

O.C

Q1.(A) Select the correct option and rewrite the sentence.

5 marks

1.Principle of \_\_\_\_\_ is based on " a place for everything and everthing in its place ".

- a) discipline                      b) order                      c) equity

2. Principle of \_\_\_\_\_ is not applicable to life insurance.

- a) indemnity                      b) utmost good faith                      c) insurable interest

3.The process of contracting a business function to someone else in called as \_\_\_\_\_.

- a) trading                      b) outsoucing                      c) e-business

4.Making timely payment of proper taxes is the responsibility of organisation towards \_\_\_\_\_.

- a) shareholders                      b) consumers                      c) government

5.The term market is derived from the \_\_\_\_\_ word ' mercatus '.

- a) French                      b) Latin                      c) Italian

(B) Match the pairs.

5 marks

	A		B
1.	Business service	A	Exists only in cyber space
2.	Digital cash	B	Business to consumer
3.	B 2 C	C	2019
4.	Consumer Protection Act	D	Intangible in nature
5.	Directing	E	Exists everywhere
		F	Consumer to business
		G	Tangible in nature
		H	1919
		I	Process of instruction and guidance
		J	Process of recruiting and selection

(C) Find The Odd Man Out.

5 marks

1. Endowment Policy, Whole Life Policy, Money Back Policy, Blanket Policy.
2. Job Security, Health And Safety Measures, Reasonable Profit, Good Working Conditions.
3. NABARD, RBI, SIDBI, EXIM.
4. Selecting , Training, Co-Ordinating, Placing.
5. Price , People, Promotion, Product.

(D) Correct the underlined word and rewrite the following sentences.

5 marks

1. Decentralisation means concentration of powers and authorities at the specific position.
2. Overdraft facility is available for savings bank account holder.
3. In India, sellors are widely dispersed and are not united.
4. KPO includes less knowledge based and specialised work.
5. Insurance helps to maximize the risks in the business.

Q.2. Explain the following terms/concepts. (Any 4)

8 marks

1. BPO
2. Lok Adalat.
3. Place concept of market
4. Outsourcing
5. Warehouse
6. Organising

Q.3. Study the following case/situation and express your opinion. (Any 2 )

6 marks

1. Mr. Ram, an emerging entrepreneur has designed a structure of his business organization by taking into consideration the required resources such as land, money, machinery, workforce etc, for his new business. He appointed Mr. Shyam as a manager. Mr. Ram has assigned the responsibilities such as recruitment, selection, training and development and to determine the remuneration of the employees' to Mr. Shyam. Mr. Ram has also appointed Mr. Shubham to supervise the work done by the employees according to the standards given to the employees. Mr. Shubham has to also suggest the remedies to the employees wherever necessary. On this context, find out the management functions performed by

- i. Mr. Ram                      ii. Mr. Shyam                      iii. Mr. Shubham

2. Mr. Soham is young MBA degree holder, Mr. Navin is B.Com graduate. Mr. Soham is willing to start dairy farm at his village. Mr. Navin is willing to work as cashier in Private Company.

- i) Find out dream of Soham and Navin.  
 ii) State anyone feature of Entrepreneur.  
 iii) To become successful entrepreneur, which qualities Mr. Soham should have?

3. Mr. Ved made his payment by cheque at the same time Mr. Shlok made his payment by fund transfer.

- i. Whose payment is faster ?  
 ii. Whose payment is related to traditional business ?  
 iii. Whose payment is related to e-business ?

Q.4 Distinguish between. ( Any 3 )

12 marks

1. Staffing and Co-ordinating                      2. State commission and National Commission  
 3. Road transport and Rail transport                      4. Life Insurance And Fire Insurance

Q.5. Answer in brief.(Any 2 )

8 marks

1. Explain the characteristics of entrepreneur ?  
 2. Give any four types of social responsibilities towards consumers.  
 3. Explain 4Ps of product marketing mix.

Q.6. Justify the following statements.(Any 2 )

8 marks

1. Marketing helps in increasing consumer awareness.  
 2. Aim of consumer organization is to protect the rights of the consumer.  
 3. Principle of subrogation is applicable to all contracts of indemnity.  
 4. Management principles are helpful in optimum utilization of resources.

Q.7. Attempt the following. (Any 2)

10 marks

1. Explain in detail any five Henry Fayol's principles of management given by Henry Fayol.  
 2. Explain different types of banks.  
 3. Explain importance of marketing towards society.

Q.8. Answer the following. (Any 1)

8 marks

1. What is marketing ? Explain the functions of marketing in detail.  
 2. What is insurance ? Explain principles of insurance.