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Q1. Give the meaning of 'Communication' as an element of directing. **2 Marks**

Q2. Explain in brief the concept of Personal Selling. **2 Marks**

Q3. Explain 'Complex Organisational Structures' as a barrier to effective communication. **2 Marks**

Q4. Explain in brief the term 'Price Mix' as an element of 'Marketing Mix'. **2 Marks**

Q5. What role does legal environment play in the business? **2 Marks**

Q6. External sources of recruitment may lead to dissatisfaction and frustration among existing employees. They may feel that their chances of promotion are reduced.' Give two situations when external sources may be used without dissatisfying the existing employees. **2 Marks**

Q7. What is meant by Sales Promotion? **2 Marks**

Q8. 'Estimating manpower requirements is not merely knowing how many persons we need.' What else is needed while estimating manpower requirements? State any two points. **2 Marks**

Q9. Staffing ensures optimum utilisation of human resources Justify the statement by giving any two points. **2 Marks**

Q10. 'Promotion stops infusion of new blood in the organisation.' However it is still being used as a good source of filling the vacancies internally. State any two reasons for the same. **2 Marks**

Q11. What is meant by Marketing Management? **2 Marks**

Q12. Explain in brief the term 'Leadership' as an element of 'Directing'. **2 Marks**

Q13. Give the meaning of Autocratic style of Leadership. **2 Marks**

Q14. Define Product Mix. **2 Marks**

Q15. What is meant by Supervision? **2 Marks**

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Q16. Identify and state the step in the process of staffing under which the charge of the job is given to the selected employee and he/ she is introduced to his/ her superiors, subordinates and colleagues. **2 Marks**

Q17. One of the functions of management completes one cycle of management process and improves planning in the next cycle in the light of the problems that were identified in the existing plans. Identify and state the function of management discussed above. **2 Marks**

Q18. Identify and state the function of management which ensures that the organisational resources are being used effectively and efficiently for the achievement of' pre-determined goals. **2 Marks**

Q19. What is meant by the term 'Motivation'? **2 Marks**

Q20. What role does social environment play in the business? **2 Marks**

Q21. Vinod Chandla started 'Sunshine Securities' a company providing cyber security solutions to businesses to prevent, detect and respond to cyber attacks and protect critical data. He was a hardworking software engineer and an expert in cyber security. His reputation grew by leaps and bounds as he was a person of integrity and did his work with utmost honesty and sincerity. The business started growing day-by-day. 6 Marks

He was delighted when he was offered a big project by the Ministry of Corporate Affairs. While working on the project, he found that the volume of work made it impractical for him to handle all the work himself. He decided to expand his team. The company maintained a close liaison with a local engineering college. During a campus placement Anishka and Kavya were appointed to work for the new project. He found the new employees capable, enthusiastic and trustworthy. Vinod Chandla was thus able to focus on objectives and with the help of Anishka and Kavya, the project was completed on time. Not only this Vinod Chandla was also able to extend his area of operations. Anishka and Kavya also got opportunities to develop and exercise initiative.

1. Identify and explain the concept used by Vinod Chandla in the above case which helped him in focussing on objectives.
2. Also, explain any three points of importance of the concept identified in part (a).

Q22. Mediquip Ltd. is a company dealing in distribution of medical equipments. The company recently imported 15000 units of sugar testing machines to test the sugar levels without taking blood samples. For deciding the marketing strategy, the Chief Executive Officer of the company called a meeting of the marketing heads of different zones. 6 Marks

In the meeting, Sandeep, the North Zone Marketing Head, suggested that since the machines were sophisticated they need to visit hospitals personally, to explain its working to the hospital staff who would be using the machines. He also suggested that additional trained people may be recruited for the same. Himanshu, another Zonal Head, added that since lot of money had been spent on the import of the machines, the company was short of funds to pay to the additional staff as suggested by Sandeep. Rahul, a newly appointed Zonal Head of South Zone suggested that since the size of the order is not large, a detailed study of the factors determining the choice of channels of distribution is required before making the right choice.

1. Identify the factors influencing the choice of channels of distribution which were discussed in the meeting.
2. Also, explain briefly the other consideration to be taken care of in each factor identified in part (a).

Q23. Helpequip Ltd. is a company dealing in distribution of medical equipments. The company recently imported 500 units of a diabetes monitoring machine which tests the sugar levels without taking blood samples. For deciding the marketing strategy, the Chief Executive Officer of the company called a meeting of the marketing heads of different zones. In the meeting, Sanjeev, the North Zone marketing head suggested that they need to visit hospitals to explain personally to the hospital staff who would be using the machine, since the machine is sophisticated. He also suggested that additional staff may also be recruited for the same. Rishu, another zonal head, was of this opinion that since large amount of money had been spent on the purchase of the machines, additional funds were not available for recruiting the personnel as suggested by Sanjeev. Ankur, a newly appointed zonal head of South Zone, suggested that since the size of the order was not large, a detailed study of the factors determining the choice of channels of distribution was required before making the right choice.

1. Identify the factors influencing the choice of channels of distribution which were discussed in the meeting.
2. Also, explain the other considerations to be taken care of in each factor identified in part (a).

Q24. Medi Instruments Ltd. is a company dealing in the distribution of medical instruments. The company recently imported 15000 units of sugar testing machines to test the sugar levels without taking blood samples. For deciding the marketing strategy, the Chief Executive Officer of the company called a meeting of the marketing heads of different zones. 6 Marks

In the meeting, Sanjay, the North Zone Marketing Head, suggested that since the machines were sophisticated they need to visit hospitals personally to explain its working to the hospital staff who would be using the machines. He also suggested that additional trained people may be recruited for the same. Hitesh, another Zonal Head, added that since lot of money had been spent on the import of the machines, the company was short of funds to pay the additional staff, as suggested by Sanjay. Revansh, a newly appointed Zonal Head of South Zone, suggested that since the size of the order was not large, a detailed study of the factors determining the choice of channels of distribution was required before making the right choice.

1. Identify the factors influencing the choice of channels of distribution which were discussed in the meeting.

2. Also, explain briefly the other considerations to be taken care of in each factor identified in part (a).

Q25. Ashish, the Marketing Head, Raman, the Assistant Manager and Jyoti, the Human Resource Manager of 'Senor Enterprises Ltd.' decided to leave the company. **6 Marks**

The Chief Executive Officer of the company called Jyoti the Human Resource Manager and requested her to fill up the vacancies before leaving the organization. Informing that her subordinate Miss Alka Pandit was very competent and trustworthy, Jyoti suggested that if she could be moved up in the hierarchy, she would do the needful. The Chief Executive Officer agreed for the same. Miss Alka Pandit contacted 'Keith Recruiters' who advertised for the post of marketing head for Senor Enterprises Ltd.; They were able to recruit a suitable candidate for the company.

Raman's vacancy was filled up by screening the database of unsolicited applications lying in the office.

1. Name the internal/ external sources of recruitment used by Senor Enterprises Ltd.' to fill up the above-stated vacancies.
2. Also, state any one merit of each of the above-identified source of recruitment.

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