

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, 2, 3, 21 and 22, choose the correct alternatives and rewrite them.
- IV. For Question Nos. 4, 5, 6, 23 and 24, answers may be as short as possible.
- V. For Question Nos. 7, 8, 9, 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. The change in attitudes of employers and employees towards each other is referred to _____. 1
 - (A) Differential Piece Rate
 - (B) Mental Revolution
 - (C) Functional Foremanship

2. The State Government decided to revive “Manipur Shops and Establishment Policy.” The type of environment referred here is _____. 1
 - (A) Political environment
 - (B) Social environment
 - (C) Technological environment

3. Every thing that goes to increase the importance of the subordinate’s role is _____. 1
 - (A) Co-ordination
 - (B) Delegation of Authority
 - (C) Decentralization

4. "Management is needed in all organisations". Which characteristics of management is highlighted here ? 1
5. How do employees get motivated through delegation of authority ? 1
6. What is meant by 'Key result areas' in the context of controlling ? 1
7. Why is management not considered to be a Profession ? 2
8. State how the Management Principles are flexible ? 2
9. "Business environment includes both specific and general forces." Elucidate. 2
10. Make out the correct pairs : 2
- (i) Objective ——— Promotion is based on merit only.
- (ii) Policy ——— Time rate system of wage payment.
- (iii) Method ——— No Smoking.
- (iv) Rule ——— make a Profit of 50% on capital invested.
11. Differentiate between Top Level and Middle Level on the basis of (a) Range (b) Skills (c) Policy and (d) Evaluation. 4
12. Name the functional division of business activity according to Henry Fayol. 4
13. Point out the positive impact of Liberalization and Globalization on business environment in your country. 4

14. Do you think planning can work in a changing environment ? Give reasons. 4
15. "The employees of Bright Ltd, a software company have formed a dramatic group for their recreation." Name the type of organisation so formed and state its *three* advantages. 4
16. Write the suitability of Divisional Structure of Organisation. 4
17. State briefly *any four* functions of a supervisor. 4
18. Suggest *any four* qualities of a good leader. 4
19. State briefly *any four* importance of Controlling. 4
20. What is Staffing ? Explain the importance of staffing function in an organisation. 2+8=10

PART-B

BUSINESS FINANCE AND MARKETING

40 MARKS

21. A decision to acquire a new and modern plant to upgrade an old one is _____ 1
- (A) Investment decision
- (B) Financing decision
- (C) Dividend decision.

22. Face to face interaction between the seller and the prospective buyer for the purpose of making a sale is _____ . 1
- (A) Advertising
- (B) Personal Selling
- (C) Public Relation.
23. When is a Capital Structure said to be Optimum ? 1
24. Why is packaging called as a silent salesman ? 1
25. Indicate the following concepts with reference to Stock Exchange :
- (a) Listing of Security and
- (b) The depositories operating in the Indian Capital Market. 2
26. What kind of cases can be filed in a state commission ? 2
27. Write the features of secondary market. 4
28. "There are various channel levels which help in the proper distribution of goods from the producers to the consumers" Identify the channel levels. 4
29. State how :
- (i) Consumer must be aware of their rights. 4
- (ii) Consumer must be quality conscious.

30. The Smart City Ltd. is a newly promoted company. While taking the investment decision, the financial manager of the company allotted the investment out lay of ₹30 crores in Land and Buildings, furniture and copyrights.

(a) State the type of capital referred to in this context.

(b) Explain the factors influencing the investment in there assets.

2+8=10

31. What is Marketing Mix ? Show the difference between Marketing and Selling.

2+8=10