

Total No. of Printed Pages—8

HS/XII/Com/Bs/25

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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) Which of the following is not a function of management?

- (i) Planning
- (ii) Staffing
- (iii) Cooperating
- (iv) Controlling

(2)

(b) Customs, values and traditions are the components of which environment?

- (i) Political
- (ii) Economic
- (iii) Technological
- (iv) Social

(c) Which of the following is not a principle of management as given by F. W. Taylor?

- (i) Harmony, not discord
- (ii) Science, not rule of thumb
- (iii) Functional foremanship
- (iv) Cooperation not individualism

(d) Which function of management decides what to do and how to do?

- (i) Organizing
- (ii) Planning
- (iii) Directing
- (iv) Controlling

(e) Which of the following does not follow the scalar chain?

- (i) Functional structure
- (ii) Divisional structure
- (iii) Formal organization
- (iv) Informal organization

(3)

- (f) Recruitment of civil engineers from an engineering college is an example of
- (i) direct recruitment
 - (ii) campus recruitment
 - (iii) promotions
 - (iv) advertisements
- (g) The highest level need in the need hierarchy of Abraham Maslow is
- (i) safety need
 - (ii) belongingness need
 - (iii) self-actualisation need
 - (iv) prestige need
- (h) Controlling cannot be performed without
- (i) planning
 - (ii) organizing
 - (iii) directing
 - (iv) leadership
- (i) The cheapest source of finance is
- (i) debenture
 - (ii) equity share capital
 - (iii) preference share
 - (iv) retained earning

(4)

(j) Which of the following markets deals in securities with maturity of less than one year?

- (i) Primary market
- (ii) Secondary market
- (iii) Money market
- (iv) Capital market

(k) Which concept of marketing focuses on satisfaction of customer's need?

- (i) Selling concept
- (ii) Societal marketing concept
- (iii) Marketing concept
- (iv) Product concept

(l) Sneha wants to buy a packet of juice, as an aware customer, how can she be sure about the quality of juice she plans to buy?

- (i) ISI mark
- (ii) FPO mark
- (iii) Hallmark
- (iv) Agmark

(5)

(m) The obligation of a subordinate to properly perform the assigned duty is called

- (i) authority
- (ii) responsibility
- (iii) accountability
- (iv) decentralization

(n) Treasury bills are basically

- (i) an instrument to borrow short-term funds
- (ii) an instrument of capital market
- (iii) an instrument to borrow long-term funds
- (iv) None of the above

(o) Which method of training helps workers learn while working with supervisors?

- (i) Apprenticeship training
- (ii) Induction training
- (iii) Job rotation
- (iv) Coaching

(6)

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| 2. State any one characteristic of management. | 1 |
| 3. What is the objective of fatigue study? | 1 |
| 4. "Rise in the income of people results in increase in demand." Identify the kind of business environment. | 1 |
| 5. State one point of difference between advertising and personal selling. | 1 |
| 6. What is meant by consumer protection? | 1 |
| 7. Which type of communication is concerned with the transmission of rumours? | 1 |
| 8. Name any two techniques of sales promotion. | 1 |
| 9. Which source of recruitment invites fresh and new talent to the organization? | 1 |
| 10. Define 'management as multidimensional'. | 1 |
| 11. Define financial planning. | 1 |
| 12. Explain in brief any three instruments of money market. | 3 |

Or

Distinguish between money market and capital market.

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|--|---|
| 13. Distinguish between functional structure and divisional structure. | 3 |
|--|---|

(7)

- 14.** Mr. Sahai is working as the CEO of Human Care Ltd. At what level does he work in the organization? State any two functions he will be performing as the CEO in the organization. 3
- 15.** Explain in brief any three features of a good brand name. 3
- 16.** State the redressal agency the consumer can approach in the following situations : 3
- (a) The value of defective goods is ₹ 53 lakh.
- (b) Arman purchased a medicine from a chemist but did not check the expiry date. He consumed the expired medicine and had to undergo surgery where the hospital bill was ₹ 17 lakh.
- (c) Reena filed a case in the State Commission but was not satisfied with the judgement.
- 17.** Explain the following principles given by F. W. Taylor : 4
- (a) Science, not rule of thumb
- (b) Harmony, not discord
- 18.** Briefly explain any two dimensions of business environment. 4
- 19.** “Stock exchange not only contributes to the economic growth, but also performs many other functions.” Explain any four such functions. 4
- 20.** Explain briefly any five measures to overcome the barriers to communication. 5

Or

Explain any five non-financial incentives.

(8)

- 21.** Which source of recruitment is more economical? Explain any four advantages of this source. 5

Or

Explain in brief the procedure for selection of employees.

- 22.** Explain any five factors which are to be considered at the time of determining the working capital of the business. 5

Or

Explain any five factors affecting dividend decision.

- 23.** Explain any six features of planning. 6

Or

Explain in brief the planning process.

- 24.** “Controlling is an indispensable function of management.” Do you agree? Give five reasons in support of your answer. 6

Or

Explain the steps in the process of controlling.

- 25.** Explain in brief any six factors influencing the price of a product. 6

Or

“Consumers are the kings and hence they need to be always served with the best. Enjoy your right on this World Consumer Rights Day.” In this regard, state the rights of a consumer.

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