

2017

**BUSINESS STUDIES**

Full Marks : 100

Pass Marks : 33

Time : Three Hours and \*Fifteen Minutes

(\*15 minutes are given as extra time for reading questions)

**PART-A**

**PRINCIPLES AND FUNCTIONS OF MANAGEMENT**

60 MARKS

**PART-B**

**BUSINESS FINANCE AND MARKETING**

40 MARKS

**INSTRUCTIONS**

- I. *All questions are compulsory.*
- II. *Marks are indicated on the right margin of each question.*
- III. *For Question Nos. 1, 2, 3, 21 and 22, choose the correct alternatives and rewrite them.*
- IV. *For Question Nos. 4, 5, 6, 23 and 24, answers may be as short as possible.*
- V. *For Question Nos. 7, 8, 9, 10, 25 and 26, answers are to be given in complete sentence as required.*
- VI. *For Question Nos. 11 to 19, 27, 28 and 29, answers are to be given in about 40 words or as required.*
- VII. *Question Nos. 20, 30 and 31 are essay type questions. Answers are to be given as required by the questions.*

**PART-A**

**PRINCIPLES AND FUNCTIONS OF MANAGEMENT**

**60 MARKS**

1. Policy formulation is the function of \_\_\_\_\_ . 1  
(A) Top level managers  
(B) Middle level managers  
(C) Operational managers.
2. Reduction of Government controls and regulations in business or industry is \_\_\_\_\_ . 1  
(A) Globalisation  
(B) Privatisation  
(C) Liberalisation.
3. The management function which is used as the base for all other functions of management is \_\_\_\_\_ . 1  
(A) Planning  
(B) Organising  
(C) Staffing.
4. Name the single use plan where the sequence of performance activities are well defined. 1
5. Why is it said that "Controlling is a continuous activity" ? 1

6. Which technique of Scientific management is quite opposite to Unity of Command ? 1
7. Name the *two* categories where all employees of an organisation are grouped. 2
8. How are the principles of management derived ? 2
9. Explain "Warning Signals" in the context of Business environment. 2
10. Cite *two* ways of internal source of recruitment. 2
11. "Management is the dynamic life giving element in every business. Without it resources remain as resources and shall never become production."  
Comment. 4
12. How did "Differential Piece Rate Wages" increase the productivity of workers ? 4
13. Why should business enterprises need to understand their environment ? 4
14. Explain the steps for determining the manpower requirements of an organisation. 4
15. State *any four* features of Planning. 4

16. Differentiate between Training and Development regarding — 4
- (i) Meaning
  - (ii) Purpose
  - (iii) Duration
  - (iv) Employees level.
17. Mention the different types of formal communication according to direction of flow. 4
18. Explain *any two* situations where non-financial motives (incentives) has more powerful than the financial motives (incentives). 4
19. You are Production Manager in a manufacturing company. It is reported the postal expenses of your department have increased by 10% and cost of raw material is increased by 2%. Which of the two deviations is more critical? Name the principle you would follow and explain why is it followed? 4
20. Discuss *any five* significance of organising. 10

### PART-B

### BUSINESS FINANCE AND MARKETING

40 MARKS

21. The money market instrument used by the Commercial Banks to maintain their Statutory Liquidity Ratio from time to time is \_\_\_\_\_ . 1
- (A) Commercial Paper
  - (B) Call money
  - (C) Certificate of Deposit.

22. The immediate container of a product referred to \_\_\_\_\_ 1
- (A) Primary Packaging
- (B) Secondary Packaging
- (C) Transportation Packaging.
23. What is the main pillar of "Product Concept" of Marketing Philosophy? 1
24. Why is Treasury Bill also called Zero Coupon Bond? 1
25. What is meant by Capital Structure? 2
26. Mention the importance of Consumer Protection from consumer's point of view. 2
27. How does Sales Promotion differ from Promotion Mix? 4
28. Distinguish between Money market and Capital market on the basis of : 4
- (i) Liquidity
- (ii) Expected return
- (iii) Investment outlay and
- (iv) Safety.
29. State *any four* persons who are not considered as consumer under Consumer Protection Act 1986. 4

30. Explain the factors to be considered while determining the price of a product. 10
31. Assuming wealth maximisation to be the objective of Financial Management, show how the Financing, Investing and Dividend decisions of a company can help to attain this objective. 10
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