

2020

BUSINESS STUDIES

Full Marks : 100

Pass Marks : 33

Time : Three hours

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, 23 and 24 four alternatives are given of which one is correct or the best. Choose the correct or the best alternatives and rewrite them.*
- IV. For Question Nos. 3-6 and 25-28 the answers may be as short as possible.*
- V. For Question Nos. 7-15 and 29-31 the answer may be given in complete sentences as required.*
- VI. For Question Nos. 16-20 and 32-34 the answers are to be given as required.*
- VII. Question Nos. 21, 22, 35 and 36 are essay type question. Answers are to be given as required by the questions.*

P.T.O.

PART – A
PRINCIPLES AND FUNCTIONS OF MANAGEMENT
60 MARKS

1. Henri Fayol's principle of management does not include _____ . 1
(A) Unity of direction
(B) Unity of command
(C) Stability of tenure
(D) Standardisation
2. Controlling is related with _____ . 1
(A) results
(B) efforts
(C) functions
(D) activities
3. Name the level of management which is involved in taking key decisions of the Organisation. 1
4. What is "Privatisation" ? 1
5. "An employee is expecting for self respect, recognition and status." 1
Identify the needs of the employee according to Maslow's theory.
6. Which quality of a Leader is concerned with ethics and values ? 1
7. "Management is the process of getting things done through others." 2
Explain the "process" mentioned above.

8. Why are the readymade solutions for all managerial problems not provided by the principles of management ? 2
9. Write *any two* points of difference between specific business environment and general business environment. 2
10. "The sales target of an Automobile Company was adversely affected for some months due to the ban imposed on sales of Diesel Vehicles in the National and State Capitals." 2
Explain the limitation of planning relating to the above statement.
11. Mention the first two steps in the process of organising. 2
12. How does communication promote industrial peace ? 2
13. What is meant by staffing ? 2
14. Discuss the relationship between controlling and planning. 2
15. Point out two situations where corrective actions are not required in the context of controlling. 2
16. Explain the needs of co-ordination in the process of management. 4
17. Distinguish between Unity of Command and Functional Foremanship. 4
18. Identity the four different dimensions of business environment quoting the lines given below : 4
- (i) The Government of India encourage foreign companies to invest and enter India in retailing sectors.
 - (ii) Customers can purchase the products of these companies as their income are rising.
 - (iii) It will increase innovations which will provide new ways of producing goods.
 - (iv) It will ultimately improve the qualities of life.

19. State briefly four features of planning. 4
20. How does directing help in efficient and effective functioning of an organisation? Give *four* points. 4
21. Explain how decentralisation differs from delegation on the basis of: $2 \times 4 = 8$
- (i) nature
 - (ii) control
 - (iii) scope and
 - (iv) status
22. The production manager of a company using highly sophisticated machines and equipments realised that every employee should be fully trained with the machines and equipments before using them in the factory. $5 + 3 = 8$
- You, as a production manager, suggest and describe the best method of training for the above and also mention three problems of the workers before giving them such training.

PART – B
BUSINESS FINANCE AND MANAGEMENT
40 MARKS

23. Higher Debt-Equity ratio results in _____ . 1
- (A) lower financial ratio
 - (B) higher degree of operating ratio
 - (C) higher degree of financial risk
 - (D) lower earning per share

24. A brand is a _____ . 1
- (A) product plan
- (B) product cost
- (C) quality
- (D) product or service name
25. What is Financial planning ? 1
26. Name the index of National Stock Exchange. 1
27. What type of trade-off-function is performed by money market ? 1
28. At which level of packaging the immediate container is referred ? 1
29. How does raising price affect the requirements of working capital of an organisation ? 2
30. Explain the way in which a marketing manager combines product mix with price mix as his marketing strategy. 2
31. State *two* reasons for the need of consumer protection. 2
32. For modernisation of its plants HM Ltd decides to issue 100000 equity shares of Rs. 1.000 each. The finance manager suggest different methods of issuing shares other than issuing to institutional investors. 2+2 = 4
- Name *four* different methods that might be suggested by the finance manager and write *two* reasons for excluding the selling of shares to institutional investors.

33. Mention any four importance of price mix in marketing management. 4
34. A Shopkeeper sold you some spices claiming that those were pure. Later a laboratory test showed that those were adulterated. 4
- Sugget *four* precautions that you have to take up before buying the product.
35. A newly appointed finance manager has been assigned the task of procuring funds for an upcoming project. After procurement, he has to decide upon the assets in which investment is to be made. 8
- Explain the various factors that the manager would consider in taking the above decision of investment.
36. Explain why advertising in marketing is not a waste. 8