

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).

[10 × 2]

- (i) Why is business environment said to be a *relative concept*? Explain with the help of an example.
- (ii) Who are *Fabian entrepreneurs*?
- (iii) State *any two* examples, where government policies may lead to failure in business.
- (iv) *A Manager acts as a disseminator in the organisation*. Explain.
- (v) What is meant by *Formal Authority Theory*?
- (vi) Define *Responsibility*.
- (vii) What is meant by *unfreezing* in the process of planned change?
- (viii) State *any two* limitations of automation at workplaces.
- (ix) Expand and explain VoIP.
- (x) Expand the following abbreviations:
 - (a) OTP
 - (b) WiFi

PART II (60 Marks)

Answer any five questions.

Question 2

- (a) With regard to the understanding of a business environment, how does a business organisation: [4]
- (i) Keep pace with consumerism.
 - (ii) Get first mover advantage.
- (b) Explain the following with reference to the *setting up of an enterprise*: [8]
- (i) Selecting the line of business.
 - (ii) Deciding the size of the unit.
 - (iii) Locating the appropriate site.
 - (iv) Financing the proposition.

Question 3

- (a) Briefly explain *any four* characteristics of Intrapreneurship. [4]
- (b) Discuss *any four* stakeholders in a business enterprise. [8]

Question 4

- (a) Explain *any two* types of business risks. [4]
- (b) Discuss the *four* decisional roles of a manager, as suggested by Mintzberg. [8]

Question 5

- (a) State *any four* characteristics of management. [4]
- (b) Explain *any four* methods that may be used by a business enterprise to avoid risk. [8]

Question 6

- (a) Briefly explain *any four* differences between *authority* and *power*. [4]
- (b) Define *planned change*. Explain *any three* external forces that induce planned change in an organisation. [8]

Question 7

- (a) Discuss *any two* organisational resistances to change. [4]
- (b) Elucidate the importance of *delegation of authority*. [8]

Question 8

- (a) Briefly explain *any four* differences between *automation* and *mechanisation*. [4]
- (b) Explain the following facilities provided by a bank to its customers: [8]
 - (i) Passbook Printing Kiosk
 - (ii) SMS alerts

Question 9

- (a) Write a short note on *biometric system* of recording employee attendance. [4]
- (b) Discuss *any four* merits of automation of workplaces. [8]