

2016

BUSINESS STUDIES

Full Marks : 100

Pass Marks : 33

Time : Three Hours and [^]Fifteen Minutes

(*15 minutes are given as extra time for reading questions)

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 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 are to 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, 27-29, answers may be limited to about 50 words.
- 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

60 MARKS

1. The type of plan that analyse the competitors' policy is called _____
(A) budget
(B) procedure
(C) strategy
2. Significance of management principles does not include _____
(A) initiative
(B) increase in efficiency
(C) optimum utilisation of resources
3. India Ltd decided to give 20% of its jobs to women, such is an example of _____
(A) method
(B) policy
(C) objective

4. What is "efficiency" in the context of management ? 1
5. Name the term which means integrating the economy with the rest of the world. 1
6. Which function of management ensures conformation of actual activities to planned activities ? 1
7. Write the characteristics of science which are found in management. 2
8. "Scientific management is a clever device to exploit workers." Do you agree ? Give *two* reasons for your answer. 2
9. Cite *any two* phenomena that can indicate dimensions of business environment are interrelated. 2
10. Suggest the type of training which can develop better interpersonal relationship skills among employees and state how such type of training is conducted. 2
11. Explain the significance of management in running a modern business. 4
12. Why does the principle of unity of command not hold good in an organisation using the technique of functional foremanship ? 4

13. Point out *any four* negative impacts of Liberalisation and Globalisation in India. 4
14. Discuss how planning restricts initiative and creativity of individuals ? 4
15. Write *any four* limitations of the informal communication. 4
16. State the importance of staffing. 4
17. How are external sources of recruitment better than internal sources of recruitment ? 4
18. Explain the needs and importance of planning in controlling. 4
19. "Sipra footwear Ltd assured their employees that inspite of recession no worker will be retrenched from the job."
 (i) Name the type of NEED offered by the company according to Maslow's hierarchy of needs theory.
 (ii) Name the NEED which is immediately preceeding the need offered by the company and mention the most appropriate type of incentive that can fulfill the NEED. 4
20. Describe the steps in organising. 10

OR

Explain the importance of Delegation of Authority. 10

PART-B
BUSINESS FINANCE AND MARKETING

40 MARKS

21. Current assets are those which get converted into cash within _____ . 1
(A) one year
(B) six months
(C) one month
22. Companies with higher growth potential are likely to _____ . 1
(A) pay higher dividends
(B) pay average dividends
(C) pay lower dividends
23. Name the index of National Stock Exchange. 1
24. "Cost of debt is always lower than the cost of equity share capital."
Give reason why even then a company can not work only with the debt funds? 1
25. Give *any two* advantages of "Branding" to the marketer. 2
26. Who are the consumers according to Consumers Protection Act? 2
27. Distinguish between Money market and Capital market. 4

28. State the roles of consumer organisations in consumer protection. 4
29. How is marketing different from selling? 4
30. Explain the factors on which the choice of channels of distribution depend. 10
31. "Financial Planning is the basis for the three decisions of Financial management."
Explain how Financial planning influence Financing decision, Investment decision and Dividend decision of a company. 10