

2022

BUSINESS STUDIES

Full Marks : 100

Pass Marks : 33

Time : Three hours

PART – A

PRINCIPLES OF MANAGEMENT

MARKS : 60

PART – B

BUSINESS FINANCE AND MARKETING

MARKS : 40

Instructions :

- I. All questions are compulsory.*
- II. Marks are indicated on the right margin of each question.*
- III. For Question Nos. 1– 3 and 25, four alternatives are given of which one is correct or the best. Choose the correct or the best alternative and re-write them.*
- IV. For Question Nos. 4– 8, and 26– 28, the answers may be as short as possible.*
- V. For Question Nos. 9–18 and 29 – 30, the answers are to be given in complete sentences as required.*
- VI. For Question Nos. 19 – 22 and 31– 34, the answers are to be given as required .*
- VII. Question Nos. 23, 24, 35 and 36 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. Policy formulation is the function of – 1
- (a) Top level managers
 - (b) Middle level managers
 - (c) Both top and middle level managers
 - (d) Operational level managements
2. Business environment does not have the following characteristic – 1
- (a) Uncertainty
 - (b) Dynamic
 - (c) Relativity
 - (d) Stability

3. Uncontrollable cause for the loss of production may be – 1
- (a) Inefficiency of workers
 - (b) Irregularity of workers
 - (c) Fire
 - (d) Mechanical defects
4. Why have principles of management gained importance these days? 1
5. "Planning is purposeful." How? 1
6. Why is Planning considered the most challenging activity for management? 1
7. What is performance appraisal? 1
8. Why is personality tests difficult to design and implement? 1
9. State the two dimensions of management of people. 2
10. Why is management an inexact science? 2
11. "Management is intangible." Comment. 2
12. The production manager of Hellen Ltd instructs a salesman to go slow in selling the products whereas the marketing manager is insisting on fast selling to achieve the target. Which principle of management is being violated in this case? State the consequences. 2

13. Government of India is seriously thinking to allow oil marketing public sector undertaking to fix their own price for petrol and diesel. 2
- (a) Name the economic reforms related to this decision of government.
- (b) Name other two reforms recommended in new economic policy.
14. How is planning closely connected with creativity and innovation ? 2
15. "Planning will be a futile exercise if it is not implemented." How ? 2
16. "The existence of informal organization depend on the formal organization".
Comment. 2
17. Suggest two ways to improve effectiveness of communication. 2
18. Explain Autocratic leadership. 2
19. How is the principle of Unity of command useful to management ? 4
20. Explain the impact of environment on business organization. 4
21. What are the main elements of leadership ? 4
22. Explain the traditional techniques of controlling. 4
23. Discuss the factors affecting organizational structure. 8
24. " Staffing is an essential function of every manager". Explain. 8

PART – B

BUSINESS FINANCE AND MARKETING

MARKS : 40

25. New issue of shares is made in – 1
- (a) Organized markets
 - (b) Disorganized markets
 - (c) Secondary markets
 - (d) Primary markets
26. Why is OTCEI set up ? 1
27. Can a consumer file a complaint in consumer court without having the cash memo ? 1
28. Which Act of consumer protection provides safety to consumers against deficient services ? 1
29. Give any two benefits of branding to marketer. 2
30. “Identify needs and wants and fill them”, “Create products and sell them” are the two important concepts of marketing management. Identify them. 2
31. Why are proper matching of funds requirement and their availability and their availability is sought to be achieved by financial planning ? 4

32. What are the main features of money market ? 4
33. Explain the process of physical movement of goods. 4
34. List out the reliefs available to consumers under consumer protection Act. 4
35. What is financial management ? Describe the roles of financial management.
2+6=8
36. What is promotion mix ? What are the factors influencing Promotional mix.
2+6=8
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