

Total number of printed pages – 8

32 BSS 21/25

2025

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 the questions are compulsory.
- II. Marks are indicated on the right margin of each question.
- III. For questions Nos. 1 - 5, and 25 - 27 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. 6 - 10 and 28 - 30, the answer may be as short as possible.
- V. For question Nos. 11 - 17 and 31 - 33, answers may be given in complete sentences 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.

P.T.O.

PART – A
PRINCIPLES AND FUNCTIONS OF MANAGEMENT

MARKS : 60

1. _____ is needed at all levels of Management. 1
 - (A) Coordination
 - (B) Organising
 - (C) Planning
 - (D) Staffing
2. Henri Fayol permitted a horizontal communication in case of urgent matters under the device known as _____. 1
 - (A) Equity
 - (B) Gang - plank
 - (C) Order
 - (D) Unity of command
3. Under _____, jobs related to common function are grouped under one department. 1
 - (A) Assignment of Duties
 - (B) Divisional departmentation
 - (C) Functional departmentation
 - (D) Identification and Division of work

4. Internal sources of recruitment are _____ than External sources of recruitment. 1
- (A) having more wider choice
- (B) more competitive
- (C) having more fresh talent
- (D) more economical
5. Recognition and Self - confidence are the examples of _____. 1
- (A) Esteem Needs
- (B) Physiological Needs
- (C) Safety Needs
- (D) Social Needs
6. Is Globalization and Privatization a result of Liberalisation? Give one reason. 1
7. Why is a proper organisation structure needed? 1
8. "One is Job - oriented whereas the other is Career - oriented". Identify the two elements of staffing process involved in the above statement. 1
9. How does motivation help in reducing absenteeism? 1
10. When is a corrective action required in controlling? 1
11. State the level of management involved in (a) taking strategic decision and (b) monitoring the work of others. 2
12. Point out any two nature of the Principles of Management. 2
13. Write two political factors influencing business environment. 2
14. How does planning reduce the risk of uncertainty? 2

15. Differentiate between Directing and Supervision on the basis of (i) Meaning and (ii) Nature. 2
16. 'Controlling is blind without planning'. Explain. 2
17. What is meant by the term 'Positive Deviation' and 'Negative Deviation' in controlling? 2
18. "Success of an organisation largely depends upon its management". Explain any four reasons. 4

Or

- "Management is both a Science and an Art". Give your view points with reasons. 4
19. How do the techniques of Time Study and Motion Study help in improving the efficiency of workers? Explain in brief. 4
 20. Identify the type or dimension of environment to which the followings are related and give reasons : 4
 - (a) An increasing number of reservation in jobs for women.
 - (b) Banks reducing interest rates on housing loans.
 - (c) Booking of Air Tickets through internet.
 - (d) Alcohol beverages are prohibited to be advertised on Doordarshan.
 21. Distinguish between Policy and Rule as types of plans giving four points. 4

Or

Give two examples each of :

- | | |
|---------------|--------------|
| (a) Objective | (b) Strategy |
| (c) Programme | (c) Budget |

22. Identify the types of Communication on the basis of flow of direction in the following cases and explain : 4

- (a) General Manager instructs the Sales Manager to prepare the sales budget for the next quarter.
- (b) Workers complain about the poor working conditions in the factory to the Supervisor.
- (c) Production Manager and Finance Manager discuss about the availability of funds to acquire a new machinery.
- (d) Marketing Manager enquires about the stock of finished goods from the Godown Keeper.

Or

“Better human relationship” is one of the advantages of which type of communication? Why is it called so? Give three importance of such communication. 4

23. “Organising involves a series of steps in order to achieve the desired goals”. Explain these steps. 8

Or

Why is Delegation considered essential for effective organising? Give reasons. 8

24. ‘Staffing is a part of Human Resource Management’. Describe. 8

Or

Explain the process of selection of employees in an Organisation. 8

PART – B

BUSINESS FINANCE AND MARKETING

MARKS : 40

25. A financial blueprint of an organisation's future operation is known as _____. 1
- (A) Financial management
 - (B) Financial planning
 - (C) Capital structure
 - (D) Budget
26. _____ means putting identification marks on the package. 1
- (A) Labeling
 - (B) Trade mark
 - (C) Branding
 - (D) Packaging
27. In case a consumer is not satisfied with the order passed in the State Commission, he can further appeal to the National Commission within _____. 1
- (A) 20 days
 - (B) 25 days
 - (C) 30 days
 - (D) 45 days

28. When is a Capital structure said to be optimum? 1
29. When is 'three-level Channel' of distribution used? 1
30. Why is consumer protection necessary? Give one reason. 1
31. Enumerate two aims of financial management to fulfill the objective of Profit Maximisation. 2
32. What is False Advertising? 2
33. Advise Suraj (a member of NGO) to adopt the relevant ways and means of Consumer Protection in the following cases : 2
- (a) Suraj had received a faulty bill from the electricity department and could not settle the matter amicably. Where should he go?
- (b) Suraj came to know that a Small Scale Industry of the nearby area is throwing its waste into river. What should he do?
34. State whether the following require huge or low Fixed Capital: Give reasons. 4
- (i) For Electronic and Computer Industry.
- (ii) For Cottage or Small Scale Industry.
- (iii) A businessman is engaged in purchasing and selling of ice-cream then he is willing to start his own Ice-cream factory.
- (iv) For establishing furniture industry.
35. 'A toy Train' free with 'baby powder' is an example of one of the techniques of Sales Promotion. Name the technique and explain three other techniques with examples. 4

36. "Jago Grahak Jago" is a Government initiative to spread awareness among consumers. 4

- (a) Name the consumer right highlighted in this initiative.
- (b) Mention the Government authority who has initiated this medium of advertising.
- (c) What is the objective of this advertising?

Or

Luxmi purchased one litre of Desi Ghee from a shopkeeper. After using it she had a doubt that it was adulterated. She sent it for a laboratory test which confirmed that the Ghee was adulterated. State any four reliefs available to Luxmi if she complains and the consumer court is satisfied about the genuineness of the complaint. 4

37. "A decision is taken to distribute a certain portion of the profit after tax among the shareholders". 8

- (a) What is this decision called?
- (b) Explain internal and external factors affecting it.

Or

"Firm of X and Y has total investment in the form of Trade Receivable, Inventory, Cash in hand and at Bank worth Rs. 6,00,000". 8

- (a) Identify the type of Capital referred here.
- (b) Explain the factors influencing the investment in these Assets.

38. Explain briefly the functions of marketing. 8

Or

Explain any four marketing philosophies. 8