

Total No. of Printed Pages—8

HS/XII/Com/Bs/22

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BUSINESS STUDIES

(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) Policy formulation is the function of

- (i) top-level managers
- (ii) middle-level managers
- (iii) bottom-level managers
- (iv) All of the above

(2)

- (b) Which of the following is not a principle of management propounded by Henry Fayol?
- (i) Division of work
 - (ii) Scalar chain
 - (iii) Coordination
 - (iv) Authority and responsibility
- (c) Interest rates, inflation rates, stock market indices are components of which environment?
- (i) Political
 - (ii) Economic
 - (iii) Social
 - (iv) Technological
- (d) Planning is
- (i) mental process
 - (ii) goal-oriented
 - (iii) forward looking
 - (iv) All of the above
- (e) There is no discipline in _____ organization.
- (i) formal
 - (ii) informal
 - (iii) divisional
 - (iv) functional

(3)

- (f) Staffing is mainly concerned with
- (i) managerial executives
 - (ii) non-managerial workers
 - (iii) all employees
 - (iv) All of the above
- (g) Grapevine is
- (i) formal communication
 - (ii) barrier to communication
 - (iii) informal communication
 - (iv) lateral communication
- (h) From among the functions of management, which two functions are closely interrelated?
- (i) Planning and staffing
 - (ii) Staffing and controlling
 - (iii) Planning and directing
 - (iv) Planning and controlling
- (i) Current assets are those assets which get converted into cash
- (i) within six months
 - (ii) within one year
 - (iii) between one year and three years
 - (iv) between three years and five years

- (j) New issue of shares are made in ____ market.
- (i) organized
 - (ii) disorganized
 - (iii) secondary
 - (iv) primary
- (k) Which marketing philosophy gives more importance to 'consumer welfare' instead of consumer satisfaction?
- (i) Selling concept
 - (ii) Production concept
 - (iii) Societal marketing concept
 - (iv) Product concept
- (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
- (m) Which of the following is not an element of delegation?
- (i) Accountability
 - (ii) Authority
 - (iii) Responsibility
 - (iv) Informal organization

(5)

(n) The Over-The-Counter Exchange of India (OTCEI) was established in the year

(i) 1988

(ii) 1990

(iii) 1992

(iv) 1994

(o) Which of the following is an internal source of recruitment?

(i) Employment exchange

(ii) Transfer

(iii) Campus recruitment

(iv) Labour contractor

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| 2. Mention any one objective of management. | 1 |
| 3. Define coordination. | 1 |
| 4. State any one element of marketing mix. | 1 |
| 5. Why should a consumer look for ISI mark while buying electrical goods? | 1 |
| 6. Mention any two elements of directing. | 1 |
| 7. Mention one point of difference between advertising and publicity. | 1 |

(6)

8. What is meant by globalization? 1
9. Define job enrichment. 1
10. Define financial planning. 1
11. What is meant by 'effectiveness' in management? 1
12. Uday is working as 'plant superintendent' in XYZ Ltd. At which level does he work in the organization? State any two functions he will perform as 'plant superintendent' in the organization. 3
13. Distinguish between delegation and decentralization. 3

Or

Distinguish between formal and informal communication.

14. Explain in brief any three instruments of Money Market. 3
15. Explain in brief any three functions of packaging. 3
16. What is the maximum amount which can be claimed against defective goods/services under the following? 3
- (a) District Forum
- (b) State Commission
- (c) National Commission

(7)

17. Explain the following principles given by F. W. Taylor : 4

(a) Science not rule of thumb

(b) Harmony not discord

18. Explain any four factors that affect the capital structure of a company. 4

19. Name which principle of Henry Fayol is violated in the following situations : 4

(i) The production manager of *AB* Ltd. instructs a salesman to go slow in selling the product whereas the marketing manager is insisting on fast selling to reach the target.

(ii) Anjali and Geetanjali both typists having same qualification, post and experience in *XY* Ltd. Anjali gets monthly salary of ₹ 4,000 while Geetanjali gets monthly salary of ₹ 5,000.

(iii) In *Z* Ltd., tools and equipment are not stored safely and in appropriate and specific place and they could not be obtained at the time of work.

(iv) In *Y* Ltd., employees are not provided an opportunity to suggest their new ideas experiences and more convenient methods of work.

20. State any five measures to overcome barriers to communication. 5

Or

Explain briefly Maslow's need hierarchy theory.

(8)

- 21.** List five points of difference between internal and external sources of recruitment. 5

Or

Distinguish between training and development.

- 22.** Explain briefly any five factors determining fixed capital requirements of a firm. 5

Or

Distinguish between capital market and money market.

- 23.** “Planning is beneficial to all.” Explain six benefits of planning function of management in brief. 6

Or

Explain any six limitations of planning.

- 24.** Explain the steps in the process of controlling. 6

Or

“Controlling is an indispensable function of management.” Do you agree? Give five reasons in support of your answer.

- 25.** Explain in brief the six rights of a consumer as per the Consumer Protection Act, 1986. 6

Or

Explain in brief any six factors influencing the price of a product.

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