

Q.1 Define (a) planning (b) organization.

Ans - (a) planning -

planning is the fundamental management factor, which involves ~~def~~ deciding beforehand, what is to be done, when is it to be done, organization.

Q.2 write a short note on concept of management?

Ans - Concept of Management includes (a) planning (b) organizing (c) staffing (d) directing (e) controlling (f) entrepreneurship development.

Q.3. What is marketing research?

Ans - Marketing research is the collection, summary and analysis of the data regarding the goals and services so that the behaviour of the consumers may be understood and maximum satisfaction may be provided to them.

Q.4. write down the importance of operative management?

Ans - (a) Systematic Approach to organization process.

(b) Business education Career opportunity.

(c) Increase Competitive advantage survival.

(d) non-functional applications.

Q.5. What are the benefits and strategy of entrepreneurship?

Ans - Benefits

- opportunity of huge personal financial gain
- scope of high order of Job satisfaction, sense of achievement, self employment.
- generation of employment / income of others.
- encourages higher quality products.

Strategies

- ① Discovery
- ② Concept of development
- ③ Resourcing
- ④ Actualization
- ⑤ Harvesting

Q.6. What is ledger posting and their importance in accountancy?

Ans → posting refers to the process of transferring entries in the Journal into the accounts in the ledger.

- posting to the ledger is the classifying phase of accounting. While the Journal is referred to as Books of Original Entry, the ledger is known as Books of final Entry.

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