

2019

BUSINESS STUDIES

Full Marks : 100

Pass Marks : 33

Time : Three hours

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 questions.
- 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 may be as short as possible.
- V. For Question Nos. 7-10 ,25 and 26 are to be given in complete sentences as required.
- VI. For Question Nos. 11-19 and 27-29, answers are to be given as required.
- VII. Question Nos. 20, 30 and 31 are essay type question. Answers are to be given as required by the questions.

P.T.O.

PART – A
PRINCIPLES AND FUNCTIONS OF MANAGEMENT
60 MARKS

1. Management is a social process because – 1
- (A) it is applied in social organisations
 - (B) it is concerned with solving social problems
 - (C) it is concerned with fulfilment of social objectives of business
 - (D) it is concerned with interpersonal relations
2. Which of the following planning premises is beyond the control of an organisation? 1
- (A) Technological forces
 - (B) Capital investment
 - (C) Policies of the organisation
 - (D) Philosophy of management
3. Management by exception enables the managers – 1
- (A) to focus on all areas of business
 - (B) to focus on significant matters
 - (C) to solve all routine problems by themselves
 - (D) to restrict delegation of their authority to subordinates.

4. Which technique of scientific management gives strong motivation to workers for increasing their performance ? 1
5. In which sector of Indian economy did the Government of India give greater importance after independence ? 1
6. Give *one* point of difference between Policies and Rules. 1
7. State *any two* functions of Supervisory Level. 2
8. Why should Management Principles be flexible ? Give *any two* reasons. 2
9. Give *any two* adverse impacts given to the Indian business and industries by the policy of liberalisation and globalisation. 2
10. Why do employers become lethargic when the organisation uses internal source of recruitment ? 2
11. Why is management not regarded as full fledged profession like legal and medical profession. Explain. 4
12. Point out the main disadvantages that may be faced by an organisation when the principle of scalar chain is strictly followed.
Suggest one measure propounded by Henry Fayal to overcome that situation.
Explain how it works. 2+2=4
13. What factors led to the introduction of New Economic Policy 1991 ? 4
14. Why are derivative plans formulated ? Explain with an example. 4
15. State *any four* benefits of training to the organisation. 4

16. Ramesh is working in a company. Due to his dedication and hard working he is promoted to the post of production manager. Now, the post of supervisor is vacant. No one from the company is competent for promotion to his post.
Suggest which source of recruitment the company will use stating its advantages.
- 1+3=4
17. Give *any four* disadvantages of informal communication. 4
18. Why is leadership considered as the most important element of directing function of management ? 4
19. "Planning is looking ahead and controlling is looking back". Explain 4
20. Why is delegation of authority necessary in all types of organisation ? Explain. 10

PART – B
BUSINESS FINANCE AND MANAGEMENT
40 MARKS

21. The method under which companies sell their securities directly to an intermediary at a fixed price is known as – 1
- (A) Rights Issue
(B) Preferential Issue
(C) Private Placement
(D) E-IPO

22. The need of consumer protection from the point of view of business arises because of – 1
- (A) consumer ignorance
- (B) increase in consumer awareness
- (C) lack of consumer organisation
- (D) widespread exploitation of consumers
23. Why are Treasury Bills considered as negotiable instruments ? 1
24. Which consumer right entitles the consumer to get claims and settlement of complaints against businessmen due to unfair trade practices ? 1
25. Identify *any two* situations under which the trading on equity is possible. 2
26. XY electrical is a firm dealing in Refrigerator, Air cooler, Fans etc. . With the coming of winter season, the demand of their goods from customers has started declining. In order to increase their sales in such situation, suggest a suitable sales promotion techniques and state how it increases sales. 2
27. A company requires Rs. 2 crore for inventory, payment of wages, salaries, maintaining bank balance etc. 2+2=4
- (i) Suggest which financial market may be approached and why ?
- (ii) State *any four* instruments to raise finance in that market.

28. Write *any four* benefits of packaging. 4
29. Rakesh, a consumer purchased medicines from a pharmacy without noticing the date of expiry. He also did not obtain the cash memo. Will Rakesh be able to protect himself by the loss caused due to expired medicine ?
Give reasons to support your answer.
Identify which responsibility of consumers is neglected by Rakesh. 4
30. What is financial planning. Write briefly its objectives. 10
31. 'Advertising misleads customers and increases the cost of production'.
In the light of the above statement, discuss the objections against advertisement. 10
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