

2018

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. 1-3, 18 and 19 choose the correct alternatives and rewrite them.
- IV. For Question Nos. 4, 20-23 answers may be as short as possible.
- V. For Question Nos. 5-8 and 24-25 answers are to be given in complete sentence as required.
- VI. For Question Nos. 9-15 and 26-30 answers are to be given as required.
- VII. Question Nos. 16, 17 and 31 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. Policy formulation is the function of – 1
- (A) top level management
 - (B) middle level management
 - (C) operational management
 - (D) lower level management
2. Liberalisation means – 1
- (A) integration among economics
 - (B) reducing govt. controls and restrictions
 - (C) making policy of planned disinvestments
 - (D) encouraging competition
3. Budgetary control requires the preparation on – 1
- (A) training schedule
 - (B) budget
 - (C) network diagram
 - (D) responsibilities centres

4. Why are management principles universal ? 1
5. State *two* main objectives of management. 2
6. What is fatigue study ? 2
7. State *two* measures adopted by the government in regard with globalisation. 2
8. "Preety is working as a supervisor in Alpha Ltd. To achieve the target she wants to try a new method and different way of allocating the work. Her superior did not permit her and force her to do the work strictly as per the plan."
- i. Name the limitation of planning indicated in the above case.
- ii. name the value over looked by preety's superior. 2
9. A company wants to modernise its product. What steps should be taken by supervisory level to carry on this task ? 4
10. An organisation is following the principle of scalar chain and principle of equity, what are the positive effects of these principles ? 4
11. What are the aspects of legal environment ? 4
12. How does standing plan help manager of an enterprise ? 4

13. Write *four* features of motivation. 4
14. "Performance of a manager depends on his ability to communicate effectively". Explain. 4
15. Point out the advantages of management by exception. 4
16. "Organising has the same importance for management as a structure of bones in a human body". Discuss. 10
17. "Staffing is an important function of management in any organisation". Explain. 10

PART – B

BUSINESS FINANCE AND MANAGEMENT

40 MARKS

18. Instruments with a maturity period less than one year are traded in the – 1
- (A) capital market
- (B) money market
- (C) stock exchange
- (D) NSEI

19. "Get 2 GB memory card free with Samsung Cell Phone" is an example of one of the techniques of sales promotion. Identify the technique. 1
- (A) Rebate
- (B) Promotion Combination
- (C) Quantity gift
- (D) Discount
20. What is an ideal capital market? 1
21. How does packing act as a silent salesman? 1
22. Which scheme ensures quality standards for goods? 1
23. Consumer Organisations play an important role in educating consumers about their rights and providing protection to them, How? Give *one* point. 1
24. Give *two* developmental functions of SEBI. 2
25. Enumerate the conditions for raising funds in the primary market by the method of "offer through prospectus". 2
26. What are the factors affecting dividend decision? 4
27. Why is management of working capital considered important for an undertaking? 4

28. How does Stock Exchange perform the following functions : 2+2= 4
- (i) Determining the prices of securities and
 - (ii) Providing liquidity
29. What are the characteristics of a good brand name ? 4
30. What are the remedies available under Consumer Protection Act 1986 ? 4
31. What is physical distribution ? Describe factors influencing the choice of channel of distribution. 2+8= 10