

**MASTER OF COMMERCE
FOURTH SEMESTER
BUSINESS STUDIES
MCM-406 (MDC)**

(Use separate answer scripts for Objective & Descriptive)

Duration: 3 hrs.

Full Marks: 70

(PART-A : Objective)

Time: 20 min.

Marks: 20

Choose the correct answer from the following:

$1 \times 20 = 20$

- The documents required to be filed with the Registrar at the time of incorporation of a public company include:
 - Memorandum of Association & Statement in lieu of prospectus.
 - Statement of nominal capital.
 - Preliminary contracts.
 - Prospectus.
- Reserve Bank of India is an example of:
 - Registered company
 - Chartered company
 - Statutory company
 - Government company
- The various roles performed by Government of India in business is/are:
 - Regulatory role
 - Entrepreneurial role
 - Promotional role
 - All of the above
- In a cooperative society the principle followed is:
 - One share one vote
 - One man one vote
 - No votes
 - Multiple votes
- When was the campaign of 'Skill India' launched by Prime Minister of India Narendra Modi in order to empower employability of youths of India through skill development?
 - 15th July, 2016
 - 15th May, 2016
 - 15th May, 2015
 - 15th July, 2015
- The National Skill Development Corporation India (NSDC) is set up in PPP mode in order to catalyse the skills under the _____ Ministry.
 - Human Resource Development
 - MSME
 - Skill Development and Entrepreneurship
 - Commerce and Industry
- What rank has India obtained in 'Ease of Doing Business Index' prepared by World Bank in the year 2018?
 - 100
 - 129
 - 130
 - 131
- According to Micro Small Medium Enterprises Development Act, 2006, a micro small medium enterprise is defined based on the investment on _____.
 - Technology
 - Plant and machinery
 - Both a and b
 - None of the above

9. Which of the following is not characteristic of a business?
 a. Earning profit
 b. Satisfying needs
 c. Production
 d. Working for salary
10. Relationship developed immediately after signing of appointment letter and service agreement:
 a. Business
 b. Employment
 c. Profession
 d. None of the above
11. Risk is very high in:
 a. Business
 b. Employment
 c. Profession
 d. None of the above
12. _____ includes all those activities which are necessary for facilitating the exchange of goods and services.
 a. Industry
 b. Commerce
 c. Social Development
 d. None of the above
13. In order to _____, an organization must earn enough revenues to cover costs.
 a. Growth
 b. Profit
 c. Survive
 d. None of the above
14. Who classified business activities of an industrial undertaking into: Technical; Commercial Financial; Security; Accounting and Managerial?
 a. Henry Fayol
 b. FW Taylor
 c. McGregor
 d. Peter Drucker
15. Who authored 'General and Industrial Management'?
 a. Henry Fayol
 b. FW Taylor
 c. McGregor
 d. Peter Drucker
16. Management functions associated with the people aspect of organization:
 a. Planning
 b. Organizing
 c. Staffing
 d. Directing
17. _____ is a temporary network of independent companies, suppliers, customers, even erstwhile rivals-linked by information technology to share skills, costs, and access to one another's markets.
 a. Learning organization
 b. Virtual organization
 c. Traditional organization
 d. None of the above
18. _____ is the process of influencing behavior of the employees.
 a. Command
 b. Supervision
 c. Leadership
 d. None of the above
19. Sustainable development of the society is not the objective of business.
 a. True
 b. False
20. Marketing philosophies regards customer as the king.
 a. True
 b. False

(PART-B : Descriptive)

Time : 2 hrs. 40 min.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

1. "Each of the forms of business organization has its distinct advantages and disadvantages." Therefore, it becomes vital to consider certain factors while determining the choice of organization. In this context, discuss about the factors that determine choice of business organizations. 10
2. Define Management. Discuss the various kind of work study advocated by FW Taylor. 2+8=10
3. What is the concept of Public Private Partnership (PPP)? Mention some of the projects of public private partnership in India. Briefly discuss upon the various benefits of public private partnership. 2+3+5=10
4. Define Marketing. Explain the various elements of marketing mix. 2+8=10
5. 'Business must think about the sustainable development of the society'. In this context, critically analyse the various responsibilities of business. 10
6. What is planning? Elaborate various steps involved in the process of planning. 2+8=10
7. Distinguish between coordination and cooperation. 10
8. Write short notes on: (any two) 5+5=10
 a) Ease of doing business.
 b) Start up business enterprise.
 c) Foreign Investment.

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