

D-31-A

Roll No.....

Total No. of Questions : 31]

[Total No. of Printed Pages : 4

**XIARKDN20
2031-A
BUSINESS STUDIES**

Time : 3 Hours]

[Maximum Marks : 100

Note :- All the questions are compulsory.

Section-A

(Very Short Answer Type Questions)

1 each

1. List any *two* characteristics of co-ordination.
2. Line organisation is also known as

(Military organisation/Informal organisation)

- 3 Recruitment is a positive process. (True/False)
- 4 Internship is a method of- training.

(on the Job/off the job)

5. Define the term 'communication'.
6. Controls are Forward looking. (True/False)
7. Planning and controlling are interrelated. (Yes/No)
8. What is Fixed capital ?
9. Define capital structure.
10. Name dimensions of Business Environment.

Section-B

(Short Answer Type Questions-I)

3 each

11. What is unity of Direction ?
12. What do you mean by Planning ?
13. What do you mean by Motivation ?
14. Give the meaning of Branding.
15. What are the ways of consumer protection ?
16. Give the need of consumer protection.

Section-C

(Short Answer Type Questions-II)

4 each

17. Explain the importance of Business Environment.
18. State the limitations of Planning.
19. State the importance of Delegation of authority
20. Write the importance of Controlling.
21. Explain the functions of a Stock Exchange.
22. Write the objectives of SEBI.
23. What is Scientific management ?

Section-D

Long Answer Type Questions-I)

5 each

24. State the importance of organising.
25. Give the importance of Financial Planning.
26. What is Capital Market ? What are its objectives ?
27. Define Marketing Mix. State its elements.

Section-E

(Long Answer Type Questions-II)

6 each

28. Define management as 'Science' and 'an Art'.
29. What do you mean by Recruitment ? What are the internal sources of Recruitment ?
30. Explain The Qualities of leadership.
- 31 Distinguish between Marketing and selling.