

2023

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. All questions are compulsory.
- II. Marks are indicated on the right margin of each question.
- III. For Question Nos. 1, 2, 25 and 26, 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. 3 – 8, 27 and 28, the answers may be as short as possible.
- V. For Question Nos. 9 – 18, 29 and 30, the answers may be given in complete sentences as required.
- VI. For Question Nos. 19 – 22 and 31 – 34, 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.

PART – A
PRINCIPLES AND FUNCTIONS OF MANAGEMENT
MARKS : 60

1. Management make necessary changes to deal with the changing environment.
Which characteristic of management is highlighted in the above sentence ? 1
- (A) Management is continuous process
 - (B) Management is pervasive
 - (C) Management is dynamic
 - (D) Management is multi dimensional
2. The statement that “80% of vacancy in higher posts of the organisation will be filled from among the existing employees” is an example of _____. 1
- (A) objective
 - (B) policy
 - (C) procedure
 - (D) rule
3. State the basic difference between Hemy Fayol’s Unity of Command and F.W. Taylor’s Functional Formanship. 1

4. What is Liberalisation ? 1
5. State one external limitation of planning. 1
6. What is Leadership ? 1
7. Give one example of horizontal communication. 1
8. When does controlling prove to be ineffective ? 1
9. How does co-ordination bring greater efficiency in the operation of the organisation ? 2
10. State two purposes of motion study. 2
11. Business environment provides firm with both opportunities and constraints. In the light of the above statement give one example each of the opportunities and constraints provided by business environment. 2
12. Planning is forward looking. Explain. 2
13. Planning does not guarantee success of business. Justify by giving two reasons. 2
14. The directors of Rishi Ltd. have asked their marketing manager to achieve a target sale of 50 refrigerators per day. The marketing manager delegated the task to his deputy sales manager working under him. The deputy manager could not achieve the target. Who is responsible for non-achievement of the target ? Which principle of delegation of authority is related to this case? 1+1=2

15. Give any two points of distinction between internal sources and external sources of recruitment. 2
16. State any two limitations of informal communication. 2
17. Explain how does a supervisor act as a link between manager and worker. 2
18. Why are non-financial incentives provided to the employees ? 2
19. State any four functions of middle level management. 4
20. Manoj and Chandra are office assistants working in a firm having same qualification. They joined the firm on the same day. At present, Manoj is getting Rs. 24,000/- p.m. and Chandra is getting Rs. 21,000/- p.m. as their salaries for the same working hours.
- Which principle of management is not followed in the above case.
- Point out any three consequences of violating that principle. 1+3=4
21. Analyse the impact of Government policy changes on business and industry in the marketing activities of the country. 4
22. Shrikanta Ltd. is a newly established company dealing in manufacturing water tanks of different capacity. It sets a standard that 3% of its product could be defective. Over the past 3/4 weeks, it is observed that 7% to 10% are defective. Find out the appropriate causes of deviation in the above case and suggest the measures to correct it. 4

23. "Organisation is an important tool to achieve the objectives of the enterprise".

Explain. 8

Or

Delegation is the key to effective management. Explain.

24. X Ltd. is planning to recruit some junior managers of the company. As a human resource manager, suggest any three sources of external recruitment which will be more suitable for the above case. Explain them. 8

Or

John and Sons Ltd., a manufacturing enterprise plan to give training to its machinemen/ mechanics who are recently recruited in the enterprises so that they can handle different machines in different sections.

Suggest any three methods of training which will be more suitable for the said category of employees. Explain them.

PART - B

BUSINESS FINANCE AND MARKETING

40 MARKS

25. A decision to modernise the existing plant and machinery is _____ 1

(A) financing decision

(B) investment decision

(C) dividend decision

(D) working capital decision

26. The instrument issued by Reserve Bank of India on behalf of the Central Government to the financial institutions to meet its short term financial need is known as —. 1
- (A) commercial paper
- (B) commercial bills
- (C) treasury bills
- (D) certificate of deposit
27. State the relationship between working capital and scale of operation. 1
28. How does secondary capital market create liquidity? 1
29. When is a company said to be highly geared. State with example. 2
30. Who is a consumer under the Consumer Protection Act? 2
31. Distinguish between money market and capital market. 4
32. Write any four benefits of packaging. 4
33. Classify channel of distribution and state suitability of each channel. 4
34. Why is consumer protection necessary? Explain any two reasons. 4
35. Explain any five factors that should be considered while determining capital structure. 8

Or

Sound financial planning is essential for success of any business enterprise.

In the light of the above statement, explain the importance of sound financial planning. 8

36. "Advertising is a social waste".

In the light of the above statement, describe the criticism labelled against advertising. 8

Or

Explain the role of personal selling in marketing activities of an organisation.

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