

NATURE AND SIGNIFICANCE OF MANAGEMENT

1. Policy formulation is the function of

- a) Top level management b) Lower level management c) Middle level management d) All of these** **(2021 Say - 1 Mark)**

2. Which among the following is not an organizational objective of management?

- a) Profit b) Survival c) Protecting environment d) Growth** **(2019 Mar – 1 Mark)**

3. The process by which a manager synchronizes the activities of different departments is known as -

- (a) Controlling (b) Directing c) Centralization (d) Co-ordination** **(2019 Say– 1 Mark)**

4. Select the correct pair from the following :

- (a) Middle level Management - Formulate plans and policies**
(b) Division heads - Top Management
(c) Finance Manager - Operational Management
(d) Implementing Plans - Middle level Management **(2019 Say - 1Mark)**

5. LULU Group offered Rs. 5 Crores to the Chief Minister's Drought Relief Fund for the relief activities of flood in Kerala. Which objective of management is being achieved here?

(2019 Say – 1 Mark)

6. Management is _____

- a) Goal-oriented b) Pervasive c) Multi-dimensional d) All of these** **(2021 Mar- 1 Mark)**

7. Find the odd one

- a) Marketing Manager b) Managing Director c) Production Manager d) Purchase Manager**
(2022 Mar – 1 Mark)

8. Supervisor belongs to _____ of management

a) Top level b) Middle level c) Lower level d) Upper level

(2022 Say – 1 Mark)

9. Achievement of goals with minimum resources is called :

a) Efficiency (b) Effectiveness (c) Goal setting (d) All of these

(2023 Mar -1 Mark)

10. Chairman belongs to _____ level of Management.

(a) top level (b) middle level (c) Lower level (d) Supervisory level (2023 Say – 1 Mark)

11. Which of the following best describes the nature of management as an art ?

(a) Personalized application (b) Perfection through practice

(c) Role of creativity (d) All of these (2024 Mar -1 Mark)

12. From the following which is not a relevant feature of management as science ?

(a) Principles are based on experimentation

(b) Based on practice and creativity

(c) Systematised body of knowledge

(d) Universal validity (2024 Say – 1 Mark)

13. Management is multi -dimensional. Give any two dimensions of it.

(2019 Say & 2020 Mar – 2Marks)

14. Manoj is working as the Managing Director of Metro Ltd. Name the level of management at which Manoj is working and write any one function to be performed by him.

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(2020 Say – 2 Marks)

15. Profit is one of the organizational objectives of management. Write other two organizational objectives of management. (2022 Mar- 2 Marks)

16. List out any Two features of management as an art. (2022 Say – 2 Marks)

17. Briefly explain the concept of management. (2023 Mar-2 Marks)

18. Briefly explain the term Co-ordination (2023 Say-2 Marks)

19. A visiting card with imaginary details is given below :



(a) Identify the level of management Dr. Swaasthya Dileep belongs to.

(b) Mention any one function of that level of management.

(2024 Mar-2 Marks)

21. “Management is a continuous process.” Explain. (2024 Say-2 Marks)

21.”Co-ordination is the essence of management “

a) Do you agree with this ? b) Write two features of co-ordination. (2021 Mar – 3 Marks)

22. Match the following

A	B
Top Level Management	Responsible for implementation of plans and strategies
Middle Level Management	Interact with actual workforce
Lower Level Management	Responsible for the growth and survival of the organization

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(2021 Mar – 3 Marks)

23. Briefly explain objectives of management. (2021 Say – 3 Marks)

24. Co-ordination in the essence of management. In the light of this statement, state its importance. (2021 Say – 3 Marks)

25. What do you mean by co-ordination? Explain its importance in an organization (2022 Mar – 3 Marks)

26. In a classroom debate, Neetu argued that Management is a profession, But Nandan argued that it is not a full fledged profession. Give two points each to support Neethu’s and Nandan's arguments. (2019 Say – 4 Marks)

27. Identify the process by which a manager synchronizes the activities of different departments. Write any three features of it. (2020 Mar – 4 Marks)

28. “Management is an inexact science.” Give reasons to justify the statement. (2020 Say-4 Marks)

29.”Management is the process of dealing with things or people”. Validate the statement by highlighting its importance (2021 Mar & 2022 Mar – 4 Marks)

30. Classify the following personnel under suitable levels of management.

Production Manager, Managing Director, Marketing Manager, Supervisor, CEO, Finance Manager, Foreman, Sales Manager. (2021 Say – 4 Marks)

31. Explain any Four features of co-ordination (2022 Say – 4 Marks)
32. Write any four functions of middle level management. (2023 Mar- 4 Marks)
33. What do you mean by Management ? List out any three features of it.(2023 Say- 4 Marks)
34. Mr.Jojo is working as the Production Manager of a company.
- a) Identify the level of management he belongs to.
- b) State any Four functions performed by him. (2019 Mar- 5 Marks)
35. Briefly explain the various levels of management (2021 Mar- 5 Marks)
36. Briefly explain the functions of management. (2021 Say – 5 Marks)
37. Discuss the five major functions of Management. (2024 Mar- 5 Marks)
38. What is coordination ? Explain its any three features. (2024 Say – 5 Marks)
39. What do you mean by management? List out any Four features of it. (2022 Say – 6 Marks)

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CHAPTER 2

PRINCIPLES OF MANAGEMENT

1. Identify the management principle which states that a manager should replace “I with We” in all his conversations with workers to foster team spirit.
- a) Esprit de corps b) Initiative
- c) Unity of command d) Unity of direction (2019 Mar – 1 Mark)
2. Find the odd one relating to the features of management principles.
- (a) Universal (b) Flexible (c) Behavioral (d) Rigidity (2020 Mar – 1 Mark)
3. Which of the following is a nature of Principles of Management ?
- (a) Rigid (b) Limited applicability (c) Cause and effect relationship (d) Specific guidelines (2020 Say – 1 Mark)
4. Find the odd one
- a) Speed boss b) Gang boss c) Manager d) Inspector (2021 Mar – 1 Mark)
5. Which of the following denotes ‘one best way’ to perform a task ?
- (a) Time study (b) Motion study (c) Fatigue study (d) Method study (2021 Say – 1 Mark)

6. Which among the following is the nature of principles of management?

- a) Universal applicability b) General guidelines c) Cause and effect relationship d) All of these

(2022 Mar & 2022 Say – 1 Mark)

7. Study of movement like lifting, changing position etc. are called

- (a) Time study (b) Fatigue study (c) Motion study (d) None of these

(2023 Mar – 1Mark)

8. 'A place for everything and everything in its place' relates to _____ principle of management.

- (a) equity (b) scalar chain (c) order (d) initiative

(2023 Say – 1Mark)

9. How many principles of management are given by Henri Fayol in his famous book published in 1917 ?

- (a) 7 (b) 14

- (c) 11 (d) 4

(2024 Mar – 1Mark)

10. "Management should find one best way to perform a task." Which technique of scientific management is defined in this sentence ?

- (a) Time study (b) Fatigue study

- (c) Motion study (d) Method study

(2024 Say – 1Mark)

11. Identify the management principles in the following statements.

- (a) Management should promote a team spirit among employees.

- (b) There should be a place for everything in the organization.

(2020 Mar- 2 Marks)

12. Identify the technique of scientific management described in the following statements :

- (a) The study which determines the standard time taken to perform a well-defined job.

- (b) The study seeks to determine the amount and frequency of rest intervals in completing a task.

(2020 Say – 2 Marks)

13. What is fatigue study ?

(2021 Mar – 2 Marks)

14. What is Unity of Command ?

(2021 Say – 2 Marks)

15. State any Three significance of scientific management.

(2019 Mar – 3 Marks)

16. Briefly explain any three techniques of Scientific Management

(2023 Mar – 3 Marks)

17. Draw a diagram showing the technique of functional foremanship by Taylor

(2023 Say – 3 Marks)

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18. Illustrate scalar chain with the help of a diagram. (2024 Mar – 3 Marks)
19. Explain briefly the following terms :
- (a) Motion study
 - (b) Fatigue study (2024 Say – 3 Marks)
20. Under this technique of scientific management, one worker is supervised by eight specialist foreman.
- a) Identify the technique.
 - b) Show this technique in a diagram. (2019 Mar – 4 Marks)
21. In a classroom presentation, Appu argued that Fayol's principles of management and Taylor's scientific management are the same.
- (a) Do you support him ?
 - (b) Justify your view. (2019 say – 5 Marks)
22. Match the following : **OGY ACADEMY PVT LTD**
- | A | B |
|------------------------|---|
| (a) Discipline | (1) Receiving orders from one superior only |
| (b) Division of work | (2) One head and one plan |
| (c) Unity of Direction | (3) Obedience |
| (d) Scalar chain | (4) Specialization |
| (e) Unity of command | (5) Gang plank |
- (2020 Say – 5 Marks)
23. Explain any Two principles of scientific management. (2021 Mar – 5 Marks)
24. Describe any five principles of management contributed by Henry Fayol. (2021 Say – 5 Marks)
25. Henry Fayol propounded 14 principles of management. Explain any five among them. (2023 Mar & 2023 Say – 5 Marks)
26. (a) Who is known as the father of Scientific Management ? (1)
- (b) Give the meaning of Scientific Management. (2)
 - (c) Name any two techniques of Scientific Management. (2) (2024 Mar – 5 Marks)
27. Briefly describe the following principles of management suggested by Henry Fayol :

(a) Unity of Command

(b) Equity

(c) Order

(d) Discipline

(e) Division of work

(2024 Say – 5 Marks)

28. Write a short note on the principles of scientific management.

(2022 Mar & 2022 Say – 6 Marks)

29. Explain any Four principles of general management.

(2021 Mar – 8 Marks)

30. What is Scientific Management ? Briefly explain the various techniques of scientific management, propounded by F.W. Taylor.

(2021 Say – 8 Marks)

31. Briefly explain any Eight principles of management given by Henry Fayol.

(2022 Mar & 2022 Say – 8 Marks)

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CHAPTER 3

BUSINESS ENVIRONMENT

1. Which of the following is an example of social environment ?

(a) Stability of Government. (b) Labor laws.

(c) Literacy rate. (d) Disinvestment policy.

(2019 Say – 1 Mark)

2. Interaction of domestic economy with the rest of the world economy is termed as

(a) Liberalization (b) Globalization (c) Privatization (d) Demonetization (2020 Mar – 1 Mark)

3. Change in lifestyle relates to _____ environment of business

a) Social b) Technological c) Political d) Economic

(2022 Mar- 1 Mark)

4. Change in fashion of people belongs to _____ dimension of business environment.

(2022 Say – 1 Mark)

5. Classify the following items into appropriate elements of business environment.

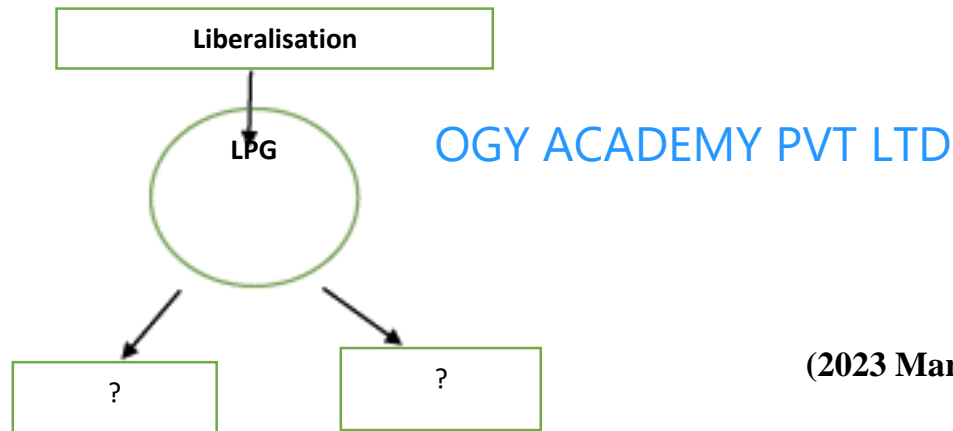
a) Literacy rate b) Public debt (Internal & external)

c) Rate of savings and investment d) Birth and death rate

(2019 Mar- 2 Marks)

6. Business environment includes both specific and general forces. List out any four specific forces of business environment. (2020 Say- 2 Marks)

7. Complete the following chart :



(2023 Mar – 2 Marks)

8. What do you mean by business environment ? (2023 Say – 2 Marks)

9. What is technological environment ? (2024 Say – 2 Marks)

10. Briefly explain any three challenges faced by the Indian business firms due to the changes in economic policy of Government in 1991. (2020 Say – 3 Marks)

11. Pick out the elements (factors) suitable to social environment of business.

Life expectancy

Bureaucracy

Customs and traditions

Tax rate

Literacy rate

Market situation

(2024 Mar – 3 Marks)

12. Fill appropriate as per hint given :

(a) Inflation rate – Economic Environment

(b) Stability of Government – ?

(c) Scientific Improvements – ?

(d) Change in life style – ?

(e) Customs and Traditions – ?

(2024 Say – 3 Marks)

13. Describe any Four dimensions of business environment with suitable examples

(2022 Mar – 4 Marks)

14. Match the following :

- (a) Legal Environment - Composition of family**
- (b) Economic Environment - Stability of Government**
- (c) Social Environment - Consumer Protection Act, 1986.**
- (d) Political Environment – Liberalization**

(2019 Say – 4 Marks)

15. State the importance of business environment

(2021 Mar – 4 Marks)

16. Match the following

- a) Change in the lifestyle of people – Legal environment**
- b) Companies Act – Social environment**
- c) Change in tax rate – Political environment**
- d) Ideology of Government – Economic environment**

(2022 Say – 4 Marks)

17. Match the following :

(a) Inflation rate	(i) Political Environment
(b) Customs & Traditions	(ii) Technological Environment
(c) Scientific improvements	(iii) Economic Environment
(d) Ideology of Government	(iv) Social Environment

(2023 Mar – 4 Marks)

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18. Match the following :

(a) Change in life-style of people	(i) Economic Environment
(b) Change in interest rate of banks	(ii) Social environment
(c) Change in Laws prevailing	(iii) Political environment
(d) Change of government in state	(iv) Legal environment

(2023 Say – 4 Marks)

19. Explain the following

- a) Economic environment**
- b) Legal environment**

(2021 Mar – 5 Marks)

20. Mention the various dimensions of Business Environment. (2021 Say – 5 Marks)
21. Classify the following factors under economic, social and legal environment.
(1) Tax rate (2) Labor laws (3) Level of education (4) Human Rights (5) Consumer Protection Act
(6) Customs and beliefs (7) Trade mark (8) Liberalization (9) Foreign trade (10) Demographic composition (2021 Say – 5 Marks)

CHAPTER 4

PLANNING

1. Identify the type of plan which specifies the steps to be carried out in different business activities in a sequential order.
a) Programme b) Procedure c) Method d) strategy (2019 Mar – 1 Mark)
2. Identify the type of plan in which the movement of competitors is considered.
(a) Policy (b) Strategy (c) Method (d) Rule (2019 say – 1 Mark)
3. Name the type of plan referred in the following statement :
“A firm decided to increase its sales by 20%”. (2020 Say – 1 Mark)
4. The assumptions on the future upon which plans are based are called
a) Planning procedure b) Planning premises c) Alternate plans d) None of these
OGY ACADEMY PVT LTD (2022 Mar – 1 Mark)
5. Deciding in advance what to do and how to do is _
a) Directing b) Organizing c) Staffing d) Planning (2022 Mar – 1 Mark)
6. Identify the management function that “Decide in advance, what is to be done in future”.
a) Organizing b) Planning c) Controlling d) Staffing (2022 Say – 1 Mark)
7. A plan developed for a one time event is called _____.
(a) Standing plans (b) Single use plans (c) Both (a) and (b) (d) None of these
(2023 Mar – 1 Mark)
8. ‘No Smoking inside the premises’ belongs to _____ type of plan.
(a) strategy (b) policy (c) budget (d) rule (2023 Say – 1 Mark)

9. Which function of management brings the gap between where we are and where we want to go ?

(a) Planning (b) Co-ordination

(c) Controlling (d) Organising

(2024 Mar – 1 Mark)

10. _____ is a single use plan.

(a) ~~Policy~~ (b) Budget

(c) Procedure (d) Strategy

(2024 Say – 1 Mark)

11. Explain how planning facilitates decision making.

(2020 Mar – 2 Marks)

12. Write a note on ‘Planning Premises’.

(2023 Mar- 2 Marks)

13. List out any two limitations of planning.

(2023 Say- 2 Marks)

14. Identify the type of plan in each of the following :

(a) No admission without permission.

(b) Promotion is based on merit only.

(2024 Mar- 2 Marks)

15. List out any two limitations of planning.

(2024 Say- 2 Marks)

16. Name the type of plan and give example from the following

a) Statement of expected result expressed in numerical terms.

b) Specific statements that informs what is to be done and what is not to be done.

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(2020 Mar – 3 Marks)

17. Describe the importance of planning.

(2021 Mar – 3 Marks)

18. Briefly explain limitations of planning.

(2021 Say – 3 Marks)

19. Planning and Controlling are inter-related. Substantiate your answer (2020 Mar – 4 Marks)

20. Write short notes on the following types of plans :

1) Policy 2) Procedure c) Program d) Rules

(2021 Mar – 4 Marks)

21. List out the importance of Planning.

(2021 Say – 4 Marks)

22.”Planning doesn’t guarantee success”. Comment on the statement by narrating any Four demerits of planning.

(2022 Mar – 4 Marks)

23. Describe any Four limitations of planning

(2022 say – 4 Marks)

24. This management function seeks to bridge the gap between where we are and where we want to go

go

- a) Identify the management function. (2019 Mar – 5 Marks)
- b) Explain any Four importance of that function. (2019 Mar – 5 Marks)
25. Give a brief description of any five types of plans. (2019 Say – 5 Marks)
26. Explain any five limitations of Planning. (2020 Say – 5 Marks)
27. Write short notes on Policies and Rules. (2021 Say – 5 Marks)
28. Explain any five features of Planning. (2023 Mar- 5 Marks)
29. Explain the various steps in Planning (2023 Say – 5 Marks)
30. Outline any five limitations of planning in detail. (2024 Mar- 5 Marks)
31. Describe the various steps in the process of planning
(2021 Mar ,2022 Mar & 2022 Say – 8 Marks)
32. State the planning function of management. Briefly explain its features. (2021 Say – 8 Marks)

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CHAPTER 5 ORGANISING

1. _____ organization structure leads product specialization. (2020 Mar – 1 Mark)
2. Network of social relationship among employees denotes
a) Formal organization b) Informal organization c) Formal communication d) None
(2021 Mar – 1 Mark)
3. _____ refers to number of subordinates under a supervisor's direct control.
a) Scalar chain b) Span of management c) Gang plank d) All of these (2021 Mar – 1 Mark)
4. Granting of authority to Sub-ordinates to operate within the prescribed limit is called _____.
(a) Delegation (b) Co-ordination (c) Directing (d) Staffing _____
(2021 Say – 1 Mark)
5. Complete the series :

(a) Formation is based on Functional Structure
functions

functions	
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(b) Formation is based on ?

product lines

(2023 Mar – 1 Mark)

6. The obligation of a subordinate to properly perform the assigned duty is called _____.

(a) authority (b) responsibility (c) accountability (d) loyalty (2023 Say – 1 Mark)

7. Which one of the following does not follow scalar chain ?

(a) Informal organisation (b) Functional structure
(c) Formal organisation (d) Divisional structure (2024 Mar – 1 Mark)

8. The obligation of a subordinate to perform the assigned duty properly is called _____.

(a) Responsibility (b) Authority
(c) Decentralisation (d) Accountability (2024 Say – 1 Mark)

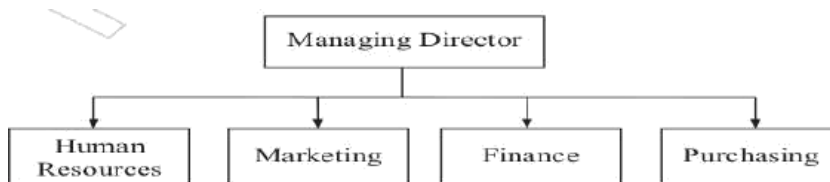
9. Hint :- Delegation ----- Transfer of authority from superior to a subordinate.

Decentralization :- (2019 Mar – 2 Marks)

10. Megha Pvt. Ltd., a Soap Manufacturing Company has Production, Purchase, Marketing, Finance and Human Resource Departments. Which type of organization structure is using by them? Write any two advantages of it. (2019 Say – 2 Marks)

11. Identify the type of organization structure depicted in the following diagram and write the suitability of this organization structure.

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(2020 Say – 2 Marks)

12. Arrange the process of organizing properly

a) Assignment of duties b) Departmentalization c) Identification and division of labor d) Establishing reporting relationships (2021 Mar – 2 Marks)

13. What is meant by span of control ? (2021 Say – 2 Marks)

14. What do you mean by organizational structure ? (2022 Mar – 2 Marks)

15. Briefly explain the term delegation. (2022 Say – 2 Marks)

16. Explain the meaning of formal organisation. (2023 Mar – 2 Marks)

17. Describe the term organisational structure. (2023 Say – 2 Marks)
18. Point out any two advantages of divisional structure. (2024 Mar – 2 Marks)
19. Give the meaning of Organising function. (2024 Mar – 2 Marks)
20. What is decentralization ? (2024 Say – 2 Marks)
21. Write the four steps in the process of organizing. (2024 Say – 2 Marks)
22. Write short notes on :
- (a) Authority
 - (b) Responsibility
 - (c) Accountability (2024 Mar – 3 Marks)
23. Write any three advantages of divisional structure of organization. (2024 Say – 3 Marks)
24. Differentiate between formal organization and informal organization. (2018 Mar&2021 Mar – 4 Marks)
25. The employees of Metro Ltd., a Tea manufacturing company, formed a cricket team as a part of their recreation activities. Name the type of organization so formed (cricket team) and write any three features of it. **OGY ACADEMY PVT LTD** (2019 Say – 4 Marks)
26. Explain various steps in the process of organizing. (2021 Say – 4 Marks)
27. Write any four differences between functional and divisional structure of organisation. (2023 Mar- 4 Marks)
28. Draw a diagram showing functional structure of organization (2023 Say- 4 Marks)
29. Metro Ltd is engaged in the production of soap and it has Purchase , Production, Marketing and Finance departments.
- a) Suggest a suitable organization structure. (1 Mark)
 - b) State any Two merits and demerits of this organization structure. (2018 Say – 4 Marks)
30. Star Ltd produces Three types of products cosmetics, garments and medicines .
- a) Suggest a suitable organization structure for Star Ltd.
 - b) Represent this structure in a diagram.
 - c) State any Two advantages of it. (2019 Mar – 5 Marks)
31. It is a network of Personal and Social relations among employees without any conscious purpose. Explain the concept referred here. (2020 Mar – 5 Marks)

32. Distinguish between delegation and decentralization. (2020 say – 5 Marks)
33. What are the elements of delegation of authority ? Explain briefly. (2021 Mar – 5 Marks)
34. Differentiate between formal and informal organization. (2021 Say – 5 Marks)
35. What are the differences between formal and informal organization ? (Any five)
(2024 Mar – 5 Marks)
36. Write any Six differences between formal and informal organization.
(2022 Mar&2022 Say– 6 Marks)

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CHAPTER 6

STAFFING

1. A company gets applications without declaring any vacancies. However, as and when vacancy arises ,the company makes use of such applications.
Name the source of recruitment mentioned here. (2019 Mar- 1 Mark)
2. The test used to measure the individuals potential for learning new skill is _____.
(a) Trade test (b) Aptitude test (c) Personality test (d) Intelligence test (2020 Say -1 Mark)
3. Measuring the ability of a person to perform a given task is _____.
a) Personality test b) Trade test c) Aptitude test d) Interest test (2021 Mar – 1 Mark)
4. _____ is the negative process in staffing.
(a) Recruitment (b) Selection (c) Interview (d) Orientation (2021 Say – 1 Mark)
5. Name the training methods that are applied to the work place, while employee is actually doing the work. (2022 Mar – 1 Mark)
6. The shifting of an employee from one job to another without change in responsibility and status is called _____.
a) Transfer b) Promotion c) Retention d) Attraction (2022 Say – 1 Mark)
7. The process of finding possible candidates for a job is _____.
(a) Selection (b) Training (c) Recruitment (d) None of these (2023 Mar – 1 Mark)
8. In staffing function, which combination of activities in sequential order is correct ?

- (a) Recruitment, Selection, Training, Placement
- (b) Selection, Training, Recruitment, Placement
- (c) Recruitment, Selection, Placement, Training
- (d) Recruitment, Training, Selection, Placement

(2024 Mar – 1 Mark)

9. Shifting an employee of an institution from one department to another or from one job to another as part of training is known as _____.

- (a) Coaching (b) Case study

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- (c) Job rotation (d) Vestibule training

(2024 Say – 1 Mark)

10. 'Recruitment is a positive process.' - Justify the statement.

(2019 Say – 2 Marks)

11. List any two Selection Tests used for selecting an employee.

(2020 Mar – 2 Marks)

12. What is meant by performance appraisal ?

(2021 Mar – 2 Marks)

13. What is meant by Placement and orientation ?

(2021 Say – 2 Marks)

14. List out any Two steps in selection process.

(2022 Mar – 2 Marks)

15. Write any two benefits of training of employees to business.

(2022 say – 2 Marks)

16. "Internal sources of recruitment are better than external sources of recruitment. Do you agree with this statement ? Give any two reasons to support your answer.

(2019 say – 3 Marks)

17. Describe the three important elements of staffing.

(2023 Mar – 3 Marks)

18. Anu enterprises is a newly established organisation. Suggest any three sources of recruitment available to them.

(2023 Say – 3 Marks)

19. List out any three merits of external sources of recruitment.

(2024 Mar – 3 Marks)

20. List any three merits of training to employees.

(2024 Say – 3 Marks)

21. Explain the following types of training

- a) Vestibule training b) Apprenticeship training

(2019 Mar – 4 Marks)

22. "This source of recruitment develop dissatisfaction among existing staff."

(1) Identify the source of recruitment.

(2) Explain any four sources under this category.

(2020 Mar – 4 Marks)

23. In a class room debate Resmi argued that "Training and development are beneficial to both the organization and the employees". Justify the argument of Resmi. (Two points each)

(2020 say – 4 Marks)

24. "Staffing fills the job positions in the organization "

a) Is this statement correct?

b) Write any Three importance of staffing.

(2021 Mar – 4 Marks)

25. Briefly explain any two types of 'on the job training' methods.

(2021 Say – 4 Marks)

26. Briefly explain any Four tests used by organizations for selection process.

(2022 Mar – 4 Marks)

27. Write any Four differences between on the job training and off the job training

(2022 say – 4 Marks)

28. This management function begins with workforce planning and putting people to job.

a) Name the management function.

b) Explain its first Four steps/process.

(2019 Mar- 5 Marks)

29. "The basis of this training method is learning while doing".

(a) Identify the type of training referred above.

(b) Briefly explain any four training methods under this type.

(2019 Say – 5 Marks)

30.

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A	B
On the Job Training	External Sources
Transfer	Negative Process
Campus Recruitment	Internship Training
Selection	Conference
Off the Job Training	Internal Sources

(2020 Mar – 5 Marks)

31. Manju decided to start a medium scale textile manufacturing unit at Tirur. She needs 200 employees in different posts for the proposed unit. As a human resource consultant explain any five recruitment options suitable to Manju.

(2020 Say – 5 Marks)

32. Transfers, Campus recruitment, Direct recruitment and Promotions are some of the sources of recruitment.

a) Classify them into internal sources and external sources.

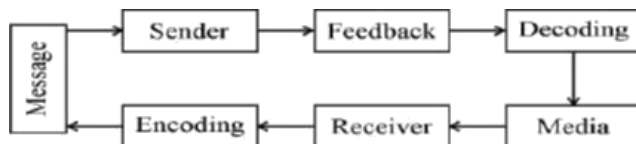
- b) Write Three merits of internal sources of recruitment. (2021 Mar – 5 Marks)
33. Briefly explain the importance of staffing function in today's environment. (2021 Say – 5 Marks)
34. Explain the various on the job training methods. (2021 Mar – 8 Marks)
35. Explain external sources of recruitment, and also state its merits and demerits. (2021 Say – 8 Marks)
36. Describe the various steps in staffing process. (2022 Mar – 8 Marks)
37. Describe any 8 sources of recruitment suitable for a new organization. (2022 Say – 8 Marks)
38. Staffing is not a simple process, it involves various steps. Explain. (2023 Mar – 8 Marks)
39. Distinguish between on the job training and off the job training ? List any four benefits of training to employees of the organisation. (2023 Say – 8 Marks)
40. (a) What is Selection ? (1)
(b) Why is it called a negative process ? (2)
(c) Explain the important tests used for selecting employees. (5) (2024 Mar – 8 Marks)
41. Explain any eight external sources of recruitment. (2024 Say – 8 Marks)

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CHAPTER 7 DIRECTING

1. Grapevine relates to
a) Formal communication b) Informal communication
c) Formal organization d) Informal organization (2019 Mar – 1 Mark)
2. Which of the following is a financial incentive ?
a) Promotion b) Job security c) Participation in management d) Stock option (2019 Say – 1 Mark)
3. The process of converting the message into communication symbols is known as -
(a) Media (b) Encoding (c) Feedback (d) Decoding (2020 Say – 1 Mark)
4. The process of making subordinates to act in a desired manner is _____

- a) Motivation b) Supervision c) Communication d) None (2021 Mar – 1 Mark)
5. communication flows upwards or downwards.
a) Vertical b) Horizontal c) Diagonal d) None (2021 Mar – 1 Mark)
6. Which one of the following is not an element of direction ?
(a) Communication (b) Motivation (c) Delegation (d) Supervision (2021 Say – 1 Mark)
7. _ is referred as Grapevine Communication.
(a) Formal Communication (b) Informal Communication
(c) Barriers to Communication (d) Downward Communication (2021 Say – 1 Mark)
8. Pay and allowance is an example of .
(a) Financial incentive (b) Non-financial incentive (c) Both (a) & (b) (d) None of these (2023 Mar – 1 Mark)
9. Inducement to act or move the subordinates in management is called .
(a) supervision (b) motivation (c) leadership (d) communication (2023 Say – 1 Mark)
10. The highest level of need in the Maslow's Need Hierarchy Theory is :
(a) Basic Physiological Needs (b) Self Actualisation Needs (c) Esteem Needs (d) Safety/Security Needs (2024 Mar – 1 Mark)
11. The process of converting the message into communication symbols is known as .
(a) Encoding (b) Decoding
(c) Feedback (d) Message (2024 Say – 1 Mark)
12. Find the odd one. Give reason.
(a) Motivation (b) Leadership (c) Communication (d) Staffing (2020 Mar – 2 Marks)
13. Write Two organizational barriers to communication (2021 Mar – 2 Marks)
14. Arrange the following diagram correctly



(2021 Say – 2 Marks)

15. Name any Two types of formal communication network. (2022 Mar – 2 Marks)

16. Write any Two non-financial incentive to employees. (2022 Say – 2 Marks)

17. List out the four elements of direction. (2023 Mar & 2023 Say – 2 Marks)
18. List out any three non-financial incentives. (2020 Mar – 3 Marks)
19. State the features of leadership. (Any Three) (2021 Mar – 3 Marks)
20. Illustrate any three features of directing. (2023 Mar – 3 Marks)
21. Write short note on the following :
- (a) Communication (b) Leadership (2023 Say – 3 Marks)
22. "Effective leadership determines the success of an enterprise".
- a) Do you support this statement?
- b) Give reasons to your argument. (Any Three) (2019 Say – 4 Marks)
23. Briefly explain any four network of formal communication. (2020 say -4 Marks)
24. List out the principles of directing. (Any Four) (2021 Mar – 4 Marks)
25. Discuss different types of financial incentives used to motivate employees of a business Organization. (2021 Say – 4 Marks)
26. Explain Maslow's need hierarchy theory of motivation. (2022 Mar – 4 Marks)
27. Arrange the following elements of communication in the right order.
- a) Message b) Decoding c) sender d) Encoding e) Media
- f) Feedback g) Receiver (2021 Mar – 5 Marks)

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28

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A	B
Informal Communication	Communication Network
Empathy	Food, Cloth, etc.
Wheel pattern	Stimulating people
Motivation	Grapevine
Physiological need	Quality of a leader

(2021 Say – 5 Marks)

29. Match the following :

[Hint : Meaning of elements in Communication process]

A	B
(a) Sender	(i) the path/route for communication
(b) Feedback	(ii) the hindrance to communication
(c) Media	(iii) the source of communication
(d) Noise	(iv) the content or subject matter of communication
(e) Message	(v) the reply or response of the receiver

(2024 Mar – 5 Marks)

30. Explain the following leadership styles :

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(a) Autocratic Leadership

(b) Democratic Leadership

(2024 Say – 5 Marks)

31. Classify the following into financial and non-financial incentive.

a) Bonus b) Status c) Job enrichment d) Profit sharing e) Retirement benefits

f) Employee recognition programs

(2022 Mar – 6 Marks)

32. State the Need Hierarchy theory of Abraham Maslow with the help of a diagram.

(2022 Say – 6 Marks)

33. Describe the importance of communication in business.

(2022- Say – 6 Marks)

34. Sun Ltd offers shares to its employees at a price which is lower than market price.

a) Identify the type of incentive offered to the employees.

b) Name the incentive.

c) Explain any Four similar types of incentives.

(2019 Mar – 8 Marks)

35. "It is the process of making subordinates to act in a desired manner to achieve certain organizational goals.

(a) Name the element of Directing noted above.

(b) Explain any three features and four importance of this element.

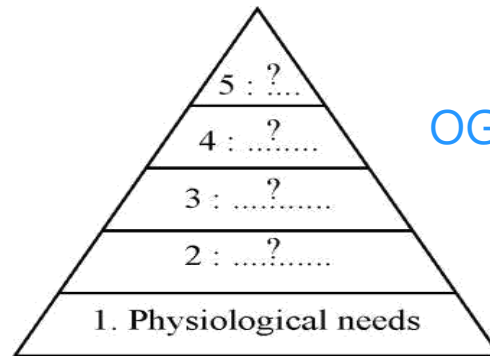
(2019 Say – 8 Marks)

36. Prepare a seminar report on the topic “Barriers to Communication”. (2020 Mar – 8 Marks)

37. “It is the process of making subordinates to act in a desired manner to achieve certain organizational goals.”

- (a) Identify the element of directing referred in the above statement.
- (b) Explain the various types of needs in Maslow's need hierarchy theory.
- (c) State the assumptions of Maslow's need hierarchy theory. (2020 Say – 8 Marks)

38. Complete the Need Hierarchy theory of Abraham Maslow and explain them.



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(2021 Mar – 8 Marks)

39. Discuss Maslow's need hierarchy theory of motivation with the help of a diagram.

(2021 Say – 8 Marks)

40. Explain the elements of communication by drawing a diagram. (2023 Mar – 8 Marks)

41. State the Need Hierarchy Theory of motivation by Abraham Maslow with the help of a diagram. (2023 Say – 8 Marks)

42. (a) What is supervision ? (2)

(b) Examine any six multiple roles performed by a supervisor. (6) (2024 Mar – 8 Marks)

43. What is motivation ? Illustrate Maslow's need hierarchy theory of motivation with the help of a diagram. (2024 Say – 8 Marks)

CHAPTER 8

CONTROLLING

1. Name the controlling technique which states that only the significant deviations which go beyond the permissible limit should be brought to the notice of management.

(2019 Mar & 2021 Say – 1 Mark)

2. The management function that ensures all things are going on according to plan is
a) Directing b) Controlling c) Planning d) Organizing (2022 Say – 1 Mark)
3. The process of ensuring that, the activities in an organisation are performed as per the plans is .
(a) Planning (b) Organising (c) Controlling (d) Directing (2023 Mar – 1 Mark)
4. The management function that ensures all things are going on according to plan is .
(a) Directing (b) Controlling (c) Planning (d) Organising. (2023 Say – 1 Mark)
5. The last step in controlling function is :
(a) Taking corrective action
(b) Taking disciplinary action
(c) Assessing the standards of performance
(d) Assessing the business environment (2024 Mar – 1 Mark)
6. Only exceptional matters are to be reported to top level management. Which concept of management is referred here ? (2024 Say – 1 Mark)
7. 'Controlling is called as a backward looking function'. Why ? (2019 Say – 2 Marks)
8. Write the four steps of controlling process. (2023 Mar – 2 Marks)
9. Write any two limitations of controlling. (2023 Say – 2 Marks)
10. Briefly explain any three importance of controlling. (2023 Mar – 3 Marks)
11. Briefly explain the first three steps in controlling process. (2023 Say – 3 Marks)
12. Bring out the importance of controlling by explaining any three points. (2024 Mar – 3 Marks)
13. Explain the importance of control function (any 3 points). (2024 Say – 3 Marks)
14. Explain the limitations of controlling. (2018 Say – 4 Marks)
15. This management function ensures that all activities are performed as per predetermined plans.
a) Identify the management function.
b) Explain its first Three steps . (2019 Mar – 4 Marks)
16. Planning and Controlling are inter-related. Substantiate your answer. (2020 Mar – 4 Marks)
17. “Planning and controlling are the inseparable twins of management.” Comment.
(2020 Say – 4 Marks)

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18. Briefly explain the first Four steps in the process of controlling

(2021 Mar -5 Marks &2022 Mar – 4 Marks)

19. Substantiate the relationship between planning and controlling.

(2021 Mar – 5 Marks)

CHAPTER 9

FINANCIAL MANAGEMENT

1. Hint : Long – term investment decision – Capital budgeting decision

Short – term investment decision - ?

(2019 Mar – 1 Mark)

2. Choose the correct equation relating to working capital.

(a) Current Assets + Fixed Assets (b) Current Assets – Current Liabilities

(c) Current Assets – Fixed Liabilities (d) Current Assets + Current Liabilities

(2020 Mar – 1 Mark)

3. The excess of current assets over current liabilities are known as _____.

(a) Fixed capital (b) Gross working capital

(c) Net working capital (d) Quick asset

(2020 Say – 1 Mark)

4. Write the term that denotes the mix between owners fund and borrowed fund.

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(2022 Mar – 1 Mark)

5. Find the odd one out

a) Sundry debtors b) Furniture c) Land & Building d) Machinery

(2022 Say – 1 Mark)

6. The quantum of finance to be raised from various long-term sources is related to :

(a) Investment Decisions (b) Financing Decisions (c) Dividend Decisions (d) None of these

(2023 Mar – 1 Mark)

7. Give the full form of RoI.

(2024 Mar – 1 Mark)

8. The decision to purchase a new machinery for the business is _____.

(a) Investment decision (b) Dividend decision

(c) Working capital decision (d) Financing decision

(2024 Say – 1 Mark)

9. Briefly explain the meaning of financial planning.

(2019 Mar – 2 Marks)

10. Which capital is mentioned in the following statements?

Investment in long-term securities	?
Investment in short-term securities	?

(2021 Mar – 2 Marks)

11. What is fixed capital ?

(2021 Say- 2 Marks)

12. Distinguish between Fixed Capital and Working Capital.

(2024 Mar – 2 Marks)

13. Write the twin objectives of financial planning.

(2024 Mar – 2 Marks)

14. What is financial management ?

(2024 Say- 2 Marks)

15. What is capital structure ?

(2024 Say- 2 Marks)

16. Which decision of financial management determines the amount of profit to be retained in the business ? Explain any two factors affecting this decision.

(2019 Say – 3 Marks)

17. Explain the concept of financial planning.

(2020 Mar – 3 Marks)

18. “Decision regarding investment in long-term assets are called as capital budgeting decisions.”

Describe any three factors which affect such decisions to be taken by a finance manager.

(2020 Say – 3 Marks)

19. Describe the term ‘Trading on Equity’.

(2023 Say – 3 Marks)

20. Briefly explain the important financial decisions.

Hint:

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(2024 Mar – 3 Marks)

21. What is financial planning ? List out its objectives.

(2024 Say – 3 Marks)

22. Capital structure refers to the combination between owners fund and borrowed fund.

a) Do you agree ?

b) Write any Three factors affecting the choice of capital structure. (2021 Mar – 4 Marks)

23. Mention any two important decisions taken by financial management. (2021 Say – 4 Marks)

24. Explain any four factors affecting the requirement of Fixed Capital. (2023 Mar – 4 Marks)
25. What is Financial Management ? List out the three broad decisions concerned with finance function. (2023 Say – 4 Marks)
26. Dividend decision of the Financial Management is based on certain factors. Explain any five such factors (2023 Mar – 5 Marks)
27. What you mean by working capital ? List out any four factors affecting working capital. (2023 Say – 5 Marks)
28. Discuss any five important determinants of working capital requirements. (2024 Mar – 5 Marks)
29. Explain five factors which affect the working capital requirements of a business. (2024 Say – 5 Marks)
30. Every finance manager has to take three important decisions. Which are they ? Explain (2022 Mar – 6 Marks)
31. Write short notes on the following.
- a) Dividend decision.
 - b) Capital structure.
 - c) Financial management. (2022 Say – 6 Marks)
32. One of the financial decisions relates to the amount of profits to be retained in the business.
- a) Identify the financial decision.
 - b) Explain any seven factors affecting this decision. (2019 Mar – 8 Marks)
33. This concept refers to the mix between owners fund and borrowed fund in the capitalization.
- (a) Identify it.
 - (b) Explain the various factors that affect it. (2019 Say & 2020 Say – 8 Marks)
34. Explain the factors affecting the working capital requirements of a company.(any Eight points) (2020 Mar – 8 Marks)

CHAPTER 10

MARKETING MANAGEMENT

1. A company offers 40% of extra shaving cream in a pack of 100 grams. Identify the sales promotion tool used here. (2019 Mar – 1 Mark)
2. Name the marketing concept which suggests that the organization should earn profit through consumer satisfaction and social welfare ? (2019 Say – 1 Mark)
3. Which is called as ‘silent salesman’ in a market?
a) Grading b) Trade mark c) Packaging d) Branding (2020 Mar & 2021 Say – 1 Mark)
4. Find the odd one from the following.
(a) Rebate (b) Publicity (c) Discount (d) Refund (2020 say – 1 Mark)
5. Which of the following is an example of convenience goods?
a) Newspaper b) Jewellery c) Television d) All of these (2021 Mar – 1 Mark)
6. The amount of money that the customers have to pay to obtain the product is _____.
(a) Price (b) Profit (c) Loss (d) Margin (2023 Mar – 1 Mark)
7. The amount of money customers have to pay to obtain a product or service is called _____.
(a) value (b) cost (c) price (d) None of these (2023 say – 1 Mark)
8. Choose the characteristic of a good brand name.
(a) It should be long.
(b) It should be difficult to recognize.
(c) It should be easy to pronounce.
(d) It should be identical to another brand name. (2024 Mar – 1 Mark)
9. Personal selling falls under which one of the following elements of marketing mix ?
(a) Price (b) Product
(c) Place (d) Promotion (2024 say – 1 Mark)
10. State any Two characteristics of a good brand name
(2019 Mar – 2 Marks ,2018 Say – 3 Marks, 2020 Mar – 3 Marks)
11. Packaging is called as a silent salesman. Give reason.
(2019 Say – 2 Marks & 2018 Mar -3 Marks)
12. “Expenditure on advertising is a social waste.” Give any two reasons to substantiate this criticism against advertising. (2020 Say – 2 Marks)

13. Write any Three differences between marketing and selling. (2021 Mar – 3 Marks)
14. List out the advantages of Advertising (2021 Say – 3 Marks)
15. How is a brand name different from trade mark ? Explain (2023 Mar – 3 Marks)
16. Briefly explain any three factors affecting price of a product (2023 Say – 3 Marks)
17. State any Four differences between marketing and selling. (2019 Mar – 4 Marks)
18. Differentiate between Advertising and Personal Selling. (2019 Say – 4 Marks)
19. Explain the product concept in marketing (2020 Mar – 4 Marks)
20. Ganga Agencies is launching a new washing soap in the market. Explain any four important factors they should consider while fixing the price of this product. (2020 Say – 4 Marks)
21. Briefly explain the Four elements of marketing mix. (2022 Mar & 2022 Say- 4 Marks)
22. Explain any four factors affecting the requirement of Fixed Capital (2023 Mar – 4 Marks)
23. What is Financial Management ? List out the three broad decisions concerned with finance function. (2023 Say – 4 Marks)
24. Briefly explain any five sales promotion techniques. (2023 Mar – 5 Marks)
25. What is Marketing Mix ? Briefly explain its elements (2023 Say – 5 Marks)
26. (a) Name the four 'P's of marketing. (1)
- (b) Explain the elements in Marketing Mix. (4) (2024 Mar – 5 Marks)
27. Explain any five factors which affect the fixation of the price of a product. (2024 Say – 5 Marks)
28. Describe different levels of packaging. (2022 Mar – 6 Marks)
29. Explain the following
- a) Branding
 - b) Packaging
 - c) Labelling
- (2022 Say – 6 Marks)
30. It is an impersonal form of communication which is paid for by the marketers (sponsors) to promote some goods and services .
- a) Name the promotional tool mentioned above.
 - b) Explain its Four merits and Three limitations. (2019 Mar – 8 Marks)

31. K.D. company, has launched a new product in the market. As a marketing manager suggest the sales promotion techniques which K.D. co. can adopt to increase the sale of new product. (A detailed report). (2019 Say – 8 Marks)
32. A TV Manufacturing company spends huge amount in advertisement to increase the number of its customers. Illustrate the merits and demerits of advertisement as a promotion technique. (2020 Mar – 8 Marks)
33. ‘Gathering and analyzing market information’ is an important function of marketing. Explain any other eight functions of marketing. (2020 Say – 8 Marks)
34. Marketing mix is a combination of 4 P’s .
- a) What are the 4 P’s?
- b) Explain any Two of them . (2021 Mar – 8 Marks)
35. What is Marketing ? Briefly explain its functions. (2021 Say – 8 Marks)
36. What are the key elements of four ‘Ps’ of marketing ? Explain. (2023 Mar – 8 Marks)
37. What you mean by sales promotion ? Briefly explain any seven sales promotion activities commonly used by business organisations (2023 Say – 8 Marks)
38. Briefly explain any eight commonly used sales promotion activities. (2024 Mar – 8 Marks)
39. Briefly explain any eight functions of marketing. (2024 Say – 8 Marks)

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CHAPTER 11

CONSUMER PROTECTION

1. Fill in the blanks as per hint given

The Prevention of Food Adulteration Act : 1954

The Consumer Protection Act : ? (2020 Mar – 1 Mark)

2. Write any Two rights of consumers. (2021 Mar – 1 Mark)

3. _____ is the apex authority to seek redressal for a consumer in India under Consumer Protection Act.

(a) National commission (b) District forum (c) State Commission (d) Supreme Court

(2021 Say – 1 Mark)

4. Which among the following is the apex authority as per Consumer Protection Act ?

(a) District Forum (b) National Commission (c) State Commission (d) High Court

(2023 Mar – 1 Mark)

5. State the conditions under which a consumer can approach the State Commission for getting relief for his grievances.

(2019 Mar – 2 Marks)

6. Name the type of products to which the following quality certification marks are applicable :

(a) Hallmark (b) Agmark

(Hint : FPO – Food Products)

(2020 Say – 2 Marks)

7. Briefly explain any Two rights enjoyed by a consumer as per Consumer Protection Act, 1986

(2022 Mar & 2022 Say - 2 Marks)

8. Fill up the missing item as per the hint given.

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Hint : Factories Act	1948
(a) Consumer Protection Act	?
(b) Companies Act	?

(2024 Mar – 2 Marks)

9. State any two relief available to consumers under CPA.

(2024 Mar – 2 Marks)

10. List out any four consumer rights under the Consumer Protection Act. (2024 Say – 2 Marks)

11. Consumer grievances are redressed by the three tier machinery under the Consumer Protection Act, 1986.

Name these three agencies and their jurisdiction limit.

(2021 Mar – 3 Marks)

12. State any Three responsibilities of consumers.

(2019 Mar & 2020 Mar – 3 Marks)

13. Describe the importance of consumer protection from the point of view of consumers.(any 3 points).

(2020 Say – 3 Marks)

14. State any Three rights of consumers

(2021 Say – 3 Marks)

15. Prepare a slide on the six consumer rights under the Consumer Protection Act. [Points only]

(2024 Mar – 3 Marks)

16. What are the redressal agencies available for a consumer under Consumer Protection

Act ?

(2024 Say – 3 Marks)

17. Give a brief idea about any four consumer rights

(2023 Mar – 4 Marks)

18. Briefly describe any four rights of a consumer under Consumer Protection Act.

(2023 Say – 4 Marks)

19. Explain briefly any Five ways and means of consumer protection followed in India.

(2019 Say – 5 Marks)

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