

2023

BUSINESS STUDIES

Full Marks : 100

Pass Marks : 33

Time : Three hours

PART – A

PRINCIPLES AND FUNCTIONS OF MANAGEMENT

MARKS : 60

PART – B

BUSINESS FINANCE AND MARKETING

MARKS : 40

Instructions :

- I. All questions are compulsory.
- II. Marks are indicated on the right margin of each question.
- III. For Question Nos. 1, 2, 24 and 25, four alternatives are given of which one is correct or the best. Choose the correct or the best alternative and re-write them.
- IV. For Question Nos. 3–8, and 26–27, the answers may be as short as possible.
- V. For Question Nos. 9–16 and 28–31, the answers may be given in complete sentences as required.
- VI. For Question Nos. 17–21 and 32–34, answers are to be given as required.
- VII. Question Nos. 22, 23, 35 and 36 are essay type questions. Answers are to be given as required by the questions.

P.T.O.

PART – A
PRINCIPLES AND FUNCTIONS OF MANAGEMENT
MARKS : 60

1. 'Rule of thumb' is also known as _____ . 1
- (A) Standardised method
- (B) Differential piece rate system
- (C) Hit and miss method
- (D) Gang Boss
2. 'The trend of practicing YOGA for keeping the people healthy as a result of COVID-19' relates to _____ . 1
- (A) Political Environment
- (B) Social Environment
- (C) Economic Environment
- (D) Legal Environment
3. In what sense management is an Art ? 1
4. Which type of Organisation is designed by management ? 1
5. Differentiate between 'Authority' and 'Responsibility' on the basis of nature. 1
6. How does staffing help to ensure optimum utilization of human resources ? 1

7. Why is 'Aptitude Test' necessary in the process of selection ? 1
8. Give an example of Quantitative Standard in controlling process. 1
9. How does Co-ordination 'integrate group efforts' ? 2
10. State two points of difference between Management Principles and pure Scientific Principles. 2
11. Mention two negative impacts of Liberalisation and Globalisation on business and industry in your country. 2
12. Identify the types of plans in the given below lines : 2
- (a) In the learning process, the school adopts the usage of Audio-Visual Aids.
- (b) Industry Department of the State has planned the palm oil sales for the year 2022-23.
13. Write two assumptions of Maslow's need hierarchy theory. 2
14. State the Formal Communication Network. 2
15. List two features of a Good Control System. 2
16. How do planning and controlling reinforce each other ? 2
17. Priya's father has retired as the Director of a manufacturing company. At which level of management was he working ? What functions do you think he was performing? Explain any three functions. 4

18. An organisation is following the Principle of Scalar chain and Principle of Esprit De-Corps. State the positive effects of these principles. 4
19. Explain by giving any four reasons why understanding of Business Environment is important for managers. 4
20. How does planning provide direction ? 4
21. Enumerate four functions performed by a supervisor that are vital to any organisation. 4
22. In large organisations, why is decentralisation considered almost essential ? Give four reasons. 8
23. With the help of suitable examples, state the meaning of Training and Development and bring out five differences between Training and Development. 3+5=8

PART – B

BUSINESS FINANCE AND MARKETING

40 MARKS

24. Decision of allocation of funds to long term assets is _____ . 1
- (A) Capital budgeting
- (B) Working Capital decision
- (C) Capitalisation
- (D) Wealth maximisation

25. On the eve of Diwali, LIKLA products is giving offers to the customers of buy 1 get 2 free. Identify the method of sales promotion used in this case. 1
- (A) Rebate
- (B) Discount
- (C) Usable benefit
- (D) Quantity Gift
26. Why is Capital structure decision important? 1
27. What is Price mix? 1
28. How can you judge the impact of financial leverage on the profitability of a business? 2
29. List two consequences of a well performed 'Allocative function' of financial market. 2
30. Explain any two indirect channels of distribution. 2
31. What role can you as a student play to contribute to the cause of consumer protection? State two points. 2
32. Imphal Urban Ltd. require Rs. 3 crore for inventory, payment of wages, salaries and maintaining bank balance, etc. 2+2=4
- (a) Suggest which financial market the company may approach and why?
- (b) Indicate the instructions to raise finance in the market.

33. Write four qualities of a good salesman. 4
34. State four remedies available to a consumer under the Consumer Protection Act. 4
35. Which capital do you need to ensure sufficient liquidity in your Organisation?
State its meaning and explain five factors that determine its requirement. 8
36. Explain briefly three merits of Press Advertising and five merits of outdoor
Advertising Media. 8