

2024

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 questions are compulsory.
- II. Marks are indicated on the right margin of each question.
- III. For Question 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 re-write them.
- IV. For Question Nos. 7 – 10, and 26 – 29, the answers 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.

P.T.O.

PART – A

PRINCIPLES AND FUNCTIONS OF MANAGEMENT

MARKS : 60

1. In order to be successful, the management must change its goals and plans according to the needs of the environment.

Which characteristic of management does the above statement specify ? 1

- A. Continuous process
- B. Dynamic process
- C. Universal process
- D. Social process

2. Which of the following measures is included under Liberalisation ? 1

- A. Dilution of stake of Government in Public Enterprises
- B. Raising foreign Equity participation
- C. Exemption of licensing in most of industries
- D. Reduction of import duty

3. The following are the steps (not in order) in the process of organising.

- 1. Establishing Authority – Responsibility Relationships
- 2. Creation of Departments
- 3. Identification and Division of Work
- 4. Assignment of Duties

The correct order in the process of organising is –

1

- A. 1, 3, 4, 2
- B. 3, 1, 2, 4
- C. 2, 3, 1, 2
- D. 3, 2, 4, 1

4. An applicant's capacity and potential for development is measured by conducting— 1
- A. Intelligence Test
 - B. Aptitude Test
 - C. Achievement Test
 - D. Interest Test
5. The highest level need in Maslow's need hierarchy theory is — 1
- A. Physiological needs
 - B. Safety needs
 - C. Self-actualisation needs
 - D. Esteem needs
6. Which of the following is not included in the essential features of sound controlling ? 1
- A. Well defined objective
 - B. Rigidity
 - C. Simplicity
 - D. Economy
7. What is the main objective of Motion study ? 1
8. Differentiate between authority and responsibility on the basis of direction of flow. 1
9. What is selection of employees ? 1
10. Give one example of Psychological Barrier in effective communication. 1

11. State any two elements of co-ordination. 2
12. Which technique of Taylor's Scientific Management contradicted with Henry Fayol's Management principle of 'Unity of Command'? Why did Taylor introduce that technique of Scientific Management? 2
13. M/S Pramod Bakery was earlier dealing in production of Bread only. In recent years, there is increasing great demand for other allied bakery items such as cookies, cakes, sweets etc. for birthday celebration, marriage ceremony and other events. In view of this, Pramod Bakery has started to produce different allied bakery items to meet the demand of the customers. Identify the dimension of environment in the above case and state its specific aspect. 2
14. An Auto company is facing the problem of declining market share due to increased competition from other new and existing players in the market.
Suggest two strategic plans that can be taken up by the company to increase its market share. 2
15. State briefly any two non-financial incentives. 2
16. Explain management as a profession. 4

OR

- Explain how Co-ordination is the essence of management. 4
17. There is frequent termination and transfer of staff in an organization. Which principle of management is violated in the above case? Write any three adverse consequences of violation of that principle. 4
18. Point out any four positive impacts of liberalization and globalization to business and industry in India? 4

OR

How did Indian managers respond to changes in business environment? Explain any four ways. 4

19. State any four external limitations of planning. 4
20. Distinguish between Autocratic Leadership and Democratic Leadership. (Give four points) 4

OR

Give any four situations in which written communication is preferable over oral communication. 4

21. A toy factory establishes 5% defect as permissible range and it needs not be reported to the management. However, if the defects are 6% or more than it needs to be reported to the management.

Which principle of controlling is applied in the above case? Why does the organization apply this principle? 4

22. Bharat Ltd. is manufacturing computers, cements and textiles. Which type of organizational structure would suit the requirement of such company? Why is that organizational structure more suitable? Give reasons. 8

OR

The manager of ABC Ltd. is over burdened with routine work and is unable to concentrate on important issues of the company. Which management concept should be followed by the manager to solve this problem? Why is that management concept so important? Give reasons. 8

23. Which source of recruitment is needed to bring new blood in the organization? Explain other four advantages and three limitations of this source of recruitment. 8

OR

Explain five benefits of training to the organization and three benefits to the employees. 8

PART – B

BUSINESS FINANCE AND MARKETING

MARKS : 40

24. Higher Debt Equity Ratio results in – 1
- A. lower financial risk
 - B. higher degree of operating risk
 - C. higher degree of financial risk
 - D. higher earning per share
25. Which of the Marketing Management philosophies focus on customer satisfaction ? 1
- A. Production concept
 - B. Product concept
 - C. Selling concept
 - D. Marketing concept
26. State why the working capital needs for a Service industry are different from that of a Manufacturing industry. 1
27. Which sales promotion technique will be more suitable when a new product is introduced in the market ? 1
28. Give the meaning of 'Right to Safety' under the Consumer Protection Act, 1986. 1
29. Why should a consumer insist on Cash Memo or Receipt on purchase of goods ? 1

30. Company X and company Y are having total capital worth Rs. 40,00,000 each. They have Equity Shares worth Rs. 10,00,000 and Rs. 30,00,000 respectively. In the above case, which company is highly geared ? Give reason in support of your answer. 2
31. Give any two points of distinction between selling and marketing. 2
32. Why is consumer protection important for consumers ? Give two reasons. 2
33. Who are not considered as consumer under Consumer Protection Act ? Give any two persons. 2
34. Mr. Johnson purchased a car for Rs. 25 lakhs from an authorized dealer and found defects in the engine. Despite many complaints to the dealer, the defects were not rectified. He filed a complaint in the State Commission. Being not satisfied with decision of the State Commission, after two months he decided to file an appeal to the next higher authority against the order of the State Commission. Can Johnson appeal against the order of the State Commission? Give reason in support of your answer. 2
35. State briefly any four importance of financial planning. 4
36. Nowadays there is increasing trend of purchasing goods like clothes, shoes, electronic items on online from companies such as Amazon, Nike, Adidas, Apple, etc. Which channel of distribution is used in the above case ? Why does such mode of purchasing become popular nowadays ? 4

OR

Which advertising media is more suitable for products like toilet soaps and washing powder ? Give reason in support of your answer. 4

37. Explain any six factors to be considered while taking financial decision of an organization. 8

OR

Determination of capital structure of a company is influenced by a number of factors. Explain any six factors. 8

38. Describe the importance of packaging in marketing. 8

OR

“Personal selling is still relevant in today’s age of digital marketing.”

In the light of the above statement, explain the importance of personal selling to businessman and customers. (Give four points each) 8