BUSINESS STUDIES
(Maximum Marks: 80)
(Time allowed: Three hours)
(Candidates are allowed additional 15 minutes for only reading the paper.
They must NOT start writing during this time.)

Answer Question 1 from Part I (compulsory) and five questions from Part II.
The intended marks for questions or parts of questions are given in brackets [ ].

PART I (20 Marks)
Answer all questions

Question 1
Answer briefly each of the questions (i) to (x).

[i] Name the two sources of e-recruitment. Briefly explain any one of them.
(ii) State any two differences between training and development.
(iii) Briefly explain the two types of esteem needs, as per the human needs stated by Maslow.
(iv) Define Leadership.
(v) State any two limitations of promotion of employees in an organisation.
(vi) What is meant by gratuity?
(vii) State any two benefits of e-business to the buyers.
(viii) What is meant by outsourcing?
(ix) State any two functions of FSSAI.
(x) Expand the following:
   (a) LPO
   (b) KPO
PART II (60 Marks)

Answer any five questions.

Question 2

(a) Briefly explain the significance of Human Resource Management to an enterprise. [4]

(b) Define staff selection. Explain the meaning and relevance of checking references and placement in a selection procedure. [8]

Question 3

(a) What is campus recruitment? How does campus recruitment benefit the students as well as business houses? [4]

(b) Explain any four methods of raising staff morale. [8]

Question 4

(a) What is Induction Training? State any two objectives of this training. [4]

(b) Briefly explain any four types of leave that may be availed by an employee. [8]

Question 5

(a) Write a short note on the Situational Leadership. [4]

(b) Explain the components of 360° appraisal used to appraise staff in an organisation. [8]

Question 6

(a) State any two advantages and any two disadvantages of merit based promotion. [4]

(b) Give any eight distinctions between oral communication and written communication. [8]

Question 7

(a) What is meant by retirement? Explain the two types of retirement. [4]

(b) With reference to business finance, explain the following: [8]

(i) Preference shares

(ii) Debentures

(iii) Retained earnings

(iv) Public Deposits
Question 8
(a) Explain B2C and C2C as online means of conducting business. [4]
(b) Briefly explain any four types of reports. [8]

Question 9
(a) Discuss any four ways in which globalization has transformed the manner in which business is conducted. [4]
(b) Draft a letter of appointment for a school teacher, offering him / her a job of a History teacher in a secondary school. [8]