

29T BUST

2019

BUSINESS STUDIES

Full Marks : 100

Pass Marks : 30

Time : Three hours

The figures in the margin indicate full marks for the questions.

Q. No. 1 carries 1 mark each	1×8 = 8
Q. Nos. 2-6 carry 2 marks each	2×5 = 10
Q. Nos. 7-11 carry 3 marks each	3×5 = 15
Q. Nos. 12-18 carry 5 marks each	5×7 = 35
Q. Nos. 19-22 carry 8 marks each	8×4 = 32
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	Total =100

Contd.

1. (a) Who is known as the father of scientific management ? 1
- (b) In which year Indian economy was opened up ? 1
- (c) Budget is a quantitative expression. (Write True or False) 1
- (d) Name the organisation which regulates the working of banks in India. 1
- (e) Name *one* method of on the job training. 1
- (f) Give the full form of SEBI. 1
SEBI
- (g) Name *one* feature of a good control system. 1
- (h) Name *one* external source of recruitment. 1
2. What is ratio analysis ? 2
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3. State *two* objectives of NSE. 2
NSE

4. Write *two* differences between advertising and personal selling. 2
5. Give *two* differences between capital market and money market. 2
6. Explain *two* rights given to consumers under the Consumer Protection Act, 1986. 2
7. Explain the concept of Taylor's Differential Piece Rate system. 3
8. (a) Define Organisation as a group activity. 3
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- Or/*
- (b) Discuss the types of Organisation structure. 3
9. (a) Discuss the objectives of financial planning. 3

Or/

- (b) Define current assets. Give *two* examples of current assets.

$2+1\frac{1}{2}+1\frac{1}{2}=3$

10. (a) Who can file a complaint before a consumer court ? 3

Or/

(b) Briefly discuss *three* important features of entrepreneurship. 3

11. (a) Explain *any three* factors affecting pricing of a product. 3

Or/

(b) Write *any three* merits of Internal recruitment. 3

12. Define management and discuss its objectives. 2+3=5

13. Explain the impact of Economic Reforms on Business and Industry. 5

14. (a) Discuss the Elements of Delegation. 5

Or/

(b) Distinguish between delegation and decentralisation of authority. 5

15. Discuss the features of liberalisation. 5

16. Analyse the steps involved in the staffing process of an organisation. 5

17. (a) What do you mean by responsibility centres ? Discuss *any three* types of responsibility centres. 2+3

Or/

(b) Discuss the traditional techniques of management control. 5

18. (a) Explain the main elements of marketing mix. 5

Or/

(b) Discuss the factors influencing pricing. 5

19. (a) Discuss the contributions of Taylor and Fayol in the context of management. 8

Or/

- (b) Discuss the significance of the principles of management. 8

20. (a) Define co-ordination. Discuss the importance of co-ordination. 2+6=8

Or/

- (b) "Management is considered to be both an Art and Science".
– Explain. 8

21. (a) Why planning is considered to be a primary function of management? Explain the concepts of policy and rule. 2+3+3=8

Or/

- (b) What is meant by planning? Discuss the steps involved in the planning process. 3+5=8

22. (a) Define financial management. What are the objectives of financial management? 2+6=8

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Or/ 'Ô ±

- (b) What is capital structure? Mention few factors that influence capital structure. 2+6=8

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