

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. Answer all the questions.
- II. Marks are indicated on the right margin of each questions.
- 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, short answers are to be given 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. Co-ordination is \_\_\_\_\_ 1
- (A) an objective of management.
- (B) a function of management.
- (C) the essence of management.
2. The Principles of management are significant because of \_\_\_\_\_. 1
- (A) optimum utilization of resources.
- (B) increase in efficiency.
- (C) Adaptation to changing technology.
3. "Commerce and Industry Department decided to give 10% of jobs to women." What type of plan is it? 1
- (A) Policy.
- (B) Rule.
- (C) Strategy.
4. Give *any one* example of Liberalization in India. 1

5. Does planning provide direction ? Mention *one* reason. 1
6. Why is actual performance compared with standard performance in controlling ? 1
7. List *any two* social objectives of management. 2
8. Write *any two* points of similarities between Henry Fayol and F.W. Taylor in their approach. 2
9. State *two* effects of legal regulatory environment on business. 2
10. Why recruitment is regarded as a positive process and selection is a negative process ? 2
11. "Management is both a science and an art." Elucidate. 4
12. How do the techniques of Time study and Motion study help in improving the efficiency level ? 4
13. State *any four* benefits of understanding of Business Environment. 4
14. Why are planning premises required in the process of planning ? 4
15. How is the Manpower requirement of an enterprise estimated ? 4
16. Distinguish between 'on-the-job training' and 'off-the-job training.' 4

17. Mr. X, a manager of Y Ltd. traces out the needs of the employees in the organization which are as follows : 4

(a) Security in old age, state of illness

(b) Dignity, self respect

(c) Better clothing and shelter

(d) Economic security

(e) Self-fulfillment

(f) Love and affection, friendship

Arrange the needs under the framework of A.H. Maslow's theory. Prepare a chart based on it.

18. Under what circumstances written communication is preferred to oral communication ? 4

19. "Planning and controlling are inter-dependent and inter-linked activities." Explain. 4

20. In an electrical manufacturing company, there are four main activities — Production, Marketing, Finance and Personnel. The General Manager is planning to structure the organisation.

Which type of organisation structure should he adopt and why ? Give reasons. 4+6=10

**PART-B**

**BUSINESS FINANCE AND MARKETING**

**40 MARKS**

21. The minimum level of working capital required as regular basis is known as \_\_\_\_\_ . 1
- (A) seasonal working capital
- (B) permanent working capital
- (C) variable working capital
22. When a brand gets registered and legalized it is called \_\_\_\_\_ . 1
- (A) Trade mark
- (B) Branding
- (C) Copyright
23. When does financial decision making become efficient ? 1
24. Identify four P's in marketing mix. 1
25. State the meaning of
- (i) Bear Market and
- (ii) Blue chip shares 2

26. State how 'self regulation by business' acts as a means of consumer protection. 2
27. Write *any four* protective functions of SEBI. 4
28. Differentiate between Advertising and Sales Promotion on the basis of
- (a) Meaning
  - (b) Influence
  - (c) Mailing and
  - (d) Orientation. 4
29. Mr. Suraj purchased a book from a book-seller and took the cash memo of ₹ 400 which he paid for the book. Later, he found that the actual price of the book is ₹ 350 but the book seller had put a sticker of ₹ 400 on the original price. Can Suraj recover the extra money that he paid? What options are available to him against book seller? 4
30. What is meant by Capital Structure? Explain *any four* factors which affect the capital structure of a company. 2+8=10
31. "Marketing plays a significant role in the development of an economy." Explain the statement. 10
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