

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. Registration is compulsory in the case of
  - (a) A Sole trader
  - (b) A partnership
  - (c) A joint stock company
  - (d) A joint Hindu family business
  
6. Management is \_\_\_\_\_.
  - (a) An art
  - (b) A science
  - (c) An art and science
  - (d) An art and not science
  
7. The process that helps managers set objectives for the future and map out the activities and means that will make it possible to achieve those objectives is
  - (a) Goal setting
  - (b) Objective setting
  - (c) Implementing
  - (d) Planning
  
8. Departmentation is a part of the \_\_\_\_\_.
  - (a) Planning process
  - (b) Staffing process
  - (c) Controlling process
  - (d) Organising process
  
9. \_\_\_\_\_ is the subject matter of any communication.
  - (a) Encoding
  - (b) Message
  - (c) Decoding
  - (d) Feedback

2. In a co-operative society
  - (a) One share one vote principle is followed
  - (b) One man one vote principle is followed
  - (c) A member must have two votes
  - (d) Shares are transferable
  
3. The need for social responsibility arises due to
  - (a) Firm's interest
  - (b) Interest of society
  - (c) Both firm's and society's interest
  - (d) None of the above
  
4. \_\_\_\_\_ is the activity of electronically buying or selling of products on online services or over the Internet.
  - (a) E-commerce
  - (b) Outsourcing
  - (c) Franchising
  - (d) Ethics
  
5. Espirit de corps means \_\_\_\_\_.
  - (a) Union is strength
  - (b) Service is our motto
  - (c) Buyer beware
  - (d) Product is our strength

10. When the communication flows from higher level to lower level, it is called \_\_\_\_\_.
  - (a) Novel communication
  - (b) Legal communication
  - (c) Downward communication
  - (d) Information communication

PART B — (5 × 5 = 25 marks)

Answer ALL the questions, choosing either (a) or (b).

Answer should not exceed 250 words.

11. (a) What is unlimited liability? Explain.  
Or  
(b) Briefly explain the demerits of co-operative societies.
  
12. (a) Write a note on "Make in India" movement.  
Or  
(b) Explain the importance of ethics.
  
13. (a) Explain the skills required for lower management personnel.  
Or  
(b) Describe the role of a manager.

14. (a) Describe the relationship between authority and responsibility.  
Or  
(b) Explain the difference between group and team.

15. (a) Explain the Trait theory of leadership.  
Or  
(b) Discuss the importance of motivation.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 600 words.

16. (a) Discuss the rights and duties of partners.  
Or  
(b) Explain briefly the procedures to be followed for forming a public limited company.

17. (a) Explain the role of services sector in Indian economy.  
Or  
(b) Discuss the emerging opportunities in Business.

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18. (a) Discuss the contribution of Elton Mayo to the field of management.  
Or  
(b) Elaborate the functions of management.

19. (a) Discuss the steps in strategy formulation.  
Or  
(b) Explain the important principles of organising.

20. (a) Explain Herzberg's Two Factor Theory of motivation.  
Or  
(b) Discuss the barriers to effective communication.

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