

**2025**  
**BUSINESS STUDIES**  
**Full Marks : 100**  
**Pass Marks : 33**  
**Time : Three hours**

**PART - A**  
**PRINCIPLES AND FUNCTIONS OF MANAGEMENT**  
**60 Marks**

**PART - B**  
**BUSINESS AND FINANCE AND MARKETING**  
**40 Marks**

**Instructions:**

- I. All the questions are compulsory.
- II. Marks are indicated on the right margin of each question.
- III. For questions Nos. 1 - 6, 24 and 25, four alternatives are given of which one is correct or the best. Choose the correct or the best alternative and rewrite them.
- IV. For question Nos. 7 - 10 and 26 - 29, the answer may be as short as possible.
- V. For question Nos. 11 - 15 and 30 - 34, the answers may be given in complete sentences as required.
- VI. For question Nos. 16 - 21 and 35 and 36 answers are to be given as required.
- VII. Question Nos. 22, 23, 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. At times a business may concentrate on producing goods with fewer resources but cannot achieve the targeted production. In such a case, the business is said to be: 1  
(A) Effective but not efficient.  
(B) Efficient but not effective.  
(C) Both effective and efficient.  
(D) Neither effective nor efficient.
2. Which principle of management emphasises that there should be a balance between concentration of power in higher level and dispersal of powers among different levels? 1  
(A) Scalar chain  
(B) Authority and Responsibility  
(C) Centralization and Decentralization  
(D) Unity of Direction
3. Liberalization means 1  
(A) integration among economics.  
(B) reducing govt. control and restrictions  
(C) making policy of planned disinvestment  
(D) encouraging competition
4. Once plans are made to decide the future course of action, the managers may not be in a position to change it. Identify the limitation of planning indicated here. 1  
(A) Planning reduces creativity  
(B) Planning does not guarantee success.  
(C) Planning may not work in dynamic environment.  
(D) Planning leads to rigidity.
5. The training provided to the new employees of an organisation in order to familiarise them with the organisation rules, policies, their superiors and subordinates is known as \_\_\_\_\_. 1  
(A) Vestibute training  
(B) Apprenticeship training  
(C) Internship training  
(D) Induction training



6. Controlling is blind without  
 (A) Directing  
 (B) Staffing  
 (C) Budgeting  
 (D) Planning 1
7. What does the principle of "Functional Formanship" aim to achieve? 1
8. The purchase manager of X Ltd. gave order to supply raw materials @ Rs. 1000 per quintal to his relatives whereas same quality raw materials are offered @ Rs. 900 per quintal by another supplier. Which principle of management is violated here. 1
9. A company wants to develop a new product line within the next year. What type of plan should they create to achieve this goal? 1
10. An employee has been feeling undervalued and is showing sign of disengagement. Recommend a managerial action to help the employee feels appreciated and motivated. 1
11. In what way can top management's vision influence the culture of an organisation. 2
12. Explain how does "Science" replace "Rule of thumb". 2
13. How can the Gang plank principle expedite problem solving in a large organisation. 2
14. Identify the dimension of business environment in the following cases: 2
  - (i) Demand for reservation in jobs for minorities
  - (ii) Prohibition of advertisements of alcoholic beverages
15. A company is experiencing rapid growth and needs to restructure its departments to improve efficiency. As a manager outline two steps you would take to effectively reorganise the departments. 2
16. Enumerate any two activities of Human Resource Management which is not covered in staffing. 2
17. What is meant by Supervision in the context of Directing? 2



18. "Management is both as Science and Art". Elucidate. 4
19. Write briefly any four benefits of understanding business environment. 4  
Or  
State any four features of business Environment. 4
20. Write the differences between standing plans and single use plans. 4  
Or  
Give any four points of difference between Policy and Rule. 4
21. Explain briefly the importance of Supervision. 4  
Or  
Explain the concept of self actualization in Maslow's Hierarchy of Needs. 4
22. "Controlling is exercised at all level of management". Which characteristic of Controlling is indicated by the above statement. Explain it. 4
23. A steel manufacturing company has the following main jobs: 2+6  
(i) Manufacturing (ii) Finance  
(iii) Marketing (iv) Personnel  
(v) Research and development  
Which type of organisation structure will you choose for this type of company and why?  
State any five advantages of this organisation structure.  
Or  
"Decentralisation is an optional Policy". Explain. Why an organisation would choose to be decentralised?
24. Explain the procedure of the selection of employees. 8  
Or  
What is meant by the staffing process and explain the various steps involved in it?



**PART - B**  
**BUSINESS FINANCE AND MARKETING**  
**Marks : 40**

25. Financial leverage is called favourable if 1  
(A) Return on investment is lower than cost of debt.  
(B) ROI is higher than cost of debt.  
(C) Debt is nearly available.  
(D) the degree of existing financial leverage is low.
26. The final appeal against the District Forum's order can be heard in 1  
(A) State Commission  
(B) National Commission  
(C) Supreme Court of India  
(D) Government
27. What is Capital structure? 1
28. Which marketing philosophy give more importance to consumer welfare instead of consumer satisfaction? 1
29. What is the role of media planner in advertising? 1
30. Which claims can be appealable before the Supreme Court under the Consumer Protection Act? 1
31. A company is evaluating financing options and finds the cost of debt is lower than cost of equity. If the company decides to finance its new project exclusively with debt, explain the potential risk and challenges it may face. 2
32. A company wants to establish its new eco friendly cleaning product brand in the market. Identify two marketing functions that should prioritize. 2
33. State any two relief available to consumer under Consumer Protection Act. 2

34. Explain the objectives of financial management. 4
35. Suggest the suitable pricing strategy for a new product which is projected to be in high demand and highly elastic. Explain it. 4

Or

- Apply the pillars of the marketing concept to develop a marketing strategy for a new product launch.
36. Amita went to a shop to buy hair oil. The shopkeeper forced her to buy a particular brand of hair oil of various available irrespective of Amita's willingness. Which right of Amita as a consumer has been violated? Name and explain the right. 4
37. Describe five important factors that determine the working capital requirement of a business. 8

Or

- State any five factors affecting dividend decision of a company.
38. Explain the qualities of a goodsalesman. 8

Or

"The element of marketing mix are popularly known as 4Ps' of marketing. Explain briefly these elements.

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