

Total No. of Printed Pages—4

HS/XII/Com/Bs/OC/20

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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 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. What do you understand by the term ‘privatization’? 2
- 2. Define Scientific Management. 2
- 3. List two points of difference between formal and informal communications. 2
- 4. State two functions of packaging. 2

(2)

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| 5. Mention any two features of an appropriate capital structure. | 2 |
| 6. State three importances of management. | 3 |
| 7. Explain any three qualities of a good leader. | 3 |
| 8. State Maslow's need hierarchy theory of motivation. | 3 |
| 9. Distinguish between selling and marketing. (Any <i>three</i> points) | 3 |
| 10. Explain three objectives of labelling. | 3 |
| 11. Give four points of difference between Fixed Capital and Working Capital. | 4 |
| 12. Explain any four functions of Stock Exchange. | 4 |
| 13. Differentiate between functional and divisional structure of organization. (Any <i>four</i> points) | 4 |
| 14. How does capital market differ from money market? (Any <i>four</i> points) | 4 |
| 15. Is management an 'Art'? Give any two reasons in support of your answer. | 4 |
| 16. Explain the dimensions of business environment. | 5 |

(3)

- 17.** What are the factors determining working capital? (Any *five* points) 5
- 18.** Discuss any five principles of management as propounded by Henri Fayol. 5
- 19.** “Planning and controlling, both are complementary and supplementary to each other.”
Give your views on the above statement. 5
- 20.** You are a personal manager of a food processing firm. You want to appoint staff for your firm. Explain the selection procedure to be followed. 5
- 21.** Explain the various steps involved in planning process. 6
- Or*
- Explain the various features of planning. (Any *six* points)
- 22.** Discuss the special features of organizational structure. 6
- Or*
- What are the differences between Delegation of authority and Decentralization of authority? (Any *six* points)
- 23.** Show the difference between internal and external sources of recruitment. 6
- Or*
- Explain why training for the employees is needed in an organization.

(4)

- 24.** Discuss the different functions of Marketing. (Any six points)

6

Or

Discuss six factors influencing pricing.

- 25.** What are various rights provided by the Government of India to all the consumers under the Consumer Protection Act?

6

Or

Give a brief note on the redressal agencies under the Consumer Protection Act.

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