

- l) What is insurance?
- m) What is meant by multiple shops?
- n) What is meant by cash book?
- o) Mention the components of balance sheet.

SECTION-B

- 2. Highlight the approaches employed for boosting the morale of personnel.
- 3. Give a brief account of decision-making process.
- 4. Enumerate the entries to be made in a cash book and explain their importance.
- 5. Briefly explain the steps involved in importing goods.
- 6. Enumerate the modes of advertisement.

SECTION-C

- 7. Discuss the key components of production planning taking an example. Highlight the critical components influencing this activity.
- 8. Discuss the laws of demand and supply. How are these evaluated for optimum utilization of resources?
- 9. Discuss market segmentation and market targeting with suitable examples. Mention their advantages and limitations.
- 10. Discuss the procedure adopted for maintaining profit and loss account. Highlight the factors influencing profit of a company.