

2024

BUSINESS STUDIES

Full Marks : 100

Pass Marks : 33

Time : Three hours

PART – A

PRINCIPALES 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 – 5 and 25 – 27, four alternative 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. 6 – 10, and 28 – 30, the answers may be as short as possible.
- V. For Question Nos. 11 – 17, and 31 – 33, the answers may be given in complete sentence as required.
- VI. For Question Nos. 18 – 22 and 34 – 36, answers are to be given as required.
- VII. Question Nos. 23, 24, 37 and 38 are essay type questions.
Answers are to be given as required by the questions.

PART – A
PRINCIPLES AND FUNCTIONS OF MANAGEMENT
MARKS : 60

1. Globalisation is the outcome of Privatization and - 1
 - A. Demonetisation
 - B. Liberalisation
 - C. Modernisation
 - D. Rationalization

2. Delegation is an essential part of every - 1
 - A. Accountability
 - B. Authority
 - C. Management
 - D. Organisation

3. Training is a job-oriented whereas _____ is career-oriented. 1
 - A. Education
 - B. Selection
 - C. Development
 - D. Recruitment

4. _____ is an example of Esteem needs. 1
 - A. Hunger
 - B. Pension plan
 - C. Self-fulfillment
 - D. Status

5. Planning and _____ are inseparable twins of management. 1
 - A. Staffing
 - B. Directing

- C. Controlling
- D. Coordination

6. What is the modern view of management ? 1
7. State the role of 'Speed Boss' in functional foremanship. 1
8. Why does informal organization exist within the framework of formal organization ? 1
9. Mention one disadvantage of under-staffing. 1
10. In what sense directing is a continuous activity ? 1
11. Enumerate two features of Science present in management. 2
12. Point out two points of similarities between Taylor and Fayol in their approach. 2
13. List two examples from today's business world which indicate that business environment is dynamic. 2
14. Why are the 'Follow-up-Action' required in the planning process ? 2
15. Write the differences between financial and non-financial incentives. 2
16. How does controlling help in achieving organizational goals ? 2
17. You are a manager in a T.V. manufacturing company. It is reported that postal expenses are increased by 10% and cost of raw material is increased by 4%. (i) Which of the two deviations is more critical to you ? (ii) It is related to which concept of controlling ? 2
18. Show diagrammatically the different levels of management with the example for each level. 4
19. State four features of principles of management. 4

20. "Most of the customers were concerned about the harmful chemicals being used in growing the vegetables. They found out that 90% of the households are searching for alternatives." Identify and explain the dimension of business environment highlighted here.

OR

"Political stability of a country is a must for the success of business activities." Do you agree with this statement? Give reasons. 4

21. Why does planning fail inspite of best efforts of management?

OR

Give the meaning with an example each of :-

- (a) Policy (b) Method
(c) Rule and (d) Budget. 4

22. "Sometimes communication spreads rumours and may create misunderstanding." Do you agree with this statement?

Give your suggestions to improve effectiveness of the communication. 4

23. Explain the crucial roles that organizing plays in an Enterprise.

OR

Describe briefly the steps in the process of organizing. 8

24. Manipur Sangai Ltd. is manufacturing paper plates and bowls. It produces 80,000 plates and bowls each day. Due to local festival, it got an urgent order of extra 40,000 plates and bowls. Advise how will the company fulfill its order and which methods of recruitment would you suggest?

OR

"It is the process of identifying and choosing the best person out of a number of prospective candidates for a job". Identify it and explain the Procedures. 8

PART – B
BUSINESS FINANCE AND MARKETING
40 MARKS

25. The correct pair of the following is _____. 1
- A) Capital = Financial Leverage
B) Trading on Equity = Capitalisation
C) Financial Leverage = Trading on Equity
D) Capitalisation = Capital Structure
26. Registering a Trademark gives to the users _____. 1
- A) Financial benefits
B) Protection against infringement
C) Information about the product
D) Transportation facility
27. National Consumer Day is observed on _____ every year. 1
- A) 12th January
B) 15th March
C) 5th December
D) 24th December
28. State the main objective of financial management. 1
29. Identify the main focus of 'Societal Marketing Concept'. 1
30. Who can file a complaint on behalf of a deceased consumer ? 1
31. How does 'Interest coverage ratio' affect the capital structure ? 2

32. "The level of packing used to present a gift to your friend on his birthday" is an example of which packing ? Give with a reason. 2
33. Write two reliefs available to the consumer. 2
34. Distinguish between fixed capital and working capital.

OR

- Why fixed capital requirements of electronic and computer industry are different from those of furniture industry ? 4
35. Explain how the 'product related factors' affect the choice of channels of distribution.

OR

- Differentiate between Advertisement and Publicity. 4
36. Miss Sobita went to a shopkeeper to buy a hair-oil. The shopkeeper forced her to buy a particular brand of hair-oil out of various available brands, irrespective of the willingness of Sobita. Which 'Right' of Sobita, as a consumer has been violated ? Identify and explain the 'Right'.

OR

- As a well-informed consumer, what kind of quality certification marks you will look for before buying products ? Specify any four. 4
37. Discuss the factors affecting dividend decisions.

OR

- Explain the importance of financial planning. 8
38. Following are the statements pertaining to functions performed in marketing. Identify and explain the function of marketing from each statement :
- (i) Physical movement of goods from one place to another.

- (ii) Holding and preserving goods from the time of their production or procurement till the time of their sale.
- (iii) Collection and analysis of relevant facts to solve marketing problems.
- (iv) To establish its brand in the market, better price can be charged for profit maximisation

OR

Identify and explain the method of sales promotion in the following cases:-

- a) A mobile company offers at 50% off price to clear excess inventory.
- b) A company offers a pack of 1 kg. of sugar with purchase of a 5 kg. bag of wheat flour.
- c) A company offers 40% of extra ice-cream in a pack of 500 gms.
- d) A customer gets Rs.10 off on pepsi on presentation of an empty bottle.

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