BUSINESS STUDIES

(Maximum Marks: 100)

(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 (30 Marks)

Question 1

Answer briefly each of the questions (i) to (xv). [15 x 2]

(i) What are the benefits of Campus recruitment?

(ii) State any two hindrances to staff training.

(iii) List any two conditions where time-rate system of wage payment is most suitable.

(iv) Enumerate any four human needs according to Maslow’s hierarchy.

(v) Give any two differences between leadership and management.

(vi) How does performance appraisal differ from potential appraisal?

(vii) State any two conditions where demotion can be justified.

(viii) Explain any one distinction between suspension and termination with reference to staff dismissal.

(ix) Explain the two types of external communication.

(x) List the components of a communication process.

(xi) What are routine reports? Give any two examples of the same.

(xii) Explain clear days notice with regard to company meetings.

(xiii) List any four types of diagrams and graphs used in visual communication.

(xiv) What are derivative tables? Why are they called so?

(xv) With reference to post office services, write the expanded forms of:

   (a) R M S
   (b) T M O

This paper consists of 3 printed pages and 1 blank page.
PART II (70 Marks)

Answer any five questions.

Question 2

(a) Discuss any three types of recruitment interviews.  

(b) With reference to on-the-job training, answer the following:

(i) Explain this method of training.

(ii) State any two advantages of this method.

(iii) State any two disadvantages of this method.

(iv) Give any two major distinctions between off the job training and on the job training.

Question 3

(a) Define motivation. Briefly explain any four characteristics of motivation.  

(b) Explain any four factors that influence staff morale.

Question 4

(a) Write a short note on authoritative leadership.  

(b) Explain four major differences between Halsey and Rowan plans of incentive.

Question 5

(a) Briefly explain any six reasons for the rising need for efficient communication.  

(b) (i) Define promotion.  

(ii) With regard to promotion, explain the following:

(1) Upgrading

(2) Open promotion

(3) Closed promotion
Question 6

(a) Briefly discuss any three advantages and any three disadvantages of face to face communication. [6]

(b) Explain any four ways in which voting can take place in a company meeting. [8]

Question 7

(a) What are reports? Explain cross-referencing and appendix with regard to reports. [6]

(b) Briefly explain any four advantages of each of the following:
   (i) Telefax
   (ii) e.mail
   [8]

Question 8

(a) Explain the Post Box service provided by Post Office. State any two advantages to the organisation which uses this service. [6]

(b) As the Manager of a company, write a letter of complaint to XYZ Furniture Ltd., for having delivered some chairs in a broken condition and asking them for replacement of the broken chairs. [8]