Meghalaya Board of School Education

SAMPLE PAPERS

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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*) : 1×10=10

(a) Which function of management is considered as the base of all other functions?

(i) Planning

(ii) Organising

(iii) Staffing

(iv) Controlling

(b) Principles of management are not

(i) universal

(ii) flexible

(iii) absolute

(iv) behavioural

(c) Which component of business environment requires, in every packet of cigarette there must be a horrified picture and statutory warning?

(i) Social environment

(ii) Legal environment

(iii) Political environment

(iv) Technological environment

(d) Out of the type of plans mentioned below, which plan is time-bound and linked with measurable outcome?

(i) Objective

(ii) Policy

(iii) Rules

(iv) Strategy

(e) Which of the following does not follow the scalar chain?

(i) Functional structure

(ii) Divisional structure

(iii) Formal organization

(iv) Informal organization

(f) Which of the following is an internal source of recruitment?

(i) Direct recruitment

(ii) Casual caller

(iii) Promotion

(iv) Campus recruitment

(g) The process of converting the message into communication symbols is known as

(i) media

(ii) encoding

(iii) feedback

(iv) decoding

(h) An efficient control system helps to

(i) accomplish organizational objectives

(ii) boost employee's morale

(iii) judge accuracy of standard

(iv) All of the above

(i) Capital budgeting is the other name of

(i) investing decision

(ii) financing decision

(iii) dividend decision

(iv) working capital decision

(j) Which of the following is not an instrument of money market?

(i) Commercial papers

(ii) Treasury bills

(iii) Call money

(iv) Equity shares

(k) Which of the following is not a feature of a good brand name?

(i) Short and simple

(ii) Easy to pronounce

(iii) Common and ordinary

(iv) Suggestive

(l) Which consumer right gives the business firms freedom to set up their own consumer services and grievance cell?

(i) Right to information

(ii) Right to be heard

(iii) Right to seek redressal

(iv) Right to consumer education

(m) Which of the following is the ideal situation?

(i) Authority > Responsibility

(ii) Authority = Responsibility

(iii) Authority < Responsibility

(iv) None of the above

(n) Which is the highest level in the need hierarchy?

(i) Safety need

(ii) Belongingness need

(iii) Prestige need

(iv) Self-actualization need

(o) Which of the following is not a principle of management propounded by Henri Fayol?

(i) Unity of Command

(ii) Discipline

(iii) Scalar Chain

(iv) Functional Foremanship

2. State any one characteristic of management. 1

3. Mention any two principles of scientific management. 1

4. Business environment includes both 'specific' and 'general' forces. List any two general forces. 1

5. Name any two techniques of sales promotion. 1

6. Mr. K. Marwein purchased a car for ₹ 20 lakhs from an Automobile Company and found the engine is defective. Despite many complaints the defect was not rectified. Suggest him the appropriate authority where he can file a complaint under the Consumer Protection Act, 2019. 1

7. Name the process of stimulating and inspiring people at work to accomplish desired objectives. 1



8. State any one advantage of advertising through Internet. 1

9. Which source of employment motivates existing employees? 1

10. Mention the nature of management when it is said to be a systematized body of knowledge that explains certain general truth. 1

11. State one objective of financial planning. 1

12. Mr. Aditya Kapoor is responsible for framing plans and policies of Tifco Ltd. At what level does he work in the organization? State any two functions he will perform as a manager in the organization. 3

13. Distinguish between Functional Structure and Divisional Structure. 3

14. Briefly explain any three methods of floating new issues in the primary market. 3

Or

Distinguish between Capital Market and Money Market.

(Any *three* points)

15. Explain in brief any three functions of packaging. 3

16. Explain in brief any three importances of consumer protection. 3

17. What is meant by Unity of Command? How does it differ from Unity of Direction? 2+2=4

18. Briefly explain any two dimensions of business environment. 4

19. Explain any four functions of stock exchange. 4

20. "To be a successful leader, one must possess some qualities." State any five such qualities of a good leader. 5

Or

Explain any five non-financial incentives.

21. Which source of recruitment is needed to bring new blood in the organization? Explain any four advantages of this source. 1+4=5

Or

Explain in brief the procedure for selection of employees. 5

22. Distinguish between Primary Market and Secondary Market. 5

Or

Explain any five factors affecting dividend decisions.

23. Explain any six features of planning. 6

Or

Explain in brief the planning process.

24. Explain the importance of controlling in an organization. 6

Or

Explain the steps in the process of controlling.

25. Distinguish between Marketing and Selling. 6

Or

Explain in brief the six responsibilities of a consumer as per the Consumer Protection Act.

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