

Total No. of Printed Pages—4

**HS/XII/Com/Bs/OC/21**

**2 0 2 1**

**BUSINESS STUDIES**

( Old Course )

( **Commerce** )

*Full Marks : 100*

*Time : 3 hours*

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

*General Instructions :*

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

1. State why management principles are considered to be flexible. 2
2. Briefly explain the meaning of the term 'Liberalization'. 2
3. Give two examples of non-financial incentives. 2

*Or*

Give two points of difference between leaders and managers.

( 2 )

4. How does personal selling help in sales promotion? 2
5. Define the term 'branding'. 2
- Or*
- What do you mean by the 'societal concept' of marketing?
6. Mention and explain in brief any three principles of directing. 3
7. Explain in brief any three features of motivation. 3
- Or*
- "A supervisor performs multiple roles."  
In light of the above statement, explain the importance of supervision. (Any three points)
8. Explain in brief any three factors which affect the fixation of the price of a product. 3
9. Enlist the advantages of packaging of a consumer product. 3
- Or*
- State any three merits of advertizing.
10. Explain in brief the importance of management. (Any three points) 3
- Or*
- Explain in brief any three basic characteristics of management.
11. Why is management considered to be a multi-faceted concept? 4
- Or*
- Why is management not regarded as full-fledged profession like medicine profession or legal profession?

( 3 )

**12.** Explain the importance of organizing as a function of management. 4

**13.** Explain vestibule school and job rotation as a method of training. 2+2=4

*Or*

Give two points to show how training and development is important both from the point of view of employee as well as the organization. 2+2=4

**14.** Briefly explain the function of stock exchange. (Any four points) 4

**15.** Give four points of difference between Capital Market and Money Market. 4

*Or*

Explain in brief any two instruments used in the Money Market.

**16.** Explain the principles of scientific management as given by F. W. Taylor. 5

**17.** Explain with examples the various dimensions of business environment. 5

*Or*

Explain why it is important for business enterprise to understand the environment.

**18.** Explain in brief the various steps involved in the process of control. 5

*Or*

Explain the modern techniques of managerial control.

**19.** State the main objectives of financial management. 5

( 4 )

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

*Or*

Describe the factors affecting the choice of capital structure in a firm.

- 21.** What do you mean by the term 'planning process'? 6

*Or*

Discuss any six limitations of planning.

- 22.** What is meant by functional structure? Explain any two of its advantages and disadvantages. 2+2+2=6

*Or*

Distinguish between formal and informal organizations. (Any six points) 6

- 23.** Explain the procedure of selection of employees. 6

*Or*

Explain any three merits and demerits of external source of recruitment.

- 24.** Discuss the functions of marketing. 6

*Or*

What is marketing mix? Explain the main elements of marketing mix. 2+4=6

- 25.** Enumerate any six duties of a consumer to safeguard his or her interest. 6

*Or*

Explain the importance of consumer protection from the point of view of a business and a consumer. (Any three points of each)

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