

**2 0 1 3**

**BUSINESS STUDIES**

**( Commerce )**

*Full Marks : 100*

*Time : 3 hours*

*The figures in the margin indicate full marks for the questions*

*General Instructions :*

- (i) Answer to questions carrying 2–3 marks should not exceed 30–40 words each.
  - (ii) Answer to questions carrying 4–5 marks should not exceed 60–80 words each.
  - (iii) Answer to questions carrying 6 marks should not exceed 100 words each.
  - (iv) Attempt all parts of a question together at one place.
- 1.** What is privatization? Write any two measures that have been adopted to encourage private sector. 2
  - 2.** Describe, in brief, Taylor’s principle ‘harmony in group or harmony not discord’. 2
  - 3.** Write four types of behaviour of employees under which McGregor’s ‘X’ theory of motivation is applicable. 2

( 2 )

4. What do you understand by financial planning? 2
5. Explain statutory warning as one of the objectives of labelling. Give example. 2
6. According to Luis Allen, there are three requirements of effective coordination. What are they? Explain briefly. 3
7. Define supervision as it is defined by (a) G. R. Terry, (b) R. C. Davis and (c) Vitels. 3
8. Explain the following important upward communications : 3
  - (a) Suggestion system
  - (b) Formal grievances
  - (c) Task force
9. Write three important qualities of a good brand name. 3
10. Write, in brief, three merits of sales promotion. 3
11. Management of any organisation strives to attain different objectives. Enumerate any two such objectives. 4
12. What kind of organisational structure is Indian Railways based upon? Describe with the help of a chart. 4

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- 13.** Psychological test consists of four kinds of tests. What are they? Write about them. 4
- 14.** Write the four methods which can be applied for initial public offer. 4
- 15.** Distinguish between capital market and money market basing on the following points of difference : 4
- (a) Meaning
  - (b) Uses of funds
  - (c) Duration
  - (d) Participant
- 16.** Describe, in brief, the five steps for deriving principles of management. 5
- 17.** Write the main features of the New Trade Policy of India. 5
- 18.** Explain, in brief, any five essential points of requirement of a good control system. 5
- 19.** Write the features of appropriate capital structure. 5
- 20.** What is traditional approach of Financial Management? It was criticized on four points. What are they? Explain. 5
- 21.** What is the importance of planning? 6

*Or*

Explain, in brief, the meaning of 'policy' and 'rules' as types of plan and give any four points of distinction between them.

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- 22.** Define the terms 'responsibility', 'authority' and 'accountability' along with their meaning. 6

*Or*

“Organisation helps the management in the efficient execution of business affairs in six ways.” Explain them.

- 23.** Find the six points of difference between internal and external sources of recruitment. 6

*Or*

What is training? Write five-point objectives of training.

- 24.** Define advertising. Give five points with explanations as to how it benefits the consumers. 6

*Or*

State six factors to be considered before fixing price.

- 25.** Explain any six responsibilities of a consumer to safeguard his interests. 6

*Or*

State six functions that are performed by consumer organisations.

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