

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 (xv).

[10 × 2]

- (i) Define *Human Resource Management*.
- (ii) Distinguish between *Recruitment* and *Selection*.
- (iii) 'Money is the only motivator'. Comment.
- (iv) What is meant by *Piece Rate System* of wage payment?
- (v) How is *Potential Appraisal* different from *Performance Appraisal*?
- (vi) List *any four* socio-psychological barriers to communication.
- (vii) Define *communication*.
- (viii) State *any two* threats caused to business by globalisation.
- (ix) What is the role of RBI as a regulator in the Indian Banking system?
- (x) Expand the following:
 - (a) POS
 - (b) IRDAI

PART II (60 Marks)

Answer any **five** questions.

Question 2

- (a) Discuss the relevance of *preliminary screening* and *medical examination* in a selection procedure. [4]
- (b) What is meant by *e-recruitment*? Briefly explain *any three* benefits and *any three* limitations of the same. [8]

Question 3

- (a) How do motivation factors as given by Herzberg affect motivation of employees? [4]
- (b) Discuss *any four* types of training that can be given to staff in an organisation? [8]

Question 4

- (a) With reference to remuneration, briefly explain *any two* benefits given to the staff by the employer. [4]
- (b) Explain the *morale productivity matrix*, clearly bringing out the causes of relationship between *morale* and *productivity*. [8]

Question 5

- (a) What is meant by *360° appraisal*? Briefly explain *any one* benefit and *any one* limitation of the same. [4]
- (b) Briefly explain the following:
 - (i) Leadership Continuum. [8]
 - (ii) Blake and Mouton Managerial Grid.

Question 6

- (a) Distinguish between:
 - (i) *Internal Communication* and *External Communication*.
 - (ii) *Formal Communication* and *Informal Communication*.[4]
- (b) What is meant by *staff attrition*? Briefly explain *any three* means of staff attrition. [8]

Question 7

- (a) Briefly explain *flexible hours* and *work from home*, giving their meaning and significance. [4]
- (b) Explain the meaning and relevance of the *four* types of transfers. [8]

Question 8

- (a) Briefly explain *any two* online means of conducting business. [4]
- (b) Explain *any four* sources of finance available to an organisation. [8]

Question 9

- (a) What is meant by the terms *Regulators* and *Intermediaries*? [4]
- (b) In response to an advertisement in the newspaper, draft an application letter for the post of an accountant in a medium sized organisation. [8]