52 BSS 24/26

2026

BUSINESS STUDIES

Full Marks : 100

Pass Marks : 33

Time : Three hours

PART – A

PRINCIPLES AND FUNCTIONS OF MANAGEMENT

MARKS : 60

PART – B

BUSINESS FINANCE AND MARKETING

MARKS : 40

Instructions :

I. *All the questions are compulsory.*

II. *Marks are indicated on the right margin of each question.*

III. *For Questions Nos. 1 - 8, and 26 - 29 four alternatives are given of which one is correct or the best. Choose the correct or the best alternative and rewrite them.*

IV. *For Question Nos. 9 - 12 and 30 - 33, the answers may be as short as possible.*

V. *For Question Nos. 13 - 18, 34 and 35 answers may be given in complete sentences as required.*

VI. *For Question Nos. 19 - 23 and 36 - 38, answers are to be given as required.*

VII. *Question Nos. 24, 25, 39 and 40 are essay type questions. Answers are to be given as required by the questions.*

PART – A

PRINCIPLES AND FUNCTIONS OF MANAGEMENT

MARKS : 60

1. The functions of management complementary to each other are _____. 1

   (A) Directing and Controlling
   (B) Controlling and Planning
   (C) Organising and Staffing
   (D) Planning and Organising

2. Which technique of Scientific Management lays down that workers should have multiple accountability ? 1

   (A) Differential piece rate system
   (B) Functional foremanship
   (C) Mental revolution
   (D) Standardization

3. As per the Plastic Waste Management Rules, 2016 and the Manipur Plastic Policy, 2022, single use plastic items were prohibited in Manipur from April 15, 2025. The dimension of business environment referred to here is _____. 1

   (A) Economic environment
   (B) Legal environment
   (C) Political environment
   (D) Technological

4. "Offering 33% jobs to women". The type of plan described here is _____. 1

   (A) Objective
   (B) Method
   (C) Policy
   (D) Rule

5. Psychological and social needs get satisfied in _____. 1

   (A) Informal organisation
   (B) Formal organisation
   (C) Divisional organisation
   (D) Functional organisation

6. *Read the following statements- Assertion (A) and Reason (R), and choose one of the correct alternatives given below :* 1

Assertion (A) : Staffing is an inherent part of human resource management.

Reason (R) : The training and development of the staft is an important aspect of the staffing process.

Alternatives:

(A) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A)

(B) Both Assertion (A) and Reason (R) are true but Reason (R) is not the correct explanation of Assertion (A)

(C) Assertion (A) is true but Reason (R) is false

(D) Assertion (A) is false but Reason (R) is true

7. Upward communications refer to flow of communication from _____. 1

(A) One department manager to another (B) Higher to Lower

(C) Subordinate to Superiour (D) Superior to Subordinate

8. Reducing the workers' absenteeism in a firm by 20% is an example of _____. 1

(A) Deviation (B) Corrective action

(C) Qualitative standard (D) Quantitative standard

9. What is meant by planning Premises? 1

10. Why employee development is possible through delegation of authority? 1

11. How does staffing help to ensure higher performance of employee? 1

12. Give one point of distinction between motivation and motivator. 1

13. What does the Pyramid form of levels of management indicate? 2

14. Enumerate two merits of Differential Piece Wage system. 2

15. Why is it said that business environment is uncertain ? 2

16. *Read the given passage and answer the question numbers (i) and (ii) based on it* :

Manipur Silk Ltd. announced an incentive of Rs. 20,000 to the employees who do not take leave during the coming Diwali season and show better performance. 2

(i) Indentify the incentive which is granted to employees.

(ii) What type of needs are satisfied by these kind of incentives?

17. State two objectives of controlling. 2

18. In controlling process, standards were set according to the efficiency of the average employee. Which value has been kept in mind while setting the standards? 2

19. Point out any four aspects of Management. 4

OR

State the basic features of Management as a profession. 4

20. Explain the essential qualities of a successful manager. 4

OR

How do the techniques of time study and motion study help in improving the efficiency level? Explain in brief. 4

21. Why is important for business enterprises to understand their environment? 4

OR

Explain the impacts of Liberalisation on Indian Industry. 4

22. In spite of best planning, the sales target of a firm was not achieved. State the possible four causes for the failure. 4

23 Arrange the following needs and desires under the framework of Maslow's theory : 4

(i) Love and affection

(ii) Accepted by one Peer

(iii) Better clothing and shelter

(iv) Economic stability

(v) Security in old age

(vi) Dignity and

(vii) Protection against accidents

24. A company is manufacturing cosmetics, textiles, washing machines and gas stoves using different productive resources and is at the threshold of growth requiring more employees.

Suggest a suitable organisation structure for this company giving reasons in support of your answer. Also, explain any three advantages and three limitations of this organisation structure. 8

OR

The employees of TULSHI Ltd. a software company have formed a Dramatic group for their recreation. Identify the type of organisation and give the meaning so formed. Explain its five features. 8

25. Discuss the merits and demerits of external sources of recruitment. 8

OR

Explain any four benefits of training towards the organisation and any four towards the employees. 8

PART – B

BUSINESS FINANCE AND MARKETING

MARKS : 40

26. A decision to acquire a new and modern plant to upgrade an old one is known as – 1

(A) Dividend decision

(B) Investment decision

(C) Financial decision

(D) Working Capital decision

27. _____ is the difference between Current Assets and Current Liabilities. 1

(A) Capital employed

(B) Net Fixed Assets

(C) Net Working Capital

(D) Gross Working Capital

28. *Read the following statements- Assertion (A) and Reason (R) and choose one of the correct alternatives given below* : 1

Assertion (A) : Advertising involves transmission of standardised messages.

Reason (R) : In advertising the cost per person reached is very low.

(A) Both Assertion (A) and Reason (R) are correct and Reason (R) is the right explanation of Assertion (A)

(B) Both Assertion (A) and Reason (R) are correct but Reason (R) is not the right explanation of Assertion (A)

(C) Assertion (A) is correct but Reason (R) is incorrect

(D) Both Assertion (A) and Reason (R) are incorrect

29. In case a consumer is not satisfied with the order passed in the state Commission, he can further appeal in the National Commission within a time period of _____. 1

(A) 30 days (B) 45 days

(C) 50 days (D) 60 days

30. What is meant by Financial Management? 1

31. Linthoi is holding 100 shares of Imphal Urban Ltd. The market price of each share has increased from Rs. 550 to Rs. 600. Compute the amount of increase in her wealth as a shareholder of the company. 1

32. Mention one main objective of marketing. 1

33. Why should a consumer look for 'FPO' mark on food articles? 1

34. Explain two important decisions a firm has to take under 'Physical distribution' function of marketing. 2

35. Is shopkeeper a consumer? Can he or she file a complaint if goods are defective? 2

36. Why is Interest Coverage Ratio (ICR) not considered to be an adequate measure in determining capital structure? Indicate the other ratio which helps to meet the deficiencies in Interest Coverage Ratio (ICR). 4

OR

Explain the relationship between operating cycle and the working capital requirements. 4

37. *Read the following passage and answer the question numbers (a) and (b) based on it* :

A Garment manufacturing unit is facing a problem of accumulation of obsolete stock due to frequent changes in the fashion industry. The Marketing Manager came up with an idea to clear off the excess stock lying with them. They offered

'Free dinner coupons worth Rs. 500 on purchase of Rs. 8,000 and above.' 4

(a) Name the tool used and one of its limitation.

(b) Identify and explain the Marketing Management philosophy being followed by the company.

38. Identify the consumer rights being promoted in each of the following cases : 4

(i) The Consumer Protection Act provides a number of reliefs to the grieved consumers.

(ii) The marketer should ensure that their products meet quality specifications.

(iii) Consumer Organisations and some enlightened businesses are taking an active part in making consumers aware of their rights and relief available to them.

(iv) Many consumer Organisations have set up their own consumer service and grievance cells.

39. Explain the importance of having a financial plan for a Company. Show an imaginary plan to support your answer. 8

OR

JOY Ltd., is a newly promoted company. While taking the investment decision, the financial manager of the company allotted the investment outlay of Rs. 30 crores in Land and Buildings, Furniture and Copyrights. 8

(a) Identify with meaning the type of capital referred to this context.

(b) Discuss the factors influencing the investments in these Assets.

40. What are the different kinds of Label? Explain the functions performed by Labelling. 8

OR

Write the meaning of 'Price' as an element of marketing mix. Describe the factors which affect the price determination of a product. 8
