

Section : A
Time : 3.15 hrs.

Model Question Paper
Sub : Business Studies
Subject Code : 27

Batch -C

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 feature of management.
2. Give the meaning of responsibility.
3. Give an example for rule.
4. What is centralization ?
5. Name any one type of selection test.
6. State any one need of human beings as stated by Maslow.
7. State any one importance of controlling
8. Expand NASDAQ
9. What is price ?
10. When was consumer protection Act enacted ?

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 levels of management.
12. What is meant by unity of command.
13. Define planning.
14. What is organizing process ?
15. What is delegation ?
16. State any two internal sources of recruitment.
17. What is supervision ?
18. State any two corrective actions when there is deviations.
19. Write one difference between working capital & fixed capital.
20. What is Branding ?
21. Mention any two channels of distribution.
22. Name any two persons who can file a complaint with the redressal agencies.

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 delegation.
25. State the steps in staffing process.
26. Write the meaning and importance of communication.
27. What do mean by standard in controlling ? State the requirements of good standard.
28. Explain briefly the types of financial decisions.
29. Explain any five money market instruments.
30. State the limitations of advertising.
31. State the features of state commission.

Section – D

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

32. Explain the functions of management.
33. Explain any five types of plan.
34. Briefly explain the different methods of on the job training and off-the job training.
35. Explain the factors which may influence the amount of working capital requirements in a business.
36. Explain the factors affecting pricing decisions.

Section – E (Practical Oriented Questions)

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

37. Draft the functional chart of an organization.
38. State any ten qualities of a successful leader.
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 ಲಕ್ಷಣವನ್ನು ಹೆಸರಿಸಿ.
 2. 'ಹೊಣೆಗಾರಿಕೆ'ಯ ಅರ್ಥವನ್ನು ಕೊಡಿ.
 3. 'ನಿಯಮ'ಕ್ಕೆ ಒಂದು ಉದಾಹರಣೆಯನ್ನು ಕೊಡಿ.
 4. ಕೇಂದ್ರೀಕರಣ ಎಂದರೇನು ?
 5. ಆಯ್ಕೆ ಪರೀಕ್ಷೆಯ ಒಂದು ವಿಧವನ್ನು ಹೆಸರಿಸಿ.
 6. ಮಾಸ್ಲೋ ತಿಳಿಸಿರುವಂತೆ ಮಾನವನ ಯಾವುದಾದರೊಂದು ಅಗತ್ಯತೆಯನ್ನು ಹೆಸರಿಸಿ.
 7. ನಿಯಂತ್ರಿಸುವಿಕೆಯ ಯಾವುದಾದರೊಂದು ಪ್ರಾಮುಖ್ಯತೆಯನ್ನು ತಿಳಿಸಿ.
 8. NASDAQ ನ್ನು ವಿಸ್ತರಿಸಿರಿ.
 9. ಬೆಲೆ ಎಂದರೇನು ?
 10. ಗ್ರಾಹಕ ಹಿತರಕ್ಷಣಾ ಕಾಯ್ದೆಯನ್ನು ಯಾವಾಗ ಜಾರಿಗೆ ತರಲಾಯಿತು.

ವಿಭಾಗ -ಬಿ

- II. ಈ ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಹತ್ತು ಪ್ರಶ್ನೆಗಳನ್ನು ಎರಡು ಅಥವಾ ಮೂರು ವಾಕ್ಯಗಳಲ್ಲಿ ಉತ್ತರಿಸಿ. ಪ್ರತಿಯೊಂದು ಪ್ರಶ್ನೆಗೂ ಎರಡು ಅಂಕಗಳು. **10 x 2= 20**
11. ನಿರ್ವಹಣೆಯ ಎರಡು ಹಂತಗಳನ್ನು ತಿಳಿಸಿ.
 12. ಏಕರೂಪದ ಆಜ್ಞೆ ಎಂದರೇನು ?
 13. ಯೋಜಿಸುವಿಕೆಯನ್ನು ವ್ಯಾಖ್ಯಾನಿಸಿ.
 14. ಸಂಘಟಿಸುವಿಕೆಯ ಪ್ರಕ್ರಿಯೆ ಎಂದರೇನು ?
 15. ಪ್ರತಿ ನಿಯೋಜನೆ ಎಂದರೇನು ?
 16. ನೇಮಕಾತಿಯ ಎರಡು ಆಂತರಿಕಮೂಲಗಳನ್ನು ತಿಳಿಸಿರಿ.
 17. ಮೇಲ್ವಿಚಾರಣೆ ಎಂದರೇನು ?
 18. ನಿಯಂತ್ರಿಸುವಿಕೆಯಲ್ಲಿ ವ್ಯತ್ಯಾಸಗಳನ್ನು ಸರಿಪಡಿಸುವ ಯಾವುದಾದರೂ ಎರಡು ವಿಧಾನಗಳನ್ನು ತಿಳಿಸಿ.
 19. ಕಾರ್ಯಶೀಲ ಬಂಡವಾಳ ಮತ್ತು ಸ್ಥಿರ ಬಂಡವಾಳಗಳ ನಡುವಿನ ಒಂದು ವ್ಯತ್ಯಾಸವನ್ನು ಬರೆಯಿರಿ.
 20. ಮುದ್ರೆ ಹಾಕುವಿಕೆ ಎಂದರೇನು ?

21. ಯಾವುದಾದರೂ ಎರಡು ವಿತರಣಾ ಮಾರ್ಗಗಳನ್ನು ಹೆಸರಿಸಿ.
22. ಗ್ರಾಹಕ ನ್ಯಾಯಾಲಯದಲ್ಲಿ ದೂರು ಸಲ್ಲಿಸಬಹುದಾದ ಯಾವುದಾದರೂ ಇಬ್ಬರು ವ್ಯಕ್ತಿಗಳನ್ನು ಹೆಸರಿಸಿ.

ವಿಭಾಗ-ಸಿ

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

23. ಎಫ್.ಡಬ್ಲ್ಯೂ. ಟೇಲರ್‌ರವರ ವೈಜ್ಞಾನಿಕ ನಿರ್ವಹಣೆಯ ತತ್ವಗಳನ್ನು ಸಂಕ್ಷಿಪ್ತವಾಗಿ ವಿವರಿಸಿ.
24. ಪ್ರತಿನಿಯೋಜನೆಯ ಪ್ರಾಮುಖ್ಯತೆಯನ್ನು ವಿವರಿಸಿ.
25. ಸಿಬ್ಬಂದಿ ನಿರ್ವಹಣೆ ಪ್ರಕ್ರಿಯೆಯ ಹಂತಗಳನ್ನು ತಿಳಿಸಿರಿ.
26. ಸಂವಹನದ ಅರ್ಥ ಮತ್ತು ಮಹತ್ವವನ್ನು ಬರೆಯಿರಿ.
27. ನಿಯಂತ್ರಿಸುವಿಕೆಯಲ್ಲಿ ಶಿಷ್ಟದ ಅರ್ಥವೇನು? ಉತ್ತಮ ಶಿಷ್ಟದ ಅವಶ್ಯಕತೆಗಳನ್ನು ತಿಳಿಸಿ.
28. ಹಣಕಾಸಿನ ನಿರ್ಣಯಗಳನ್ನು ಸಂಕ್ಷಿಪ್ತವಾಗಿ ವಿವರಿಸಿ.
29. ಯಾವುದಾದರೂ ಐದು ಹಣದ ಮಾರುಕಟ್ಟೆಯ ಸಾಧನಗಳನ್ನು ವಿವರಿಸಿ.
30. ಜಾಹೀರಾತಿನ ಅನಾನುಕೂಲತೆಗಳನ್ನು ತಿಳಿಸಿ.
31. ರಾಜ್ಯ ಗ್ರಾಹಕರ ದೂರುಗಳ ಪರಿಹಾರ ಸಮಿತಿಯ ಲಕ್ಷಣಗಳನ್ನು ವಿವರಿಸಿ.

ವಿಭಾಗ-ಡಿ

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

32. ನಿರ್ವಹಣೆಯ ಕಾರ್ಯಗಳನ್ನು ವಿವರಿಸಿ.
33. ಯಾವುದಾದರೂ ಐದು ವಿಧದ ಯೋಜನೆಗಳನ್ನು ವಿವರಿಸಿ.
34. ಕಾರ್ಯನಿರತ ಹಾಗೂ ಕಾರ್ಯೇತರ ತರಬೇತಿ ಕ್ರಮಗಳಲ್ಲಿನ ವಿಧಗಳನ್ನು ಸಂಕ್ಷಿಪ್ತವಾಗಿ ವಿವರಿಸಿ.
35. ಕಾರ್ಯಶೀಲ ಬಂಡವಾಳದ ಅವಶ್ಯಕತೆಯ ಮೇಲೆ ಪ್ರಭಾವ ಬೀರುವ ಅಂಶಗಳನ್ನು ವಿವರಿಸಿ.
36. ಬೆಲೆ ನಿರ್ಧಾರದ ಮೇಲೆ ಪ್ರಭಾವ ಬೀರುವ ಅಂಶಗಳನ್ನು ವಿವರಿಸಿ.

ವಿಭಾಗ-ಇ

(ಪ್ರಾಯೋಗಿಕ ಪ್ರಶ್ನೆಗಳು)

V. ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಎರಡು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ. ಪ್ರತಿಯೊಂದು ಪ್ರಶ್ನೆಗೂ ಐದು ಅಂಕಗಳು. **2 x 5 = 30**

37. ಒಂದು ಕಂಪನಿಯ ಕಾರ್ಯಾತ್ಮಕ ರಚನೆಯ ನಕ್ಷೆ ತಯಾರಿಸಿ.
38. ಯಶಸ್ವಿ ನಾಯಕನ ಯಾವುದಾದರೂ ಹತ್ತು ಗುಣಲಕ್ಷಣಗಳನ್ನು ತಿಳಿಸಿ.
39. ಭಾರತದಲ್ಲಿ ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತಿರುವ ಯಾವುದಾದರೂ ಹತ್ತು ಶೇರು ವಿನಿಮಯ ಕೇಂದ್ರಗಳ ಪಟ್ಟಿ ತಯಾರಿಸಿರಿ.

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

Q.No.	Suggested Answers	Marks Each
01	Management is goal oriented Management is multi dimensional Management is a continuous process Management is a group activity Management is a dynamic function Management is all pervasive Management is an intangible force (any one)	1
02	Responsibility is the obligation of a subordinate to perform the assigned duty.	1
03	No smoking, No admission without permission, Wear identity cards compulsorily at the work place (any one)	1
04	Centralisation refers to concentration of authority at top level for decision making with one or few manager.	
05	Intelligence tests, Aptitude test, Trade test, Personality test, Interest test (any one)	1
06	Physical needs Safety needs, Social needs, Esteem needs, self actualization needs (any one)	1
07	Controlling helps for execution of plans Controlling improves employees efficiency. Controlling improves organizational efficiency & effectiveness. Controlling is a basics for future action. Controlling simplifies supervision Controlling is a means of co-ordination (any one)	1
08	NASDAQ : National Association of securities dealers automated quotations.	1
09	Price is the exchange value of goods and service represented in terms of money.	1
10	Consumer protection Act was enacted in 1986.	1
Section - B		
11	Top level/Administrative level Middle level/ Executory level Lower level/Supervisory/Operative level (Any two)	2
12	Unity of command implies that there should be only one boss for individual employee. Dual subordination should be avoided.	2
13	According to Koontz and OqDonnell %planning is deciding in advance what to do ? How to do ? when to do I and who is to do it ? Planning bridges the gap from where we are to where we want to go. It makes it	2

	possible for things to occur which would not otherwise happen+ According to Lquis Allen %aPlanning involves a development of forecasts, objectives, policies, programs, procedures, schedules and budgets+(any one)					
14	Organising process is concerned with arranging in a logical and orderly manner the activities of all the employees.	2				
15	Delegation is the process of transferring authority from a superior to his subordinate.	2				
16	Promotions, Transfers.	2				
17	Supervision means overseeing the sub-ordinates at work to ensure that the work is being performed as required. OR Supervision refers to the direct and immediate guidance and control of subordinates in performance of their tasks.	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. Reform in the techniques of direction (any two)	2				
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	<table border="1"> <thead> <tr> <th>Fixed Capital</th> <th>Working Capital</th> </tr> </thead> <tbody> <tr> <td>a) The amount invested in acquisition and development of fixed assets is known as fixed capital. b) Fixed capital represents long-term requirements of a business</td> <td>a) The amount invested in various current assets is known as working capital. b) Working capital represent short-term requirement of a business. (any one)</td> </tr> </tbody> </table>	Fixed Capital	Working Capital	a) The amount invested in acquisition and development of fixed assets is known as fixed capital. b) Fixed capital represents long-term requirements of a business	a) The amount invested in various current assets is known as working capital. b) Working capital represent short-term requirement of a business. (any one)	
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20	Branding means assigning a distinctive brand to a product by which the product can be identified and remembered by the consumer.	2				
21	a) Direct channel . Selling without middlemen b) Indirect channel . 1) One level channel (producer retailer-consumer channel) 2) Two level channel . (Producer . wholesaler- Retailer . Consumer channel) 3) Three level channel . (Producer . Agent- wholesaler . Retailer-Consumer channel) (Any two)	2				
22	a) A consumer b) Any registered consumer associated c) The Central Government or State Government	2				

	<p>d) One or more consumer, where there are numerous consumers having the same interest.</p> <p>e) In case of death of a consumer, his legal heir or representative. (any two)</p>	
Section – C		
23	<p>a) Science, not rule of thumb : Taylor believed that there was only one best method to maximize efficiency i.e., scientific management.</p> <p>b) Harmony, not discord : There should be a harmonious relationship between management and workers. Both should realize that each one is important.</p> <p>c) Co-operation, not individualism : There should be co-operation between the labour and the management instead of individualism.</p> <p>d) Development of each and every person to his greatest efficiency and prosperity: According to Taylor scientific management stood for workers development and efficiency can be increased by assigning jobs according to competences and by providing training.</p> <p>d) Optimum production: Scientific management involves continuous increase in production. Taylor favoured large scale production.</p>	5
24	<p>a) Effective management : Delegation enables superiors to assign routine activities to the subordinates and he can concentrate on other important functions.</p> <p>b) Employee management : Employees get more opportunities to utilize their skill and talent for gaining excellence in their jobs.</p> <p>c) Facilitates growth : Delegation facilitates and expansion by providing trained personnel for taking up leading positions in new projects.</p> <p>d) Basis of management hierarchy : Delegation creates a chain of superior sub ordinate relationship which is the basis for hierarchy of management.</p> <p>e) Better co-ordination : Elements of delegation helps in avoiding overlapping of duties, brings better co-ordination among department.</p> <p>f) Quick decision . making : Subordinates are given authority to take decisions quickly. (Any five)</p>	5
25	<p>a) Man power planning : It is concerned with estimating the man power requirement of an organization.</p> <p>b) Recruitment : It is process of finding and attracting suitable applicants for employment.</p> <p>c) Selection : It is the process of selecting the best and eliminating the rest.</p> <p>d) Placement and orientation : Placement refers to assigning jobs to selected candidates. Orientation means introducing the new employee and familiarizing him with the rules & policies of the organization.</p> <p>e) Training and development : Training is the process of increasing the knowledge and skill of an employee to perform the present job. Development refers to building up skills and abilities, competence for higher responsibilities.</p> <p>f) performance appraisal : It is the systematic evaluation of the individual with respect to his performance on the job and his potential</p>	5

	<p>for development.</p> <p>g) Promotion and career planning : promotion is vertical movement of an employee within the organization.</p> <p>h) Compensation : Compensation refers to cash payments which in addition to wages & salary includes bonus, pension etc.</p>	
26	<p>Communication is an exchange of facts, ideas, opinions or emotions by two or more persons.</p> <p>Importance of communication</p> <p>a) Co-ordination : Communication facilitates co-ordination and thereby helps to achieve common goals.</p> <p>b) Smooth working : communication ensures smooth working of an organization by supplying proper information.</p> <p>c) Effective decision making : communication helps in effective decision making by supplying proper, adequate & correct information.</p> <p>d) Managerial efficiency : Communication facilitates managerial efficiency by helping discharging managerial functions.</p> <p>e) Co-operation : Communication promotes co-operation and industrial peace.</p> <p>f) Effective leadership : Success of leadership his in good communication skill.</p> <p>g) Increases productivity : Communication system builds morale and improves human relations. (any four)</p>	5
27	<p>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.</p> <p>A good standard should satisfy the following requirements.</p> <p>a) Standards should be simple & easily understandable.</p> <p>b) Standards should be capable of achieving with reasonable effort and time.</p> <p>c) Standards should be flexible and not rigid.</p> <p>d) Standards should be consistent with the overall objectives of the organization.</p> <p>e) Standards be set scientifically with the help of time and motion studies.</p> <p>f) Standards be expressed in quantitative terms</p> <p>g) Standards be set in consultation with people who are responsible to achieve them. (any four)</p>	5
28	<p>Financial decisions are broadly classified into three types. They are</p> <p>a) Investment Decisions : It relates to how the firms funds are invested in different assets. Investment decisions can be long-term investment decisions or short-term investment decisions.</p> <p>b) Financing decisions : It is concerned with the financing of business activates and the quantum of finance to be raised from various sources of finance.</p> <p>c) Dividend decisions : It relates to the appropriation of profit. i.e, what part of profit should be retained in the organization and what part of profit should be declared as dividend.</p>	

29	<p>Money market consists of following instruments.</p> <p>a) Treasury bills : A treasury bill is an instrument of short term borrowing by the Government of India maturing in less than one year. They are highly liquid, with assured return & Neglible risk.</p> <p>b) Call money : Call money is a method by which banks faced with temporary shortage of cash, borrow short-term finance from the customers.</p> <p>c) Certificate of Deposit : Certificate of Deposit are short-term, unsecured negotiable instruments in bearer form issued by commercial and companies.</p> <p>d) Commercial papers : They are short-term unsecured promissory notes, negotiable and transferable by endorsement and delivery with a fixed maturity period issued by large credit worthy companies.</p> <p>e) Commercial bills : They are the short-term, negotiable and self liquidating money market instruments with low risk.</p>	
30	<p>Limit actions of advertising are as lender :</p> <p>a) Less effective : In case of advertising there is no face to face interaction between the seller and customer.</p> <p>b) Lack of feedback : It is difficult to ascertain the effectiveness of advertising, as there is no immediate feedback from the customers.</p> <p>c) Rigid : Advertisement copy once prepared cannot be changed easily to suit each individual.</p> <p>d) Confusion among customers : : Too many advertisements on a similar type of products may result in confusion among customers.</p> <p>e) Additional cost : Advertisement expenses are included in the total cost of product which increase the cost of the product.</p> <p>f) Misleading : Many advertisements mislead the customers by making exaggerated claims. (any five)</p>	
31	<p>Features of state commission are :</p> <p>a) Composition : A state commission consists of a committee of 3 persons a president and 2 members</p> <p>b) Qualification : The president should have the qualification to be a High Court Judge & Members should possess Bachelor degree.</p> <p>c) Jurisdiction : State commission receive such complaints where the value of good and services and the compensation claimed is exceeding Rs. 20 lakhs but less than Rs. 1 crore and appeals against the orders of District Redressal Agencies.</p> <p>d) Redressal proceedings : On receipt of the complaint, commission server notice to the opposite party in the complaint and sends the sample of goods for analysis and testing in a laboratory.</p> <p>e) Remedy : It the product has some defect or there is some unfair trade practice, the commission can direct the accused to remove or replace the product or repay the price or pay compensation to the consumer.</p> <p>f) Appeal : It the verdict is not commẽõ ..urate to either of the party, they can appeal to the National Commission within 30 days from the date of judgement of the National Commission (Any five)</p>	

Section – D		
32.	<p>Management is a process consists of various functions important management functions are</p> <ul style="list-style-type: none"> a) Planning b) Organising c) Staffing d) Directing e) Controlling <p>(With brief explanation)</p>	
33	<p>Management of a business organization chalks out different types of plans Important types are ;</p> <ul style="list-style-type: none"> a) Objectives b) Strategies c) Policies d) Procedures e) Methods f) Rules g) Programmes h) Budgets <p>(Any five with explanation)</p>	
34.	<p>Following chart shows different methods of training.</p> <p style="text-align: center;">Method of Training</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>↓</p> <p>On the job training</p> <ul style="list-style-type: none"> Apprenticeship Coaching Internship Training Job rotation </div> <div style="text-align: center;"> <p>↓</p> <p>Off the job training</p> <ul style="list-style-type: none"> Class Room lecture Case study Vestibule Training Computer modeling </div> </div> <p style="text-align: right;">(With explanation)</p>	
35	<p>Various factors which affect the working capital requirements of a business are ;</p> <ul style="list-style-type: none"> a) Nature of the business b) Scale of operations c) Growth and Expansion d) Business cycle e) Seasonal factors f) credit policy g) Price level changes h) Level of competition i) Production cycle j) Profit level <p style="text-align: right;">(With explanation)</p>	10
36	<p>The factors effecting the pricing decisions are;</p> <p>I. Internal factors: These are controllable factors which exist within the</p>	

	<p>companies environment. They are :</p> <ul style="list-style-type: none"> a) Nature of the business b) Scale of operations c) Growth and Expansion d) Business cycle e) Seasonal factors. f) Credit Policy. g) Price level changes. h) Level of competition. i) Production cycle. J) Profit level. <p style="text-align: center;">[With explanation]</p>									
36	<p>The factors affecting the pricing decisions are ;</p> <p>1. Internal factors: These are controllable factors which exist within the companies environment. They are,</p> <ul style="list-style-type: none"> a. Business objectives b. Cost of the product. c. Quality of the product. d. Marketing mix. e. Product differentiation . <p>II. External factors : These are the uncontrollable factors which exist outside the companies environment. They are</p> <ul style="list-style-type: none"> a) Elasticity of demand b) Substitutes of the product c) Pricing policy of competitors d) Distribution channels. f) Government policy. <p style="text-align: center;">(With explanation)</p>									
Section –E										
37	<div style="text-align: center; border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Managing Director</p> </div> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; text-align: center; padding: 5px;">Production Department</td> <td style="width: 25%; text-align: center; padding: 5px;">Marketing Department</td> <td style="width: 25%; text-align: center; padding: 5px;">Purchase Department</td> <td style="width: 25%; text-align: center; padding: 5px;">Finance Department</td> </tr> <tr> <td style="padding: 5px;"> <ul style="list-style-type: none"> a) Processing / Production b) Quality control c) Repairs & Maintenance </td> <td style="padding: 5px;"> <ul style="list-style-type: none"> a) Sales b) Advertising c) Marketing research </td> <td style="padding: 5px;"> <ul style="list-style-type: none"> a) Receiving quotation & purchase of raw material b) Purchase of tools & machines c) Record of purchase </td> <td style="padding: 5px;"> <ul style="list-style-type: none"> a) Accounting b) Budget c) Cost Accounting </td> </tr> </table>	Production Department	Marketing Department	Purchase Department	Finance Department	<ul style="list-style-type: none"> a) Processing / Production b) Quality control c) Repairs & Maintenance 	<ul style="list-style-type: none"> a) Sales b) Advertising c) Marketing research 	<ul style="list-style-type: none"> a) Receiving quotation & purchase of raw material b) Purchase of tools & machines c) Record of purchase 	<ul style="list-style-type: none"> a) Accounting b) Budget c) Cost Accounting 	
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38	<p>Some of the qualities of a successful leader are:</p> <ul style="list-style-type: none"> a. Honesty b. Ability to delegate 									

	<ul style="list-style-type: none"> c. Communication d. Confidence e. Willingness to take risk f. Positive attitude g. Creativity h. Initiative i. Passion j. Courage k. Emotional l. Art of management m. Generosity n. Ability to listen <p style="text-align: right;">(Any ten)</p>	
39	<ul style="list-style-type: none"> 1. Ahmedabad Stock Exchange 2. Bombay stock Exchange 3. Bangalore Stock Exchange 4. Calcutta Stock Exchange 5. Delhi Stock Exchange 6. Hyderabad Stock Exchange 7. Jaipur Stock Exchange 8. Ludhiana Stock Exchange 9. Madras Stock Exchange 10. National Stock Exchange 11. Over the Counter Exchange of India 12. Pune Stock Exchange 13. Up Stock Exchange <p style="text-align: right;">(Any ten)</p>	5