

Section : A
Time : 3.15 hrs.

Model Question Paper
Sub : Business Studies
Subject Code : 27

Batch -B

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 dimension of management.
2. When is gang plank used?
3. State any one type of plan.
4. Give the meaning of informal organization.
5. What is Training ?
6. State any one way to over come the barriers of effective communication.
7. What do you mean by standard in controlling?
8. Name any one type of speculator in stock exchange.
9. What is Brand?
10. State the monetary limit for claim under state commission.

Section –B

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

11. State any two features of management.
12. Give the meaning of principles of management.
13. How is rule different from policy.
14. What is organizing process ?
15. Give the meaning of Decentralization.
16. What is man power Planning.
17. Give the meaning of direction.
18. State any two importance of controlling.
19. Name two basic objectives of financial management.
20. Name any two elements of marketing mix.
21. What is Guarantee.
22. Write any two remedies available to the aggrieved consumer as per the act.

Section –C

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

23. Explain the principles of scientific management of F.W Taylor

24. Explain the importance of organising.
25. Staffing is a part of Human resource management+. Give reasons.
26. Explain the maslous hierarchy of needs.
27. Explain briefly the controlling process.
28. Explain any five factors which may influence the amount of fixed capital requirements in a business.
29. Explain in brief the types of financial decisions.
30. What are the essential of a good advertisement copy ?
31. Explain any five consumer responsibilities.

Section – D

IV. Answer any three questions in twenty to thirty sentences. Each question carries ten marks.

3 x 10 = 30

32. Explain the Objective of management ?
33. Explain the importance and limitations of planning ?
34. Briefly explain the different methods of on-the-job training and off the job training.
35. State any ten functions of SEBI.
36. Explain the functions of marketing.

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. Draft the functional chart of an organization.
39. List any ten stock exchanges functioning in India.

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 ಆಯಾಮವನ್ನು ಹೆಸರಿಸಿ.
 2. ಗ್ಯಾಂಗ್ ಪ್ಲಾಂಕ್ ಸಂವಹನ ಪದ್ಧತಿಯನ್ನು ಯಾವ ಸಂದರ್ಭದಲ್ಲಿ ಉಪಯೋಗಿಸಲಾಗುತ್ತದೆ.
 3. ಯೋಜನೆಯ ಯಾವುದಾದರೂ ಒಂದು ವಿಧವನ್ನು ತಿಳಿಸಿ.
 4. ಅನೌಪಚಾರಿಕ ಸಂಘಟನೆಯ ಅರ್ಥ ಬರೆಯಿರಿ.
 5. ತರಬೇತಿ ಎಂದರೇನು ?
 6. ಪರಿಣಾಮಕಾರಿ ಸಂವಹನದ ಅಡಚಣೆಗಳನ್ನು ನಿವಾರಿಸುವ ಯಾವುದಾದರೂ ಒಂದು ಮಾರ್ಗವನ್ನು ತಿಳಿಸಿ.
 7. ನಿಯಂತ್ರಿಸುವಿಕೆಯಲ್ಲಿ ಶಿಷ್ಟದ ಅರ್ಥವನ್ನು ನೀಡಿ.
 8. ಷೇರು ವಿನಿಮಯ ಕೇಂದ್ರದಲ್ಲಿನ ಯಾವುದಾದರೂ ಒಬ್ಬ ಸಚ್ಚಾ ವ್ಯಾಪಾರಿಯನ್ನು ಹೆಸರಿಸಿ.
 9. ಮುದ್ರೆ ಎಂದರೇನು ?
 10. ರಾಜ್ಯ ಗ್ರಾಹಕರ ಪರಿಹಾರ ಸಮಿತಿಯು ತೀರ್ಮಾನಿಸಬಹುದಾದ ಹಣಕಾಸಿನ ಗರಿಷ್ಠ ಮಿತಿಯನ್ನು ತಿಳಿಸಿ.

ವಿಭಾಗ -ಬಿ

- II. ಈ ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಹತ್ತು ಪ್ರಶ್ನೆಗಳನ್ನು ಎರಡು ಅಥವಾ ಮೂರು ವಾಕ್ಯಗಳಲ್ಲಿ ಉತ್ತರಿಸಿ. ಪ್ರತಿಯೊಂದು ಪ್ರಶ್ನೆಗೂ ಎರಡು ಅಂಕಗಳು. **10 x 2= 20**
11. ನಿರ್ವಹಣೆಯ ಯಾವುದಾದರೂ ಎರಡು ಲಕ್ಷಣಗಳನ್ನು ತಿಳಿಸಿ.
 12. ನಿರ್ವಹಣೆ ತತ್ವಗಳು ಅರ್ಥ ಕೊಡಿ.
 13. ನಿಯಮವು ನೀತಿಗಿಂತ ಹೇಗೆ ಭಿನ್ನವಾಗಿದೆ.
 14. ಸಂಘಟಿಸುವಿಕೆಯ ಪ್ರಕ್ರಿಯೆ ಎಂದರೇನು ?
 15. ವಿಕೇಂದ್ರೀಕರಣದ ಅರ್ಥವನ್ನು ಬರೆಯಿರಿ.
 16. ಮಾನವ ಶಕ್ತಿಯ ಯೋಜನೆ ಎಂದರೇನು ?
 17. ನಿರ್ದೇಶಿಸುವಿಕೆಯ ಅರ್ಥವನ್ನು ತಿಳಿಸಿ.
 18. ನಿಯಂತ್ರಿಸುವಿಕೆಯ ಯಾವುದಾದರೂ ಎರಡು ಪ್ರಾಮುಖ್ಯತೆಗಳನ್ನು ತಿಳಿಸಿ.
 19. ಹಣಕಾಸಿನ ನಿರ್ವಹಣೆಯ ಎರಡು ಮೂಲಭೂತ ಉದ್ದೇಶಗಳನ್ನು ತಿಳಿಸಿ.
 20. ಮಾರಾಟ ಮಿಶ್ರಣದ ಯಾವುದಾದರೂ ಎರಡು ಮೂಲಾಂಶಗಳನ್ನು ತಿಳಿಸಿ.
 21. ಭರವಸೆ ಎಂದರೇನು ?
 22. ಗ್ರಾಹಕರ ಹಿತರಕ್ಷಣಾ ಕಾಯ್ದೆಯನ್ವಯ ದೊರೆಯಬಹುದಾದ ಎರಡು ರೀತಿಯ ಪರಿಹಾರಗಳನ್ನು ತಿಳಿಸಿ.

ವಿಭಾಗ-ಸಿ

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

23. ಎಫ್.ಡಬ್ಲ್ಯೂ. ಟೀಲರ್‌ರವರ ವೈಜ್ಞಾನಿಕ ನಿರ್ವಹಣೆಯ ತತ್ವಗಳನ್ನು ಸಂಕ್ಷಿಪ್ತವಾಗಿ ವಿವರಿಸಿ.
24. ಸಂಘಟಿಸುವಿಕೆಯ ಪ್ರಾಮುಖ್ಯತೆಗಳನ್ನು ವಿವರಿಸಿ.
25. “ಸಿಬ್ಬಂದಿ ನಿರ್ವಹಣೆಯು ಮಾನವ ಸಂಪನ್ಮೂಲ ಯೋಜನೆಯ ಒಂದು ಭಾಗ” ಕಾರಣ ನೀಡಿರಿ.
26. ಮಾಸ್ಲೋರವರ ಶ್ರೇಣೀಕೃತ ಅಗತ್ಯತೆಗಳ ಸಿದ್ಧಾಂತವನ್ನು ವಿವರಿಸಿ.
27. ನಿಯಂತ್ರಿಸುವಿಕೆಯ ಪ್ರಕ್ರಿಯೆಯನ್ನು ಸಂಕ್ಷಿಪ್ತವಾಗಿ ವಿವರಿಸಿ.
28. ಸ್ಥಿರ ಬಂಡವಾಳದ ಅವಶ್ಯಕತೆಯ ಮೇಲೆ ಪ್ರಭಾವ ಬೀರುವ ಯಾವುದಾದರೂ ಐದು ಅಂಶಗಳನ್ನು ವಿವರಿಸಿ.
29. ಹಣಕಾಸಿನ ನಿರ್ಣಯಗಳನ್ನು ಸಂಕ್ಷಿಪ್ತವಾಗಿ ವಿವರಿಸಿ.
30. ಉತ್ತಮ ಜಾಹೀರಾತು ಪ್ರತಿಯ ಲಕ್ಷಣಗಳು ಯಾವುವು ?
31. ಗ್ರಾಹಕರ ಯಾವುದಾದರೂ ಐದು ಜವಾಬ್ದಾರಿಗಳನ್ನು ವಿವರಿಸಿ.

ವಿಭಾಗ-ಡಿ

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

32. ನಿರ್ವಹಣೆಯ ಉದ್ದೇಶಗಳನ್ನು ವಿವರಿಸಿ.
33. ಯೋಜಿಸುವಿಕೆಯ ಮಹತ್ವ ಮತ್ತು ಮಿತಿಗಳನ್ನು ವಿವರಿಸಿ.
34. ಕಾರ್ಯನಿರತ ಹಾಗೂ ಕಾರ್ಯೇತರ ತರಬೇತಿ ಕ್ರಮಗಳಲ್ಲಿನ ವಿಧಗಳನ್ನು ಸಂಕ್ಷಿಪ್ತವಾಗಿ ವಿವರಿಸಿ.
35. ಸೆಬಿಯ ಯಾವುದಾದರೂ ಹತ್ತು ಕಾರ್ಯಗಳನ್ನು ಬರೆಯಿರಿ.
36. ಮಾರಾಟ ಪ್ರಕ್ರಿಯೆ ಕಾರ್ಯಗಳನ್ನು 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. ಒಂದು ಕಂಪನಿಯ ಕಾರ್ಯಾತ್ಮಕ ರಚನೆಯ ನಕ್ಷೆ ತಯಾರಿಸಿ.
39. ಭಾರತದಲ್ಲಿ ಕಾರ್ಯ ನಿರ್ವಹಿಸುತ್ತಿರುವ ಯಾವುದಾದರೂ ಹತ್ತು ಷೇರು ವಿನಿಮಯ ಕೇಂದ್ರಗಳು ಪಟ್ಟಿ ತಯಾರಿಸಿ.

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

Q.No	Suggested Answers	Marks Each
01	a) Management of work b) Management of people c) Management of operations (Any one)	1
02	Gang plank should be used only in case of emergency to facilitate speedy co-ordination and to prevent any likely distortion of message.	1
03	a) Objectives e) Methods b) Strategies f) Rules c) Policies g) Programmes d) Procedures h) Budget	1
04	Informal organization refers to the relationship between the people working in an organization established on personal attitudes.	1
05	Training is the process of teaching new or present employees, the basic skill they need to effectively perform their job. OR It is the act of increasing the knowledge and skill of an employee for doing his/her job. (any one)	1
06	a) Clarity of ideas b) Communicate according to the need of the receiver c) Consult other before communication. d) Be aware of language tone and content of message. e) Ensure proper feedback f) Consistency of message g) Be a good listener. (any one)	1
07	The standard is a yard stick consisting of a specific set of actions relating to a particular job.	1
08	a) Bull b) Bear c) Lame duck d) Stag (any one)	1
09	A brand is a name, letter, term symbol mark or design or combination of these intended to identify the goods or services of a seller.	1
10	The monetary limit for claim under the state commission is exceeding Rs. 20 lakhs but less than 1 crore.	1
Section – B		
11	a) Management is a goal oriented process. b) Management is all pervasive. c) Management is multi dimensional.	2

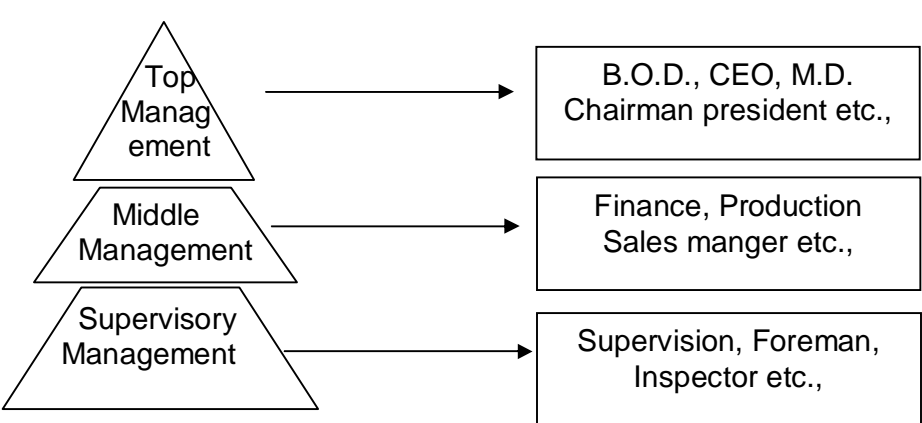
	<p>d) Management is Continuous process e) Management is a group activity. f) Management is a dynamic function g) Management is an intangible force.</p> <p style="text-align: right;">(any one)</p>	
12	Principles are the statement of fundamental truth about some phenomena that provides guidelines for decision making and actions.	2
13	<p>Rules are the established principles for carrying out the activities in a systematic manner.</p> <p>Policies are general statements which serve as a guide to the decision making.</p>	2
14	Organising process is concerned with arranging in a logical and orderly manner the activities of all the employees.	2
15	Decentralisation means dispersal of authority to take decision to the lower levels of organization.	2
16	Man power planning is a step involved in staffing process. It refers to the process of estimating the man power requirement of an organisation.	2
17	Direction is a continuous process through which managers interact with the employees of the enterprise and provide to necessary instructions, guide them in the process of achieving enterprise goal and objectives.	2
18	<p>a) Controlling helps for execution of plans. b) Improves employees efficiency. c) Ensures organizational efficiency and effectiveness. d) It is a basis for future action. e) It is a means of co-ordination. f) Delegation of authority. g) Simplifies supervision. h) Managerial responsibility.</p>	2
19	<p>Profit maximization Wealth maximization</p> <p style="text-align: right;">(any two)</p>	2
20	<p>Product mix, Price mix, Promotion, Place mix</p> <p style="text-align: right;">(any two)</p>	2
21	Guarantee is promise or an assurance, given in writing by the marketer/producer that the quality or durability of a product or service is good and the product will be repaired or replaced at free of charge.	2
22	a) To remove the defect in the product.	2

	<p>b) To replace the goods c) To return the price of the goods. d) To pay the compensation. e) To discontinue the unfair trade practice. f) Not to offers hazardous goods for sale. g) To Seize the hazardous goods.</p> <p style="text-align: right;">(any two)</p>	
	Section . C	
23	<p>Following are the principles of scientific management contributor by F.W. Taylox.</p> <ol style="list-style-type: none"> 1. Science not rule of thumb : %Scientific management is an attempt to increase production by reducing the efforts of employees+ this reduces the practice of rule of thumb. 2. Harmony not discord : There should be a harmonious relationship between management and worker. Both should realize that each one is important. Both management and workers should transfer their thoughts in order to achieve harmonious relationship among them. 3. Co-operation not-individualism : There should be complete co-operation between the labour and management. Competition should be replaced by co-operation, there should be an almost equal division of work and responsibility between management and workers. 4. Development of each and every person to his great efficiency and prosperity : Efficiency could be achieved from the beginning of employees selection. Each person should be scientifically selected work should be assigned according to intellectual capabilities and proper training should be given. 5. Optimum production : Production and productivity should be controlled either by the managers or by workers. Taylor opposed the inefficiency of workers and favoured large scale production. 	5
24	<p>The importance of organizing is as follows :</p> <ol style="list-style-type: none"> 1. Benefits of specialisation : Organising leads to systematic allocation of jobs among the worker. Right man is placed for right job. Repetitive performance of a specific job on regular basis helps worker to gain experience and leads to specilisation. 2. Clarity in working relationships : Organising clearly defines the lines of communication and also specified who is to report to whom. This helps in fixation of responsibility and dimensions of authority is specified. 3. Optimum utilization of resources : Proper allocation of jobs helps in avoiding overlapping of work and ensures optimum use of resources without any wastage. 4. Adaptation to change : It allows the organization to be suitably modified and the revision of interrelationships among managerial levels to pave the way for smoother transition. It also provides stability in enterprise. So that it continues to survive and grow in spite of changes. 5. Effective administration : Organising provides clear description of 	5

	<p>jobs and related duties. This helps to avoid confusion and duplication; clarity in working relationships enables proper execution of work.</p> <p>6. Development of personnel : Organising stimulates creativity among the managers. Effective delegation allows the manager to reduce their work load.</p> <p>7. Expansion and growth</p> <p style="text-align: right;">(any 5 with explanation)</p>	
25	<p>1. Staffing is a function which brings together the human assets and physical assets of the organisation.</p> <p>2. Staffing involves knowledge and approaches to the concept of hiring and retaining and firing of personnel in the organization.</p> <p>3. Staffing is continuous and found at every level of management.</p> <p>4. Introduction of human resource accounting.</p> <p>5. Human relations approach.</p>	5
26	<p>1. Physiological needs : They are food clothing shelter etc., these are the basic needs any one would give the first preference to.</p> <p>2. Safety needs : These needs are protection against danger, threat, deprivation and need for job security.</p> <p>3. Social needs : These needs include belongingness association acceptance friendship and love.</p> <p>4. Esteem needs : These needs include self-esteem recognition, status achievement etc.,</p> <p>5. Self- actualization needs : They include the need to realize one's capabilities and potentials by achieving specific goals.</p>	5
27	<p>1. Setting performance standards : In this step standard is to be established. Standards is a yard stick consisting of a specific set of actions relating to a particular job on which the actual results are to be evaluated. Standards may be quantitative or qualitative.</p> <p>2. Measurement of actual performance : Performance should be measured in terms of standards established. The measurement should be on future basis. So that deviations can be predicted measurement must be clear, simple, relevant etc.,</p> <p>3. Comparing actual performance with standards :</p> <p>a) Finding out the extent of deviation.</p> <p>b) Identifying the cause of such deviations.</p> <p>4. Analysing deviation : If the actual performance is less than the standard that leads to negative deviation, if it is equal zero deviation, if more than the standard performance positive deviation.</p> <p>5. Taking corrective action corrective action may involve :</p> <p>a) Review and revision of goals or standards</p> <p>b) Change in the assignment of tasks</p> <p>c) Provision for additional resources or new facilities.</p> <p>d) Improvement in the selection and training of workers.</p>	5
28	<p>1) Nature of business : Trading concern needs lower investment on fixed investments compared to a manufacturing organization</p>	5

	<p>publicity utility undertakings require more investment on fixed assets.</p> <p>2) Scale of operation : Large size concern requires more fixed capital. Small size requires less fixed capital.</p> <p>3) Growth and expansion prospectus : Higher growth of organization requires higher investment in fixed assets.</p> <p>4) choice of technique or method of production : A capital-intensive organization requires higher investment in plant and machinery on the other hand labour-intensive organizations requires less investment in fixed assets.</p> <p>5) Method of acquiring fixed assets : Organising purchasing fixed assets on cash basis requires a large amount of fixed capital. Those organizations purchasing fixed assets on installment basis requires lesser amount of capital.</p> <p>6) Diversification : (explanation)</p> <p>7) Amount of promotion expenses (explanation)</p> <p>8) Level of collaboration (explanation)</p> <p style="text-align: right;">(any 5 with explanation)</p>	
29	<p>1) Investment decisions : This relates to how the firms funds are invested in different assets. It may be long-term investment decision and short-term investment decision. (Explanation briefly)</p> <p>2) Financial decision : Financing decisions are concerned with the financing of business activities and the quantum of finance to be raised from various sources.</p> <p>3) Dividend decision : Dividend decision relate to what part of profit should be retained in the organization and what part of it should be declared as dividend.</p> <p style="text-align: right;">(3 points with explanation)</p>	5
30	<p>Essential of advertisement copy :</p> <p>a) Attention value : Use of catchy slogans, colourful picture, design border etc.,</p> <p>b) Memorising value : It should last for long in minds of the people.</p> <p>c) Suggestive value : It should highlight the need and necessity of the product or service.</p> <p>d) Educational value : It should educate the customers by giving useful information about the usage of the product.</p> <p>e) Sentimental value : It should increase the sentiments of human beings.</p> <p>f) Simplicity : It should be simple to understand and convincing to the people.</p> <p style="text-align: right;">(any 5 with explanation)</p>	5
31	<p>Consumer responsibilities are as follows :</p> <p>a) Awareness of rights : Such as right to safety, right to be heard etc.,</p> <p>b) Quality conscious : While purchasing</p> <p>c) Ready to lodge complaint : In case of defect in product or service.</p> <p>d) Not be misled by false advertisement</p> <p>e) Demand for cash memo/bill : In respect of goods purchased or service availed</p>	5

	<ul style="list-style-type: none"> f) cautious consumer g) Selection of goods h) Consumer organization i) Protection of Environment j) Not to buy in hurry <p style="text-align: right;">(any 5 with explanation)</p>	
Section – D		
32	<ul style="list-style-type: none"> a) Organisation objectives : It is concerned with the utilization of human and material resources to the maximum possible advantage. <ul style="list-style-type: none"> i) Survival ii) Profit iii) Growth b) Social objectives : <ul style="list-style-type: none"> i) Environmental friendly methods of production. ii) Employment opportunities iii) Amenities to society iv) Financial support to society v) Participating in social service projects. c) Personal or individual objectives : <ul style="list-style-type: none"> i) Financial needs ii) Social needs iii) Higher level needs <p style="text-align: right;">(with explanation)</p>	10
33	<p>Importance of planning :</p> <ul style="list-style-type: none"> 1) Planning provides direction 2) Planning reduces the risk of uncertainty 3) Planning reduces overlapping and wasteful activities. 4) Planning provides innovative ideas. 5) Planning facilitates decision making 6) Planning establishes standards for controlling. <p>Limitations :</p> <ul style="list-style-type: none"> 1) Planning lead to rigidity 2) Planning may not work in a dynamic environment 3) Planning reduces creativity 4) Planning involves huge cost 5) Planning is time consuming 6) Planning does not guarantee success <p style="text-align: right;">(With explanation)</p>	10
34	<ul style="list-style-type: none"> I. On . the . Job training <ul style="list-style-type: none"> a) Apprenticeship Training b) Coaching c) Internship Training d) Job rotation II. Off-the job training <ul style="list-style-type: none"> 1) class room lecture 2) case study 3) Vestibule training 	10

	4) Computer modeling <p style="text-align: right;">(with explanation)</p>	
35	<ol style="list-style-type: none"> 1. Regulating the business in stock exchanges and ay other securities in the market. 2. Registering and Regulating the working capital market intermediaries. 3. Registering and regulating the working of mutual funds. 4. Promoting and regulating self regulatory organizations. 5. Prohibiting fraudulent and unfair trade practices in securities market. 6. Promoting investors education and training of Intermediaries of securities market. 7. Prohibiting insider trading practice. 8. Regulating substantial acquisition of shares and take over of companies. 9. Conducting enquiries and audits of stock exchange. 10. Conducting research for the above purposes. <p style="text-align: right;">(any 10 functions)</p>	10
36	<p>Functions of marketing</p> <ol style="list-style-type: none"> a) Gathering and analyzing market information b) Market planning c) Product desiring and development d) Standardisation and Grading e) Packing and labeling f) Branding g) Customer support services h) Pricing i) Promotion j) Channelising distribution k) Transport l) Warehousing <p style="text-align: right;">(with explanation)</p>	10
Section - C		
37		5

38	<p style="text-align: center;">Managing Director</p> <pre> graph TD MD[Managing Director] --> PD[Production Department] MD --> MDpt[Marketing Department] MD --> PDpt[Purchase Department] MD --> FDpt[Finance Department] PD --> P1[a) Processing / Production] PD --> P2[b) Quality control] PD --> P3[c) Repairs & Maintenance] MDpt --> M1[a) Sales] MDpt --> M2[b) Advertising] MDpt --> M3[c) Marketing research] PDpt --> P1pt[a) Receiving quotation & purchase of raw material] PDpt --> P2pt[b) Purchase of tools & machines] PDpt --> P3pt[c) Record of purchase] FDpt --> F1[a) Accounting] FDpt --> F2[b) Budget] FDpt --> F3[c) Cost Accounting] </pre>	5
39	<ol style="list-style-type: none"> 1) Ahemadabad stock exchange, Ahemdabad (Gujarat) 2) Bangalore stock exchange, Bangalore (Karnataka) 3) Cochin Stock exchange, cochin (Kerala) 4) Delhi Stock exchange, Delhi 5) Guwahati stock exchange, Guwhati (Assam) 6) Hyderabad stock exchange, Hyderabad (Andrapradesh) 7) Jaipur stock exchange, Jaipur (Rajasthan) 8) Ludhiana stock exchange, Ludhiana (Punjab) 9) Madras stock exchange, Chennai. (Tamilnadu) 10) National stock exchange, Mumbai (Maharashtra) <p style="text-align: right;">(Any ten)</p>	5