

Total No. of Printed Pages—8

HS/XII/Com/Bs/NC/21

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BUSINESS STUDIES

(New Course)

(**Commerce**)

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

General Instructions :

- (i) Question Nos. **1** to **11** (including all sub-questions of Question No. **1**) carry *1* mark each.
- (ii) Question Nos. **12** to **16** carry 3 marks each. Answer to these questions may be in *50* to *75* words.
- (iii) Question Nos. **17** to **19** carry 4 marks each. Answer to these questions may be in about *120* words.
- (iv) Question Nos. **20** to **22** carry 5 marks each. Answer to these questions may be in about *150* words.
- (v) Question Nos. **23** to **25** carry 6 marks each. Answer to these questions may be in about *200* words.

1. Choose and write the correct answer (any *ten*): $1 \times 10 = 10$

(a) Coordination is

- (i) function of management
- (ii) an objective of management
- (iii) the essence of management
- (iv) None of the above

(2)

- (b) Which of the following is not a principle of management given by Taylor?
- (i) Harmony not discord
 - (ii) Functional foremanship
 - (iii) Maximum not restricted output
 - (iv) Science, not rule of the thumb
- (c) Which of the following does not characterize the business environment?
- (i) Complexity
 - (ii) Uncertainty
 - (iii) Relativity
 - (iv) Employees
- (d) Of the types of plans mentioned below, which plan also acts as a control device?
- (i) Tactical plan
 - (ii) Strategic plan
 - (iii) Contingency plan
 - (iv) None of the above
- (e) Grouping of activities on the basis of product lines is a part of
- (i) divisional organization
 - (ii) centralized organization
 - (iii) decentralized organization
 - (iv) autonomous organization

(3)

- (f) Which of the following is not an external source of recruitment?
- (i) Employment exchange
 - (ii) Transfer
 - (iii) Campus recruitment
 - (iv) Labour contractors
- (g) Which of the following is not an element of direction?
- (i) Motivation
 - (ii) Communication
 - (iii) Delegation
 - (iv) Supervision
- (h) Controlling function brings the management cycle back to
- (i) organizing function
 - (ii) planning function
 - (iii) directing function
 - (iv) None of the above
- (i) Purchasing a new machine to replace an existing old machine can be said to be an example of
- (i) financing decision
 - (ii) dividend decision
 - (iii) working capital decision
 - (iv) capital budgeting decision

- (j) Which of the following statements is not true with regard to money market?
- (i) It involves low market risk
 - (ii) It is situated at specific locations
 - (iii) The instruments traded in money market are highly liquid
 - (iv) Deals in unsecured and short-term debt instruments
- (k) Mike went to a shop and stated that he wanted to buy a pressure cooker only of Hawkins Company. Identify the related component that is being described.
- (i) Brand name
 - (ii) Generic name
 - (iii) Trademark
 - (iv) All of the above
- (l) In case an aggrieved consumer is not satisfied with the decision of the State Commission, he can make a further appeal in the
- (i) National Commission
 - (ii) Supreme Court of India
 - (iii) High Court of India
 - (iv) District Forum

(5)

(m) Danny works as a production manager and he was given the task of manufacturing 100 table fans at a cost of ₹ 2,000 per fan within 7 days. He will be an effective manager if he ensures that

(i) the cost of production is less than ₹ 2,000 but time taken is 10 days

(ii) the cost of production is ₹ 2,100 but work completed in 7 days

(iii) 80 table fans manufactured at cost of ₹ 2,000 within 7 days

(iv) None of the above

(n) What is known as the primary function of management?

(i) Controlling

(ii) Staffing

(iii) Organizing

(iv) Planning

(o) Identify the level at which the directing function takes place in an organisation.

(i) Top level management

(ii) Middle level management

(iii) Lower level management

(iv) All of the above

(6)

2. Name any one characteristic of management. 1
3. Define scientific management. 1
4. Taylor's technique of functional foremanship is based on which principle of Fayol? 1
5. Define planning premises. 1
6. Define environment scanning. 1
7. What does the term 'span of management' refer to? 1
8. Which organizational structure is suitable for a company manufacturing multiple products? 1
9. Mention any one point of difference between a manager and a leader. 1
10. What is meant by the term 'financial risk'? 1
11. Mention any one advantage of packaging of a consumer product. 1
12. Mention three points of difference between delegation and decentralization. 3
13. Mention any three network of grapevine communication. 3

Or

Briefly explain any three types of responsibility centres.

(7)

14. Mention any three points of difference between capital market and money market. 3
15. Explain in brief any three factors affecting price of a product. 3
16. State any three responsibilities that a consumer must keep in mind while purchasing any product. 3
17. Explain the technique of 'functional foremanship' and the concept of 'mental revolution' as enunciated by Taylor. 4
18. Explain any two financial and non-financial incentives used to motivate the employees in a firm. 4
19. What is meant by working capital? Discuss briefly any three determinants of working capital requirement. 1+3=4
20. "Lack of proper management results in wastage of time, money and effort." In the light of the above statement, explain the importance of management. 5

Or

Explain the dimensions of business environment.

21. Explain in brief the staffing process. 5

Or

What are the advantages of training to the individual and to the organization?

(8)

- 22.** Explain briefly any five factors which affect the choice of capital structure of a company. 5

Or

Explain any five functions of stock exchange.

- 23.** Explain the planning process. 6

Or

Define planning. State any four points of importance of planning function of management. 2+4=6

- 24.** Explain the importance of controlling in an organization. 6

Or

Explain the modern techniques of managerial control.

- 25.** What is meant by marketing mix? Explain the different components of marketing mix. 2+4=6

Or

What are the salient features of the Consumer Protection Act? 6

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