

**2 0 1 9**

**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 marketing mix? 2
- 2.** What do you understand by principles of management? 2
- 3.** What is meant by ‘economic environment of business’? 2
- 4.** Mention any two features of an appropriate capital structure. 2

( 2 )

5. "Poorly motivated people can nullify the soundness of the organization." Comment. 2
6. Explain any three functions of lower-level management. 3
7. Explain any three principles of directing. 3
8. How does personal selling help in sales promotion? Give three points. 3
9. Explain 'esteem needs' and 'self-actualization needs' of an employee. 3
10. "Anil, a businessman, deals with perishable goods." As a marketing manager, which channel of distribution would you suggest for him and why? Give three reasons. 3
11. Why is management not regarded as full-fledged profession like legal and medical profession? 4
12. "Delegation of Authority is necessary in all types of organization." Give any four reasons in support of your answer. 4
13. Explain vestibule school and job rotation as methods of training. 4
14. Write a note on OTCEI. 4
15. Differentiate between primary market and secondary market. 4

( 3 )

- 16.** Explain method study and motion study as techniques of 'scientific management'. 5
- 17.** Explain the impact of government policy changes on business and industry. 5
- 18.** Explain the concept of budgetary control. Mention any three advantages of budgetary control. 5
- 19.** Explain briefly any five factors to be considered at the time of determining working capital requirement. 5
- 20.** If you have to choose between two situations of over-capitalization and under-capitalization, which one will you prefer and why? 5
- 21.** Is planning necessary for effective management? Give reasons in support of your answer. 6
- Or*
- Explain 'rules' and 'methods' as types of plan. Differentiate between the two on any four basis.
- 22.** What is meant by functional structure of an organization? Explain any two of its advantages and disadvantages. 6
- Or*
- Explain briefly the process of organizing.
- 23.** Explain the importance of staffing as a function of management. 6

( 4 )

*Or*

You are the personal manager of Cement Ltd. You want to appoint staff for your company. Explain the selection procedure you should follow for this.

- 24.** Differentiate between 'Marketing' and 'Selling'. 6

*Or*

What is product mix? Describe briefly the salient features of the product to be considered under product mix.

- 25.** Explain any six duties of a consumer to safeguard his/her interest. 6

*Or*

What are the three-tier consumer grievances machinery under the Consumer Protection Act, 1986?

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