

2018

BUSINESS STUDIES

Full Marks : 100

Pass Marks : 33

Time : Three hours

PART – A

PRINCIPLES AND FUNCTIONS OF MANAGEMENT

MARKS : 60

PART – B

BUSINESS FINANCE AND MARKETING

MARKS : 40

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.

P.T.O.

PART - A
PRINCIPLES AND FUNCTIONS OF MANAGEMENT

MARKS : 60

1. Liberalisation means --, 1
- (A) implementation of disinvestment policy
 - (B) encouragement of private sector
 - (C) reduction of government controls
 - (D) decontrolling of all industries
2. Which of the following is **NOT** a characteristics of business environment ? 1
- (A) Uncertainty
 - (B) Static
 - (C) Interrelated
 - (D) Dynamic
3. In business enterprises, controlling is required -- 1
- (A) while establishing business
 - (B) at the end of the year
 - (C) continuously
 - (D) while works are going on
4. "In order to be successful, an organisation must change its goals according to the needs of the environment."
Which character of management is high lighted is this statement ? 1

5. How do management principles differ from values ? (Give *one* point) 1
6. Which dimension of business environment is concerned with the Demonitisation of ₹ 500 and ₹ 1,000 notes in November, 2016 in India ? 1
7. Write *two* characteristics of science which are found in management. 2
8. Mention *two* advantages of Fayol's Principle of Management "Authority and Responsibility." 2
9. "Planning is done by top level managers and rest of the members follow them blindly."
State the demerit of Planning in this case. 2
10. What is Job rotation ? 2
11. Distinguish between Top level management and Supervisory level management on the basis of : 4
- (i) Nature and
- (ii) Skill
12. Calculate daily wages of worker Ram and Rahim under Differential Piece Rate wages System from the following informations : 4
- (i) Standard production per hour = 15 units
- (ii) Working hour per day = 8 hours
- (iii) Production produced by
Ram 110 units and Rahim 140 units per day
- (iv) Rate of wages per unit
₹ 2.50 (Higher rate)
₹ 2.00 (Lower rate)

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| 13. | Illustrate <i>four</i> advantages of Globalisation in Indian economy. | 4 |
| 14. | State <i>four</i> features of Planning. | 4 |
| 15. | What are the superiorities of external source of recruitment over internal source of recruitment ? | 4 |
| 16. | How is staffing considered as an integral part of human resource management ? | 4 |
| 17. | Write in brief the different networks of Grapevine communication. | 4 |
| 18. | “A leader who has only good physical feature and knowledge cannot inspire others to work.” What else are required by a leader to be successful ? | 4 |
| 19. | What is Critical point Control ? | 4 |
| 20. | Explain the important steps in organising. | 10 |

PART – B
BUSINESS FINANCE AND MARKETING
MARKS : 40

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| 21. | An example of money market instrument is – | 1 |
| | (A) share | |
| | (B) commercial paper | |
| | (C) debenture | |
| | (D) bond | |

22. Sales Promotion Consists of – 1
- (A) advertisement
- (B) personal selling
- (C) distribution of free samples
- (D) publicity
23. Name *one* protective function of SEBI. 1
24. What is “Customer orientation” in Marketing ? 1
25. State *two* objectives of Financial Planning. 2
26. Mr. Thoiba purchased a new motor bike for ₹ 80,000 and Mr. Angou purchased a new car for ₹ 22,00,000. After a few days it was found that both the motor bike and the car were defective. Despite of many complaints the defects were not rectified by the selling agent. They are thinking to whom their complaints be put up under the Consumer Protection Act.
- Suggest the appropriate authority to whom they could file the complaint. 2
27. What are the importance of price element of marketing mix ? 4
28. Write *four* points of difference between Primary Capital Market and Secondary Capital Market. 4

29. Explain the following terms in the context of Consumer Protection Act. 4
- (i) Right to be informed
 - (ii) Right to safety
30. "Every manager has to take three major decisions while performing the finance function." Explain them. 10
31. "An important task in marketing of goods related to designing the label as it provides useful and detailed information about the product."
In the light of the above statement, discuss the importance of labelling. 10