

2 0 1 8

BUSINESS STUDIES

(Commerce)

Full Marks : 100

Time : 3 hours

The figures in the margin indicate full marks for the questions

General Instructions :

- (i) Answer to questions carrying 2–3 marks should not exceed 30–40 words each.
- (ii) Answer to questions carrying 4–5 marks should not exceed 60–80 words each.
- (iii) Answer to questions carrying 6 marks should not exceed 100 words each.
- (iv) Attempt all parts of a question together at one place.

- 1.** Give the meaning of personal selling. 2
- 2.** What do you understand by the term ‘globalization’? 2
- 3.** What are non-financial incentives? 2
- 4.** State two differences between time study and motion study. 2
- 5.** Define the term ‘branding’. 2

(2)

6. State three importances of management. 3
7. Explain any three qualities of a good leader. 3
8. What are the barriers to effective communication? 3
9. Explain any three strategies of pricing. 3
10. What are the factors determining the choice of channel of distribution? 3
11. Distinguish between cooperation and coordination. (4 points only) 4
12. Explain any four functions of Stock Exchange. 4
13. State the difference between delegation and decentralization of authority. 4
14. Why is staffing considered to be an important function of a Human Resource Manager? 4
15. How does capital market differ from money market? 4
16. Explain the dimensions of business environment. 5

- 17.** Describe the factors determining capital structure. 5
- 18.** Explain any five principles of Fayol. 5
- 19.** “Finance is considered to be the life blood to an enterprise.”
In the light of the above statement, show the importance of financial planning in an organization. 5
- 20.** “Planning and controlling are the first and the last function of management respectively. Yet they are interrelated.”
Give your views on the above statement. 5
- 21.** (a) Discuss six limitations of planning. 6
- Or*
- (b) What are the qualities of good plan? 6
- 22.** (a) Explain the role of decentralization in an organization. 6
- Or*
- (b) Discuss the steps involved in the process of organizing. 6
- 23.** (a) Show the difference between internal and external sources of recruitment. 6
- Or*
- (b) Why are training and development important to employees in an organization? 6

(4)

24. (a) Discuss the different functions of marketing. 6

Or

(b) Explain any six importances of packaging. 6

25. (a) Why is consumer protection important? Explain. 6

Or

(b) Discuss the role played by consumer organization and NGOs in safe guarding the interest of the consumers. 6
