

# 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.)

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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 [ ].

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## PART I (20 Marks)

Answer **all** questions

### Question 1

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

[10 × 2]

- (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

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## 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 meant by *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]

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