

**Section : A**  
**Time : 3.15 hrs.**

**Model Question Paper**  
**Sub : Business Studies**  
**Subject Code : 27**

**Batch -A**

**Max.Marks -100**

---

**I Answer all the following questions in a sentence or a word. Each question carries one mark.** **10 x 1 = 10**

1. Name any one function of management ?
2. Mention any one Fayol's principles of management ?
3. What is planning ?
4. Write any one element of delegation ?
5. What is staffing ?
6. Name any one barrier of communication ?
7. What do you mean by controlling ?
8. Expand NSEI.
9. Give an example for quantity gift.
10. Who is a consumer ?

**Section –B**

**II Answer any ten questions in two or three sentences. Each question carries two marks.** **10 x 2 = 20**

11. What is management ?
12. What is gang plank ?
13. What are objective ?
14. Define organizing ?
15. What is divisional structure of an organization ?
16. What is training and development ?
17. Define Direction ?
18. State any two corrective actions when there is deviation ?
19. What is Financial planning ?
20. What is warranty ?
21. What is sweep stakes ?
22. State the composition of members of National Commission ?

**Section –C**

**III Answer any Six questions in fifteen to twenty sentences. Each question carries five marks.** **6 x 5 = 30**

23. Explain the five features of principles of management ?

24. Explain the steps in organizing process.
25. Explain the different types of selection tests ?
26. Explain the advantages of good communication ?
27. Explain briefly the controlling process.
28. Explain any five factors which may influence the amount of fixed capital requirements in a business.
29. Distinguish between money market and capital market.
30. Write any five differences between advertising and salesmanship ?
31. Explain any five consumer rights ?

#### **Section – D**

**IV. Answer any three questions in twenty to thirty sentences. Each question carries ten marks.** **3 x 10 = 30**

32. Explain the features of management ?
33. Explain the importance and limitations of planning ?
34. Selection is the process of elimination+ Justify. This statement by explaining different . steps in selection process.
35. Describe the objectives of financial management.
36. Briefly explain the methods of sales promotion.

#### **Section – E** **(Practical Oriented questions )**

**V. Answer any ten questions in twenty to thirty sentences. Each question carries ten marks.** **2 x 5 = 10**

37. Draw a neat diagram of levels of management.
38. State any ten qualities of a successful leader.
39. As an aggrieved consumer, write a complaint to district Forum seeking redressal.

**ಮಾದರಿ ಪ್ರಶ್ನೆಪತ್ರಿಕೆ**  
**ವಿಷಯ : ವ್ಯವಹಾರ ಅಧ್ಯಯನ (27)**

ವಿಭಾಗ-ಎ

ಗರಿಷ್ಠ ಅಂಕ-100

- I. ಈ ಕೆಳಗಿನ ಎಲ್ಲಾ ಪ್ರಶ್ನೆಗಳನ್ನು ಒಂದು ಪದ ಅಥವಾ ಒಂದು ವಾಕ್ಯದಲ್ಲಿ ಉತ್ತರಿಸಿ- ಪ್ರತಿಯೊಂದು ಪ್ರಶ್ನೆಗೂ ಒಂದು ಅಂಕ. **10 x 1= 10**
1. ನಿರ್ವಹಣೆಯ ಒಂದು ಕಾರ್ಯವನ್ನು ಹೆಸರಿಸಿ.
  2. ಫಯಾಲ್‌ರವರ ಯಾವುದಾದರೊಂದು ನಿರ್ವಹಣೆಯ ತತ್ವವನ್ನು ತಿಳಿಸಿ.
  3. ಯೋಜಿಸುವಿಕೆ ಎಂದರೇನು ?
  4. ಪ್ರತಿನಿಯೋಜನೆಯ ಒಂದು ಅಂಶವನ್ನು ಹೆಸರಿಸಿ.
  5. ಸಿಬ್ಬಂದಿ ನಿರ್ವಹಣೆ ಎಂದರೇನು ?
  6. ಸಂವಹನದ ಯಾವುದಾದರೊಂದು ಅಡಚಣೆಯನ್ನು ಹೆಸರಿಸಿ.
  7. ನಿಯಂತ್ರಿಸುವಿಕೆ ಎಂದರೇನು ?
  8. **NSEI** ಯನ್ನು ವಿಸ್ತರಿಸಿ.
  9. ಹೆಚ್ಚು ಪ್ರಮಾಣದ ಕೊಡುಗೆಗೆ ಒಂದು ಉದಾಹರಣೆ ಕೊಡಿ.
  10. ಗ್ರಾಹಕ ಎಂದರೆ ಯಾರು ?

ವಿಭಾಗ -ಬಿ

- II. ಈ ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಹತ್ತು ಪ್ರಶ್ನೆಗಳನ್ನು ಎರಡು ಅಥವಾ ಮೂರು ವಾಕ್ಯಗಳಲ್ಲಿ ಉತ್ತರಿಸಿ. ಪ್ರತಿಯೊಂದು ಪ್ರಶ್ನೆಗೂ ಎರಡು ಅಂಕಗಳು. **10 x 2= 20**
11. ನಿರ್ವಹಣೆ ಎಂದರೇನು ?
  12. ಗ್ಯಾಂಗ್ ಪ್ಲಾಂಕ್ ಎಂದರೇನು ?
  13. ಉದ್ದೇಶಗಳು ಎಂದರೇನು ?
  14. ಸಂಘಟಿಸುವಿಕೆಯ ವ್ಯಾಖ್ಯೆ ಬರೆಯಿರಿ.
  15. ವಿಭಜನಾತ್ಮಕ ರಚನೆ ಎಂದರೇನು ?
  16. ತರಬೇತಿ ಮತ್ತು ಅಭಿವೃದ್ಧಿ ಎಂದರೇನು ?
  17. ನಿರ್ದೇಶನವನ್ನು ವ್ಯಾಖ್ಯಾನಿಸಿ.
  18. ನಿಯಂತ್ರಿಸುವಿಕೆಯಲ್ಲಿ ವ್ಯತ್ಯಾಸಗಳನ್ನು ಸರಿಪಡಿಸುವ ಯಾವುದಾದರೂ ಎರಡು ವಿಧಾನಗಳನ್ನು ತಿಳಿಸಿ.
  19. “ಹಣಕಾಸಿನ ಯೋಜನೆ ರೂಪಿಸುವುದು” ಎಂದರೇನು ?
  20. ವಾಗ್ಧಾನ ಎಂದರೇನು ?
  21. ಸ್ಟೀಪ್ ಸ್ಟೇಕ್ಸ್ ಎಂದರೇನು ?
  22. ರಾಷ್ಟ್ರೀಯ ಸಮಿತಿಯ ಸಂಯೋಜನೆಯನ್ನು ತಿಳಿಸಿ.

ವಿಭಾಗ-ಸಿ

- III. ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಆರು ಪ್ರಶ್ನೆಗಳಿಗೆ ಹದಿನೈದರಿಂದ ಇಪ್ಪತ್ತು ವಾಕ್ಯಗಳಲ್ಲಿ ಉತ್ತರಿಸಿ. ಪ್ರತಿಯೊಂದು ಪ್ರಶ್ನೆಗೂ ಐದು ಅಂಕಗಳು. **6 x 5 = 30**
23. ನಿರ್ವಹಣೆಯ ತತ್ವಗಳ ಯಾವುದಾದರೂ ಐದು ಲಕ್ಷಣಗಳನ್ನು ವಿವರಿಸಿ.

24. ಸಂಘಟಿಸುವಿಕೆ ಪ್ರಕ್ರಿಯೆಯ ಹಂತಗಳನ್ನು ವಿವರಿಸಿ.
25. ವಿವಿಧ ಆಯ್ಕೆ ಪರೀಕ್ಷೆಗಳನ್ನು ವಿವರಿಸಿ.
26. ಉತ್ತಮ ಸಂವಹನದ ಅನುಕೂಲಗಳನ್ನು ವಿವರಿಸಿ.
27. ನಿಯಂತ್ರಿಸುವಿಕೆಯ ಪ್ರಕ್ರಿಯೆಯನ್ನು ಸಂಕ್ಷಿಪ್ತವಾಗಿ ವಿವರಿಸಿ.
28. ಸ್ಥಿರ ಬಂಡವಾಳದ ಅವಶ್ಯಕತೆಯ ಮೇಲೆ ಪ್ರಭಾವ ಬೀರುವ ಯಾವುದಾದರೂ ಐದು ಅಂಶಗಳನ್ನು ವಿವರಿಸಿ.
29. ಹಣದ ಮಾರುಕಟ್ಟೆ ಮತ್ತು ಬಂಡವಾಳದ ಮಾರುಕಟ್ಟೆಗಳ ನಡುವಿನ ವ್ಯತ್ಯಾಸಗಳನ್ನು ಬರೆಯಿರಿ.
30. ವೈಯಕ್ತಿಕ ಮಾರಾಟ ಮತ್ತು ಜಾಹೀರಾತು ನಡುವಿನ ಯಾವುದಾದರೂ ಐದು ವ್ಯತ್ಯಾಸಗಳನ್ನು ಬರೆಯಿರಿ.
31. ಗ್ರಾಹಕರ ಯಾವುದಾದರೂ ಐದು ಹಕ್ಕುಗಳನ್ನು ವಿವರಿಸಿ.

ವಿಭಾಗ-ಡಿ

- IV. ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಮೂರು ಪ್ರಶ್ನೆಗಳಿಗೆ ಇಪ್ಪತ್ತು ಅಥವಾ ಮೂವತ್ತು ವಾಕ್ಯಗಳಲ್ಲಿ ಉತ್ತರಿಸಿ. ಪ್ರತಿಯೊಂದು ಪ್ರಶ್ನೆಗೂ ಹತ್ತು ಅಂಕಗಳು.  $3 \times 10 = 30$**

32. ನಿರ್ವಹಣೆಯ ಲಕ್ಷಣಗಳನ್ನು ವಿವರಿಸಿ.
33. ಯೋಜಿಸುವಿಕೆಯ ಮಹತ್ವ ಮತ್ತು ಮಿತಿಗಳನ್ನು ವಿವರಿಸಿ.
34. "ಆಯ್ಕೆ ಎನ್ನುವುದು ತಿರಸ್ಕರಿಸುವ ಪ್ರಕ್ರಿಯೆ". ಈ ಹೇಳಿಕೆಯನ್ನು ಆಯ್ಕೆಯ ವಿವಿಧ ಹಂತಗಳನ್ನು ವಿವರಿಸುವುದರೊಂದಿಗೆ ಸಮರ್ಥಿಸಿ.
35. ಹಣಕಾಸಿನ ನಿರ್ವಹಣೆಯ ಉದ್ದೇಶಗಳನ್ನು ವಿವರಿಸಿ.
36. ಮಾರಾಟ ಪ್ರವರ್ತನೆಯ ವಿಧಾನಗಳನ್ನು ವಿವರಿಸಿ.

ವಿಭಾಗ-ಇ

(ಪ್ರಾಯೋಗಿಕ ಪ್ರಶ್ನೆಗಳು)

- V. ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಎರಡು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ. ಪ್ರತಿಯೊಂದು ಪ್ರಶ್ನೆಗೂ ಐದು ಅಂಕಗಳು.  $2 \times 5 = 10$**

37. ನಿರ್ವಹಣಾ ಹಂತದ ಅಂದವಾದ ಚಿತ್ರವನ್ನು ಬರೆಯಿರಿ.
38. ಯಶಸ್ವಿ ನಾಯಕನ ಯಾವುದಾದರೂ ಹತ್ತು ಗುಣಲಕ್ಷಣಗಳನ್ನು ತಿಳಿಸಿ.
39. ನೀವು ಒಬ್ಬ ಶೋಷಿತ ಗ್ರಾಹಕನಾಗಿ ಪರಿಹಾರ ಕೋರಿ ಜಿಲ್ಲಾ ಗ್ರಾಹಕರ ವೇದಿಕೆಗೆ ಒಂದು ದೂರನ್ನು ಸಲ್ಲಿಸಿ.

**SCHEME OF VALUATION**  
**Subject : Business Studies (27)**  
**Section –A**

Q.No.	Suggested Answers	Marks Each
01	Planning, Organising, Staffing, Directing, Controlling (any one)	1
02	Division of work, Authority & Responsibility, discipline, Unity of command, Unity of Direction, Subordination of individual interest to general interest, Remuneration, centralization & decentralization, Sealer Principle, order, equity, stability of personnel, initiative esprit de corposq. Any one	1
03	Planning is determination of courses of action to achieve desired goals.	
04	Authority, Responsibility and Accountability (any one)	
05	It is the process of selecting, training, developing and rewarding competent employees to achieve the objectives of business.	
06	Distance, Noise, Physical arrangement, language, Jargons, Poor planning, structure complexities, status differences, Organisational distance, information overload, Timing, perception, Distrust, Emotions, viewpoint . (any one)	
07	It is measuring actual performance, comparing it with the pre-fixed standards and comparing it with the pre-fixed standards and correcting the deviations to ensure achievement of goals.	
08	National Stock exchange of India.	
09	Offering one Shirt at free of cost on purchase of two shirts Offering one pen extra freely on buying 3 pens. (similar examples)	
10	A person who buys any product or service for his personal use or for others use.	
<b>Section – B</b>		
11	It is the art of getting things done through and with the help of others in order to achieve the specific organizational objective.	
12	It is the violation of formal chain of authority and communication, in case of emergency only to facilitate rapid and easy communication without delay.	
13	Objectives are the goals which an organization wants to achieve by its operations.	
14	The.. Haimman defines organizing as, %Organising is the process of defining and grouping the activities of the enterprise and establishing authority relationships among them±	2

15	Grouping of activities on the basis of product is known as divisional structure of organization.	2
16	Training is the process of teaching the new or present employees, the basic skills they need to effectively perform their job. Development is the act of increasing the knowledge and skill of an employee for doing his work.	2
17	According to Dale, %direction is telling people what to do and seeing that they do it to the best of their ability.+	2
18	Review and revision of goals or standards. Change in the assignment of tasks. Provision for additional resources or new facilities. Improvement in the selection and training of workers or reform in the methods of direction. (any two)	2
19	Financial planning is the process of determining the objectives, policies, procedures and programmes to deal with the financial activities of an organization.	2
20	It is a written undertaking given by the producer/marketer to the customer, promising to repaid, exchange or replace the product if any manufacturing defects are found in the product within the mentioned time-period from the date of purchase.	2
21	It is a promotional tactic in which the prizes ranging from small items to bigger items or services are offered to the winners chosen through lucky draw.	2
22	A National commission consists of a committee of five person- a president and four members including one woman member, who are being nominated by the central Govt. for a term of five years.	
<b>Section – C</b>		
23	The five features of principles of management are <b>a) Universal applicability</b> : principles of management is applicable to all types of organizations. But the extent of their application depends upon the nature of the organization scale of operation etc., <b>b) General guidelines</b> : The principles are guidelines to action but do not provide readymade solutions to all managerial problems. <b>c) Formed by practice and experimentation</b> : The principles of management are formed by experience and collective opinions, wisdoms of managers & experimentation. <b>d) Flexible</b> : The principles of management are not rigid. They are flexible and can be modified by the mangers according to the situation. e) Mainly behavioural nature : <b>Principles of management aim at influencing the</b> human behaviour. It helps to understand the relationship between human and material resources. For the	5

	accomplishment of common goal. (any five)	
24	<p>Organising process involves the following steps :</p> <ol style="list-style-type: none"> <li>1. Identification and Division of work : The whole work is to be divided into manageable activities so that duplication is avoided and work can be complete as per predetermined goals.</li> <li>2. Departmentalization: It refers to the process of grouping the activities of similar nature under same departments. Following are the ways of departmentalisation. <ol style="list-style-type: none"> <li>a) On the basis of function activities are grouped into different departments.</li> <li>b) On the basis of type of product manufactures.</li> <li>c) On the basis of different territory.</li> </ol> </li> <li>3. Assignment of duties : In order to ensure effective performance in an organization, it is necessary to assign the work to the employees according to their skill and competencies.</li> <li>4. Establishment of reporting relationship : Each individual should know from whom he has to take orders and to whom he is accountable. The helps in co-ordination among various departments.</li> </ol>	5
25	<p>After screening the applications, eligible candidates are asked to appear for selection tests. They are</p> <ol style="list-style-type: none"> <li>1. Intelligence tests : These tests are used to judge the mental capacity of the applicant.</li> <li>2. Aptitude tests : These tests indicate the person capacity and his potential for development.</li> <li>3. Trade or proficiency tests: These tests measure the level of knowledge and proficiency in area of profession or technical training.</li> <li>4. Personality tests : These tests probe for the overall qualities of a person as a whole.</li> <li>5. Interest tests : These tests suggest the nature of job liked by a candidate which may bring him job satisfaction.</li> </ol>	5
26	<p>Advantages of good communication :</p> <ol style="list-style-type: none"> <li>a) Co-ordination :Communication facilitates co-ordination among employees working in a large organization to achieve the common goal.</li> <li>b) Smooth working : Good communication ensures smooth and uninterrupted working of an organization.</li> <li>c) Effective decision making : Sound decision is the result of good communication. Therefore communication plays a vital role in the decision making process.</li> <li>d) Managerial efficiency : Managerial functions like planning, control, co-ordination, motivation cannot be achieved and discharged without communication.</li> <li>e) Co-operation : Co-operation among workers is possible only when there is an exchange of information between employees and management. This not only promotes the industrial peace but also maximizes production. (any other five)</li> </ol>	5
27	Steps involved in controlling process are :	5

	<p>1) Setting performance standards : In this step standard is established. The standard is a yardstick consisting of a specific set of actions relating to a particular job on which the actual results are to be evaluated, standard serve as a basis for control.</p> <p>2) Measurement of actual performance : One the standard for desired performance are fixed, the next step is to measure the actual performance is measured in the same terms in which standards have been established.</p> <p>3) Comparing actual performance with standards : The next step is the comparison of actual performance with standard performance with the help of information relating to work performance, data, charts, written reports etc.,</p> <p>4) Analysing deviations : Deviation means variation from standards. Deviation may be negative, zero or positive. Every deviation is analysed to find out why it has occurred.</p> <p>5) Taking corrective action : The final step in the control process involves taking corrective action so that deviation may not occur again and organizational objectives are achieved.</p>													
28	<p>1) Nature of business : The nature of the business determines the amount of fixed capital requirement to a great extent. For example : Public utility undertakings (Railways, electricity supply companies) requires more fixed capital to invest on fixed assets than the trading concern.</p> <p>2) Scale of operations : A concern of large size with large scale operations requires more fixed capital than the small size concerns.</p> <p>3) Growth and expansion prospects : Higher growth of an organization requires higher investment in fixed assets.</p> <p>4) Choice of technic or method of production : Capital intensive organization requires higher investment in plant &amp; machinery. Whereas labour intensive organization require less investment in fixed assets.</p> <p>5) Method of acquiring fixed assets : Organisations purchasing fixed assets on cash basis requires large amount of fixed capital. Those organizations which acquire on hire purchase system requires less capital.</p>	5												
29	<p>Distinction between money market and capital market :</p> <table border="1" data-bbox="349 1522 1266 1906"> <thead> <tr> <th data-bbox="349 1522 808 1560">Money market</th> <th data-bbox="808 1522 1266 1560">Capital Market</th> </tr> </thead> <tbody> <tr> <td data-bbox="349 1560 808 1629">1. A market where short term funds are borrowed and lent.</td> <td data-bbox="808 1560 1266 1629">1. A market where long term funds are borrowed and lent.</td> </tr> <tr> <td data-bbox="349 1629 808 1770">2.The instruments involved for transactions are : Treasury bills, call money, commercial papers etc.,</td> <td data-bbox="808 1629 1266 1770">2. The instruments involved for transactions are : stocks, shares, debentures etc.,</td> </tr> <tr> <td data-bbox="349 1770 808 1839">3. Instruments are highly liquid.</td> <td data-bbox="808 1770 1266 1839">3. Instruments are relatively less liquid.</td> </tr> <tr> <td data-bbox="349 1839 808 1875">4. Rate of return is low.</td> <td data-bbox="808 1839 1266 1875">4. Rate of return is high.</td> </tr> <tr> <td data-bbox="349 1875 808 1906">5. Very low financial rise.</td> <td data-bbox="808 1875 1266 1906">5. Very high financial rise.</td> </tr> </tbody> </table>	Money market	Capital Market	1. A market where short term funds are borrowed and lent.	1. A market where long term funds are borrowed and lent.	2.The instruments involved for transactions are : Treasury bills, call money, commercial papers etc.,	2. The instruments involved for transactions are : stocks, shares, debentures etc.,	3. Instruments are highly liquid.	3. Instruments are relatively less liquid.	4. Rate of return is low.	4. Rate of return is high.	5. Very low financial rise.	5. Very high financial rise.	5
Money market	Capital Market													
1. A market where short term funds are borrowed and lent.	1. A market where long term funds are borrowed and lent.													
2.The instruments involved for transactions are : Treasury bills, call money, commercial papers etc.,	2. The instruments involved for transactions are : stocks, shares, debentures etc.,													
3. Instruments are highly liquid.	3. Instruments are relatively less liquid.													
4. Rate of return is low.	4. Rate of return is high.													
5. Very low financial rise.	5. Very high financial rise.													

30	<p>Differences between advertising and salesmanship.</p> <table border="1" data-bbox="350 214 1273 659"> <thead> <tr> <th data-bbox="350 214 808 247"><b>Advertising</b></th> <th data-bbox="808 214 1273 247"><b>Salesmanship</b></th> </tr> </thead> <tbody> <tr> <td data-bbox="350 247 808 390">1. It involves impersonal and mass communication only one way communication is involved.</td> <td data-bbox="808 247 1273 390">1. It involves direct personal face to face communication. It involves two way communication.</td> </tr> <tr> <td data-bbox="350 390 808 424">2. It is less flexible.</td> <td data-bbox="808 390 1273 424">2. It is more flexible.</td> </tr> <tr> <td data-bbox="350 424 808 495">3. It does not provide feedback immediately.</td> <td data-bbox="808 424 1273 495">3. It provides feed back immediately.</td> </tr> <tr> <td data-bbox="350 495 808 562">4. It aims at creation of customers.</td> <td data-bbox="808 495 1273 562">4. It aims at selling the product or service.</td> </tr> <tr> <td data-bbox="350 562 808 659">5. It is less costly and less time consuming.</td> <td data-bbox="808 562 1273 659">5. It is more costly and more time consuming.</td> </tr> </tbody> </table>	<b>Advertising</b>	<b>Salesmanship</b>	1. It involves impersonal and mass communication only one way communication is involved.	1. It involves direct personal face to face communication. It involves two way communication.	2. It is less flexible.	2. It is more flexible.	3. It does not provide feedback immediately.	3. It provides feed back immediately.	4. It aims at creation of customers.	4. It aims at selling the product or service.	5. It is less costly and less time consuming.	5. It is more costly and more time consuming.	5
<b>Advertising</b>	<b>Salesmanship</b>													
1. It involves impersonal and mass communication only one way communication is involved.	1. It involves direct personal face to face communication. It involves two way communication.													
2. It is less flexible.	2. It is more flexible.													
3. It does not provide feedback immediately.	3. It provides feed back immediately.													
4. It aims at creation of customers.	4. It aims at selling the product or service.													
5. It is less costly and less time consuming.	5. It is more costly and more time consuming.													
31	<p>The following are the rights available to consumer as per consumer protection Act :</p> <ol style="list-style-type: none"> <li>1) Right to safety : According to this right, the health and life of the consumer is to be protected against manufacturing and other defects in the food products, medicines, electrical appliances etc.,</li> <li>2) Right to be informed : A consumer has the right to get true and complete information about the quality, quantity, price etc., of the goods and services which he wants to buy.</li> <li>3) Right to choose : The consumer has the right to choose the product independently of his choice out of the available alternative products.</li> <li>4) Right to seek redressal : Every consumer has the right to seek redressal against any defect in the product or deficiency in service.</li> <li>5) Right to educate : Consumer must be educated about the rights he has been granted by the law to protect his interest.</li> </ol>	5												
<b>Section – D</b>														
32	<p>Following are the basic features of management. (Brief explanation needed)</p> <ol style="list-style-type: none"> <li>1) Management is a goal oriented process.</li> <li>2) Management is all pervasive</li> <li>3) Management is multidimensional like <ol style="list-style-type: none"> <li>a) Management of work</li> <li>b) Management of people</li> <li>c) Management of operations</li> </ol> </li> <li>4) Management is a continuous process</li> <li>5) Management is a group activities.</li> <li>6) Management is a dynamic function</li> <li>7) Management is an intangible force.</li> </ol>	10												
33	<p>The importance of planning can be summarized as follows : (necessary brief explanation)</p> <ol style="list-style-type: none"> <li>1) Planning provides direction</li> <li>2) Planning reduces the risk of uncertainty</li> <li>3) Planning reduces menplanning and wasteful activities.</li> <li>4) Planning provides innovative ideas.</li> </ol>	10												

	<p>5) Planning establishes standards for controlling. The major limitations of planning are given below</p> <ol style="list-style-type: none"> <li>1) Planning leads to rigidities.</li> <li>2) Planning reduces creativity</li> <li>3) Planning involves huge cost.</li> <li>4) Planning is time consuming.</li> <li>5) Planning does not guarantee success.</li> </ol>	
34	<p>Selection is the process of elimination+ justify. This statement by explaining different step. In selection process. Efficient workers are the permanent assets of the future, inefficient workers with prove to be liabilities, therefore the following steps will be followed selection process.</p> <ol style="list-style-type: none"> <li>1) Preliminary screenings</li> <li>2) Selection tests <ol style="list-style-type: none"> <li>a) Intelligence tests</li> <li>b) Aptitude test</li> <li>c) Trade test</li> <li>d) Personality tests</li> <li>e) Interest test</li> </ol> </li> <li>3) Interview <ol style="list-style-type: none"> <li>a) Direct interview</li> <li>b) Indirect interview</li> <li>c) Structural interview</li> <li>d) Stress Interview</li> <li>e) Panel Interview</li> <li>f) Group Interview</li> </ol> </li> <li>4) Reference and background checks.</li> <li>5) Selection decision</li> <li>6) Medical Examination</li> <li>7) Issue of appointment letters.</li> </ol>	10
35	<p>The objectives of financial management can be grouped under two categories.</p> <ol style="list-style-type: none"> <li>1) Basic objectives.</li> <li>2) Other objectives.</li> </ol> <p>In basic objectives can classified in two way.</p> <ol style="list-style-type: none"> <li>a) Profit maximization</li> <li>b) Wealth maximization</li> </ol> <p>In the case of other objectives the following can be grouped.</p> <ol style="list-style-type: none"> <li>a) Proper estimation of total financial requirements.</li> <li>b) Obtaining funds at minimum cost.</li> <li>c) Proper utilization of finance</li> <li>d) Maintaining proper inflow and outflow of cash.</li> <li>e) Proper . co-ordination</li> <li>f) Financial control</li> <li>g) Creation of good will</li> </ol>	10
36	Briefly explain the methods of sales promotion.	10

	<p>The producers or marketers or shop keepers use many tricks to promote sales. Like this.</p> <ol style="list-style-type: none"> <li>1) Giving rebate discount.</li> <li>2) Refund a part of price paid by customer.</li> <li>3) Product complement.</li> <li>4) Quantity gift.</li> <li>5) Instant draws and assured gift</li> <li>6) Ducky draw</li> <li>7) Usable benefit</li> <li>8) Free finance at lower rates</li> <li>9) Free samples</li> </ol>	
<b>Section – E</b>		
37		5
38	<p>State any ten qualities of a successful leaders.</p> <ol style="list-style-type: none"> <li>1. Good health and appearance.</li> <li>2. Good posture.</li> <li>3. Cheerfulness.</li> <li>4. Intelligent and imagination.</li> <li>5. Presence of mind.</li> <li>6. Sharp memory.</li> <li>7. Curtsey and good manner.</li> <li>8. Enthusiasm.</li> <li>9. Honesty and loyalty.</li> <li>10. Courage.</li> </ol>	5
39	<p>To, The Chairman District consumer disputes redressal agency Name of the place xxx</p> <p>Sir, Sub : Request for seeking relief in respect of defective mobile instrument.</p> <p>As an aggrieved consumer, I would like to state that I purchased</p>	5

	<p>a mobile instrument from a dealer on 01-05 -2014 and now it is not working properly. Therefore, I would like to write the letter of complaint against the party mentioned below by giving following details along with defective mobile instrument seeking for the relief in the said transactions.</p> <p>1. Name and address of complaint 2. details of complaint.</p> <p>3. Name and address of the opposite party. 4. Documents submitted.</p> <p>5. Relief claimed.</p> <p style="text-align: right;">Nagendra No.40, College Road , Bangalore</p> <p>1. Battery is not charging. 2. Non-receiving of signals.</p> <p style="text-align: right;">Bangalore mobile sale company K. R Road , Bangalore.</p> <p>1. Purchase bill. 2. Warranty card.</p> <p>1. Replace the mobile 2.Return the price paid.</p>	
--	--	--

Thanking you,

Yours faithfully  
Sd/-  
[Nagendra]

Place: Bangalore  
Date : 01.07.2014