

2019

## 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. *All the questions are compulsory.*
- II. *Marks are indicated on the right margin of each question.*
- III. *For question Nos. 1–3, 21 and 22, choose the correct alternatives and rewrite them.*
- IV. *For question Nos. 4 – 6, 23 and 24, answers may be as short as possible.*
- V. *For question Nos. 7– 10, 25 and 26 answers are to be given in complete sentence as required.*
- VI. *For question Nos. 11 –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. In the traditional management 'rule of thumb' is also known as \_\_\_\_\_ . 1
- A.* friendly co-operation  
*B.* time study  
*C.* differential rate method  
*D.* trial and errors method.
2. Delegation is an elementary art of \_\_\_\_\_ . 1
- A.* assigning works  
*B.* managing  
*C.* granting  
*D.* sharing.
3. Effective control enables employees and managers to achieve their \_\_\_\_\_ . 1
- A.* deviation  
*B.* standard  
*C.* goal  
*D.* power.
4. How does co-ordination ensure unity of action in management ? 1
5. What is LPG in the context of business environment ? 1
6. Which type of organisation is designed by management ? 1
7. Distinguish between the terms 'efficiency' and 'effectiveness' on the basis of meaning and focus. 2
8. Write two significance of Principles of management. 2

9. Why is business environment uncertain? 2
10. Mention two consequences if there was no planning in management. 2
11. "Management is becoming a Profession", Explain in brief. 4
12. Indicate the similarities between F.W. Taylor and Henry Fayol in their approach. 4
13. Classify the type of dimension of environment related with the following points: 4
- (i) Booking of air tickets through internet.
- (ii) An increasing number of working women.
- (iii) Alcohol beverages are prohibited to be advertised on 'Doordarshan'.
- (iv) Banks reducing interest on housing loans.
14. Explain 'Rule' and 'Method' by using suitable examples. 4
15. Differentiate between Divisional and Functional structure on the following basis: 4
- (a) Meaning (b) Utility (c) Cost of the structure and (d) Autonomy.
16. State four importance of Decentralisation in an organisation. 4
17. Enumerate four features of directing. 4
18. Explain different networks of Grapevine Communication. 4
19. Point out the possible causes of deviations in controlling. 4
20. "Internal sources of recruitment are better than external sources of recruitment." Explain any five reasons. 10

**PART – B**  
**BUSINESS FINANCE AND MARKETING**  
**40 MARKS**

21. \_\_\_\_\_ refers to increase the capital invested by the shareholders. 1
- A. Profit maximisation  
B. Risk minimisation  
C. Wealth maximisation  
D. Capital budgeting.
22. Face to face interaction between the seller and the prospective buyer for making a sale is \_\_\_\_\_. 1
- A. Personal selling  
B. Sales promotion.  
C. Public relation.  
D. One level channel.
23. When is dividend decision treated as residual decision? 1
24. Which marketing philosophy gives more importance to consumer welfare instead of consumer satisfaction ? 1
25. Write two functions of Financial Market. 2
26. Give two responsibilities of a consumer while buying a product. 2
27. State any four benefits of Depository Services. 4
28. "Packing is important for a product". Give reasons. 4
29. Identify any four reliefs available to a consumer under the Consumer Protection Act, 1986. 4
30. Which type of Capital is needed to ensure sufficient liquidity in your organisation? Explain the factors that determine its requirement. 10
31. What are the merits of advertising to Consumers and Producers? Explain briefly any five points each. 10
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