

# 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.)

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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 (30 Marks)

Answer **all** questions

### Question 1

Answer briefly each of the questions (i) to (xv). [15 × 2]

- (i) What are the benefits of *Campus recruitment*?
- (ii) State *any two* hindrances to *staff training*.
- (iii) List *any two* conditions where time-rate system of wage payment is most suitable.
- (iv) Enumerate *any four* human needs according to Maslow's hierarchy.
- (v) Give *any two* differences between *leadership* and *management*.
- (vi) How does *performance appraisal* differ from *potential appraisal*?
- (vii) State *any two* conditions where *demotion* can be justified.
- (viii) Explain *any one* distinction between *suspension* and *termination* with reference to staff dismissal.
- (ix) Explain the *two* types of external communication.
- (x) List the components of a communication process.
- (xi) What are *routine reports*? Give *any two* examples of the same.
- (xii) Explain *clear days notice* with regard to company meetings.
- (xiii) List *any four* types of diagrams and graphs used in visual communication.
- (xiv) What are *derivative tables*? Why are they called so?
- (xv) With reference to *post office services*, write the expanded forms of:
  - (a) R M S
  - (b) T M O

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

**PART II (70 Marks)**

*Answer any five questions.*

**Question 2**

- (a) Discuss *any three* types of recruitment interviews. [6]
- (b) With reference to *on-the-job training*, answer the following: [8]
  - (i) Explain this method of training.
  - (ii) State *any two* advantages of this method.
  - (iii) State *any two* disadvantages of this method.
  - (iv) Give *any two* major distinctions between *off the job training* and *on the job training*.

**Question 3**

- (a) Define *motivation*. Briefly explain *any four* characteristics of motivation. [6]
- (b) Explain *any four* factors that influence staff morale. [8]

**Question 4**

- (a) Write a short note on *authoritative leadership*. [6]
- (b) Explain *four* major differences between *Halsey* and *Rowan* plans of incentive. [8]

**Question 5**

- (a) Briefly explain *any six* reasons for the rising need for efficient communication. [6]
- (b) (i) Define *promotion*. [8]
  - (ii) With regard to promotion, explain the following:
    - (1) Upgrading
    - (2) Open promotion
    - (3) Closed promotion

### Question 6

- (a) Briefly discuss *any three* advantages and *any three* disadvantages of face to face communication. [6]
- (b) Explain *any four* ways in which voting can take place in a company meeting. [8]

### Question 7

- (a) What are *reports*? Explain *cross-referencing* and *appendix* with regard to reports. [6]
- (b) Briefly explain *any four* advantages of each of the following: [8]
  - (i) Telefax
  - (ii) e.mail

### Question 8

- (a) Explain the *Post Box service* provided by Post Office. State *any two* advantages to the organisation which uses this service. [6]
- (b) As the Manager of a company, write a letter of complaint to XYZ Furniture Ltd., for having delivered some chairs in a broken condition and asking them for replacement of the broken chairs. [8]