

Total No. of Printed Pages—8

HS/XII/Com/Bs/24

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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) Unity of command insists on
 - (i) one boss one employee
 - (ii) orders from a single superior
 - (iii) match between orders of different bosses
 - (iv) All of the above

(2)

(b) Environment scanning helps to identify

- (i) opportunities
- (ii) threats
- (iii) Both (i) and (ii)
- (iv) None of the above

(c) Planning establishes a base or standard for

- (i) organizing
- (ii) staffing
- (iii) directing
- (iv) controlling

(d) Span of management refers to

- (i) area of responsibilities of a manager
- (ii) manager's accountability
- (iii) number of subordinates who can be effectively controlled by one manager
- (iv) None of the above

(e) Which method of recruitment is economical?

- (i) Internal
- (ii) External
- (iii) Both (i) and (ii)
- (iv) None of the above

(3)

(f) Which of the following is not an element of directing?

- (i) Communication
- (ii) Delegation
- (iii) Motivation
- (iv) Supervision

(g) Controlling is

- (i) backward looking function
- (ii) forward looking function
- (iii) Both (i) and (ii)
- (iv) None of the above

(h) Capital budgeting is the other name for

- (i) investing decision
- (ii) financing decision
- (iii) dividend decision
- (iv) working capital decision

(i) The apex body that controls the capital market in India is

- (i) RBI
- (ii) SBI
- (iii) SEBI
- (iv) All of the above

(4)

(j) Which marketing philosophy gives more importance to 'consumer welfare' instead of consumer satisfaction?

(i) Selling concept

(ii) Product concept

(iii) Societal marketing concept

(iv) Production concept

(k) New issue of shares are made in _____ market.

(i) organized

(ii) disorganized

(iii) primary

(iv) secondary

(l) The carrier of information of a product is called

(i) packaging

(ii) labelling

(iii) branding

(iv) goodwill

(5)

(m) If the value of a defective product is ₹ 10 lakhs, the consumer can file a case in

- (i) District Forum
- (ii) State Commission
- (iii) National Commission
- (iv) All of the above

(n) Grapevine is

- (i) formal communication
- (ii) informal communication
- (iii) barrier to communication
- (iv) lateral communication

(o) When a worker achieves target production of 1000 units at a higher cost, he is

- (i) efficient
- (ii) effective
- (iii) Both (i) and (ii)
- (iv) None of the above

(6)

2. State any one importance of management. 1

3. Mention any two principles of scientific management. 1

4. Which technique of Taylor insists in paying higher wages to efficient employees? 1

5. Which organizational structure is suitable for a company manufacturing multiple products? 1

6. State one point of difference between Advertising and Publicity. 1

7. Haldiram is selling fast food to the customers; name the channel of distribution used by the company. 1

8. What is meant by the term 'financial risk'? 1

9. Under which environment does the change in taste, fashion and trend fall in? 1

10. State one objective of financial planning. 1

11. Who is a 'consumer' as per the Consumer Protection Act? 1

12. Briefly explain any three factors affecting the price of a product. 3

13. Explain in brief any three instruments of money market. 3

(7)

14. Distinguish between Delegation and Decentralization. 3

Or

Distinguish between Principle of Unity of Command and Principle of Unity of Direction.

(Any *three* points)

15. Name which principle of Henri Fayol is violated in the following situations : 3

- (a) A company does not store tools and equipment in a specific place and they could not be located at the time of work.
- (b) In *AB* Ltd., employees are not given a platform to suggest convenient method of work or give their ideas.
- (c) In a company, two employees having the same qualification, post and work experience are being paid salaries at different rates.

16. Explain in brief Maslow's need hierarchy theory of motivation. 3

17. "SEBI is the watchdog of the securities market." Comment. 4

18. Differentiate between Policies and Objectives. 4

Or

Differentiate between Strategy and Policy.

19. Explain any four factors which affect the choice of capital structure of a company. 4

20. What are the barriers to effective communication? 5

Or

Define planning. Explain its importance.

(Any *four* points) 1+4=5

(8)

21. Explain any five factors which are to be considered at the time of determining the fixed capital of the business. 5

Or

Distinguish between Capital Market and Money Market.

22. Why is it important for business organizations to understand their environment? Explain. 5

Or

Explain the impact of changes in government policies on business and industry.

23. Why is training and development important to the employees in an organization? 6

Or

Explain the different external sources of recruitment.

24. Explain any six importances of packaging. 6

Or

Explain the different methods of floatation of securities in the primary market.

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

Or

“Various efforts have been made by government and non-government organizations to protect the interest of consumer but exploitation of consumer will stop only when the consumer himself/herself will come forward to safeguard his/her own interest.”

In the light of the above statement, state the responsibilities of a consumer. 6

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