

2 0 1 4

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.** Describe, in brief, Fayol's principle 'subordination of individual interest to general interest'. 2
- 2.** Give the meaning of 'globalisation of Indian economy'. 2
- 3.** Name the four elements of marketing mix. 2

(2)

4. What do you understand by the term 'advertising'? 2
5. Ricky, a supervisor in a factory always expects that his subordinates should obey him. He is not prepared to listen to any suggestions made by subordinates. Do you think this quality of Ricky will help him to become a good leader? Why? 2
6. Explain whether management is an art or science. 3
7. Distinguish between marketing and selling on the basis of objectives, scope and approach. 3
8. The manager of Sonex Enterprises dealing in cosmetics is facing the problem of poor sales. Suggest and explain any three promotional measures that he can undertake to improve the sales. 3
9. "Direction is the least important function of management." Do you agree with this statement? Give any two reasons in support of your answer. 3
10. Distinguish between formal and informal communications. Give any three points. 3
11. According to Newman, there are four principles of coordination. What are they? Explain briefly. 4
12. A manager is of the view that he is not responsible for the quality of work that he has delegated to subordinates. Do you agree with his viewpoint? Justify your answer by giving appropriate reasons. 4

- 13.** Explain, in brief, the importance of staffing as a function of management. Give any four points. 4
- 14.** Explain, in brief, any four functions of stock exchanges. 4
- 15.** Name any four instruments of money market and briefly explain each of them. 4
- 16.** Define scientific management. State any three of its principles. 5
- 17.** Explain briefly the five key components of business environment. 5
- 18.** Explain the importance of control in business management. Give any five points. 5
- 19.** You are the finance manager of a newly established company. The directors of the company have asked you to plan the capital structure for the company. State any five factors that you should consider while planning the capital structure of the company. 5
- 20.** Explain briefly any five points of the importance of financial planning. 5
- 21.** “No enterprise can achieve its objectives without systematic planning.” Do you agree with this statement? Give any five reasons for your answer. 6

Or

Explain in brief any six types of plans.

(4)

- 22.** Distinguish between formal and informal organisations. Give any six points. 6

Or

Distinguish between delegation and decentralisation. Give any six points.

- 23.** Explain briefly any six factors that are considered while fixing the price of a product. 6

Or

Explain briefly any six factors determining the choice of channels of distribution.

- 24.** Differentiate between recruitment and selection on the basis of meaning, nature, aims, process, contract of services and cost factor. 6

Or

Explain briefly any six external sources of recruitment of employees.

- 25.** Explain any six rights of consumers as granted by the Consumer Protection Act, 1986. 6

Or

Explain any six duties/responsibilities of a consumer to safeguard his/her interests.
