REV-01
BCM/05/10

2025/12

SET A

BACHELOR OF COMMERCE
FIRST SEMESTER [REPEAT]
BUSINESS STUDIES
BCM – 912 [IDMn]

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 1.30 hrs. **Full Marks: 35**

Objective

Time: 15 mins. **Marks: 10**

Choose the correct answer from the following: ***1×10=10***

1. What is the primary goal of Financial Management?
   a. Maximizing Sales
   b. Minimizing Costs
   c. Maximizing Shareholder Wealth
   d. Ensuring Liquidity

2. Which of the following ratios measures a company's ability to pay its short-term debts?
   a. Debt-Equity Ratio
   b. Current Ratio
   c. Return on Equity (ROE)
   d. Gross Margin Ratio

3. What is the term for the length of time between receiving inventory and selling it?
   a. Operating Cycle
   b. Cash Conversion Cycle
   c. Accounts Payable Period
   d. Inventory Turnover Period

4. Which of the following is not a part of marketing mix?
   a. Promotion
   b. Process
   c. Partnership
   d. None

5. .....is the core concept of marketing.
   a. Customer needs and wants
   b. profit maximization
   c. Advertising
   d. None of the above

6. .....is/ are example/s of sales promotion.
   a. Coupons
   b. Offering discounts
   c. Free samples
   d. All of the above

7. What is the need for Human Resource Planning?
   a. For undergoing an effective employee development program
   b. To represent a base for recruitment
   c. To represent a base for selection policy
   d. All of the above

8. What is meant by the factual statement of the duties and responsibilities?
   a. Job analysis
   b. Job specification
   c. Job evaluation
   d. Job description

9. Which Principle of Scientific Management says that employees must be rewarded when they make suggestions that lead to cost savings within the company?
   a. Cooperation not individualism
   b. Harmony not discord
   c. Science, not a rule of thumb
   d. All of the above

10. .....is known as the father of Scientific Management.
   a. Max Weber
   b. F.W. Taylor
   c. McGregor
   d. E. Mayo

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Descriptive

Time : 1 Hr. 15 Mins. **Marks : 25**

[Answer question no.1 & any two (2) from the rest]

1. Briefly discuss the nature of Management. 5

2. Define Working Capital and discuss the key factors that influence a company's Working Capital requirements. 2+8=10

3. What is meant by marketing and state the importance of marketing? 3+7=10

4. Discuss the significance of Financial Management. 10

5. What is Human Resource Management? Highlight the key functions of Human Resource Management. 3+7=10

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