

# 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)

Answer **all** questions

### Question 1

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

[15 × 2]

- (i) What is meant by *unsolicited applications*?
- (ii) State the significance of conducting *refresher training*.
- (iii) Define *remuneration*.
- (iv) Name *any four* non-monetary incentives that may be used in an organisation.
- (v) Briefly explain *any two* qualities of a good leader.
- (vi) Differentiate between *upgrading* and *dry promotion*.
- (vii) Give *one* benefit each of voluntary retirement scheme to the employee and to the employer.
- (viii) Bring out the significance of using *grapevine* as a channel of communication in an organisation.
- (ix) Explain the meaning of *internal communication*. Name its *two* types.
- (x) What is a *dictaphone*?
- (xi) Briefly explain what is meant by *letter of enquiry*. Which letter is written in response to it?
- (xii) With reference to written internal communication, explain the term *office order*.
- (xiii) Explain *cross referencing*, in the context of report writing.
- (xiv) Explain the term '*motion*' in the context of company meetings.

---

This paper consists of 3 printed pages and 1 blank page.

1218-859

© Copyright reserved.

Turn over

- (xv) With reference to Post Office, expand the following:
- (a) VPP
  - (b) PIN

**PART II (70 Marks)**

Answer any **five** questions.

**Question 2**

- (a) Explain *any three* points of difference between *training* and *education*. [6]
- (b) With reference to selection process, explain the significance of the following: [8]
  - (i) Preliminary Interview
  - (ii) Application Blank
  - (iii) Medical Examination
  - (iv) Final interview

**Question 3**

- (a) Write a short note on the *Halsey Plan of Incentive*. [6]
- (b) List *any four* factors that influence morale. Clearly explain how they *boost* or *lower* the morale. [8]

**Question 4**

- (a) Explain the *first three* needs as per the Maslow's Hierarchy of Human Needs. [6]
- (b) Discuss *any four* purposes of performance appraisal. [8]

**Question 5**

- (a) Briefly explain *any three* leadership styles. [6]
- (b) What is *staff transfer*? Explain *any four* types of transfers. [8]

**Question 6**

- (a) Name and explain *any three* types of interviews. [6]
- (b) With reference to *company meetings*, explain the following terms: [8]
  - (i) Point of order
  - (ii) Statutory Meeting
  - (iii) Proxy
  - (iv) Agenda

**Question 7**

- (a) Explain the process of report writing. [6]
- (b) What are *statistical tables*? Explain *any three* advantages of tabulating data. [8]

**Question 8**

- (a) State *any six* advantages of centralised handling of mail in an organisation. [6]
- (b) Draft an *application letter* for the post of an Assistant Manager (Sales) at a reputed retail firm in response to a newspaper advertisement. An appropriate *bio-data* of the applicant should be prepared and enclosed with the application. [8]