (1)
3. How does informal communication arise? (1)
4. Shallu worked in an IT Company. Her team manager did not wish to be contradicted and gave rewards depending on the result. State one benefit of the style of leadership being followed by Shallu's team manager. (1)
5. What do you mean by Trading on Equity? (1)
6. Aradhna Ltd. an automobile manufacturer was diversifying into manufacturing two-wheelers. They brought into market ,first of its kind, solar scooter with cost of running ₹5/km. The market responded very well to the new product. Give any one reason discussed above that helped the firm in getting such response. (1)
7. Two segments of a market help the savers and investors in directing the available funds into their most productive investment opportunity. Name the function being performed by the market in this case. (1)
8. Identify the right of a consumer under Consumer Protection Act, 1986 ,which a consumer can file a case against the Pizza selling shop for delivery of Non-veg. Pizza as against the order for vegetarian Pizza. (1)
9. Prakriti Ltd. is facing difficulties in introduction of machinery of latest technology as they are facing resistance from the informal groups who are pressurizing the members to work against organizational interests. As the Human Resources manager of the company what advice would you give to the management of the company to deal with the informal groups. Give reason for such advice. (3)
10. Shridhar wants to start a business but is not able to invest large amount of investment in fixed capital. Advise him in taking this decision regarding the Nature of Business, Technology upgradation and Financing Alternatives that he needs to take for this purpose. (3)
11. Explain the role of a supervisor. (3)
12. Tanya Hotel was facing a problem of low demand for its rooms due to off season. The Marketing Manager, Mr. Kakkar suggested its Managing Director , that the hotel should announce an offer of '3 Days and 2 Nights hotel stay packaged with free breakfast along with visit to a religious place'. The MD liked the suggestion very much. Identify the promotional tool, which can be used by the hotel, by which large number of prospective pilgrimage tourists, all over the country and abroad, can be reached, informed and persuaded to use the incentive. Also, state any two merits of this communication tool. (3)
13. State any six responsibilities that a consumer must keep in mind while making purchases. (3)
14. Sanket, 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 specialty 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. Sanket was keen to find out the reason. He appointed Riya, an MBA from a reputed management institute as a manager to find out the causes of the business not doing well. Riya, 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 the order. She also realized 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 Riya was able to attract the customers. Identify and explain any two techniques of scientific management used by Riya to solve the problem. (4)

15. Mrs. Rajeshwari is working as the Human Resource Consultant in a firm manufacturing cosmetics, which is facing a problem of high employee turnover. The CEO of the company has invited suggestions from her for retaining the talented employees & reducing the employee turnover. Mrs. Rajeshwari recommends that the good employees be rewarded in a way that it creates a feeling of ownership among the employees and at the same time makes them contribute towards the growth of the organization.
- a) Identify the incentive and explain its type, which has been suggested by Mrs. Rajeshwari to the CEO of the company.
- b) Also explain any two other incentives of the same type. (4)
16. 'Fast Rail Coach Ltd.' is a large and creditworthy company manufacturing rail coaches. It wants to export these coaches to other countries and decides to invest in new hi-tech machines. Since the investment is large, 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.
- (a) What is Money Market?
- (b) Explain the money-market instrument the company can use for the above purpose.
- (c) What is the duration for which the company can get funds through this instrument?
- (d) Explain in brief one more concept referred in this para. (4)
17. Bye-Bye Motors recently informed the media about its aim to train up to 4000 people in the next 3 years in the skills associated with automobile industry as part of its program to provide technical and vocational education for unemployed youth. The firm has already started the program in collaboration with Automobile Skill Development Council. This news in the media has helped the firm in promoting its image in the eyes of the public and consumer activist groups.
- A. Why is it important for the company to satisfy the public and the consumer activist groups. Give reasons.
- B. Which departments in the firm can be given the responsibility to disseminate information and build goodwill of the firm? (4)
18. An upcoming company in a recent report to the media shared that it is betting on bigger and better projects providing greater benefits to the customers, lower prices and faster execution to boost its growth. The spokesperson of the company informed the media that besides the innovative features, quality and brand, the fair pricing followed by the company is also a hit with the buyers. He said that the company is also focusing on accurate, speedy and timely delivery. Proper communication with the

market was being maintained through advertising. Even dealers were to be offered incentives to boost the sales.

The above para describes the combination of variables used by this company to prepare its market offering. Identify and explain the variables. (4)

19. Metlapp Networks and Technologies Ltd. is a leader in technology innovation in the United States, creating products and solutions for connecting the world. It has a large research and development team which invented the first smart watch, named as W-7. The watch besides showing the time, also monitors few health parameters like heart beat, blood pressure etc. While in search of markets abroad, the company found that in India, the reform process was underway with the aim of accelerating the pace of economic growth. The company decided to take advantage of simplified export procedure and removal of quantitative as well as tariff restrictions in India. It set up its office in Jamnagar with a view to capture the Indian market. In a short span of time, the company emerged as a market leader. Success of the company attracted many other players to enter the market. Competition resulted in reduction in prices, there-by benefiting the customers.
- (a) In the above paragraph, two major concepts related to government policy have been discussed. Identify and explain these concepts.
- (b) Also, explain briefly any two impacts of these concepts on Indian business and industry. (4)
20. Explain in detail the objectives of management. (5)
21. Rajan textiles reported 34% fall in its profits in the fourth quarter ended 31 March 2017, which is beyond the acceptable range 20% decided by the company. This was due to higher fuel cost and lower yield on account of demonetization. The company aims to implement cost saving measures by restructuring contracts and its business processes to meet its targets in the future.
- A. State the function of management discussed above.
- B. Also identify and explain the steps of the function of management discussed above. (5)
22. Sashank Ltd. a firm manufacturing textiles, wished to diversify their business. They were considering two options, either to diversify into manufacturing tooth-paste or switches. They wanted to invest in the purchase of land, to set up a manufacturing unit in the backward areas of Gujarat, which would also lead to the generation of employment opportunities in the area, but only after fulfilling all legal requirements and taking appropriate steps to ensure that the environment was not polluted. The finance manager of the company, Mr. Ram Lal was asked by the management to prepare a report on the factors which should be considered while making the above investment decision.
- A. State any two factors that Mr. Ram Lal would give in his report.
- B. Also state any one reason which makes it important for the above decision to be made carefully.
- C. And state two values being fulfilled by Sashank Ltd. (5)
23. (a) Aakriti, Nikita and Karishma are the owners of a handicraft unit involved in the manufacturing and marketing of traditional mats . They decided to shift this manufacturing unit to a rural area with an objective of reducing the cost and providing job opportunities to the local residents. They followed the functional structure in this organisation with a view to increase managerial and operational efficiency. They assessed and analysed the type and number of employees required, keeping in mind that they had to encourage the women, and the people with special needs belonging to the rural area. State the next three steps that they will have to undertake, for obtaining a satisfied workforce for their handicraft unit.
- (b) Explain any three benefits of training to the employees. (3+3)

24. Rameshwar joined as a CEO of a company. On the first day he addressed the employees. He said that he believed that a good company should have an employee suggestion system and he wished to minimize employee turnover to maintain organizational efficiency. He informed all employees that he would ensure that all agreements were clear, fair and there was judicious application of penalties. However, he said that he believed that lazy personnel should be dealt with sternly to send the message that everyone was equal in the eyes of management. Also that he would want to promote a team spirit of unity and harmony among employees, which would give rise to a spirit of mutual trust and belongingness among team members and eventually minimize need for using penalties. He told all present that the interests of the organization should take priority over the interests of any one individual employee.

A. Identify and briefly explain any four principles of management given by Fayol, which Rameshwar highlighted in his address to the employees.

B. Also state two values that Rameshwar wanted to spread in the organization. (6)

25. What are the elements of delegation? Write the difference between delegation of authority and decentralization, on the basis of any three points. (6)
