

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

Duration : 3 hrs.

Full Marks: 70

Time : 20 min.

(PART-A: Objective)

Marks : 20

Choose the correct answer from the following:

1X20=20

1. A valid definition of a business purpose is to:
 - a. Create a customer
 - b. Maximize profit
 - c. Serve the society
 - d. None of the above.
2. Which of the following is/are characteristic of business?
 - a. Production
 - b. Risk element
 - c. Exchange or sale.
 - d. All of the above
3. A private company should have at least ____ members
 - a. 10
 - b. 2
 - c. 50
 - d. None of the above
4. The first and primary function of the management:
 - a. Directing
 - b. Staffing
 - c. Planning
 - d. none of the above
5. The primary goal of financial management is to:
 - a. Maximize wealth of the owners
 - b. Minimize risk
 - c. Maximize profit
 - d. None of the above
6. Industrial Policy 1948 aimed at:
 - a. Development of infrastructure
 - b. Industrialization
 - c. Growth of agriculture
 - d. Noneof the above
7. Who is regarded as the father of General Management?
 - a. Henry Fayol
 - b. FW Taylor
 - c. Elton Mayo
 - d. None of the above.
8. A partnership firm cannot raise funds by ____
 - a. Bank loan
 - b. Partner loan
 - c. Debentures
 - d. None of the above
9. FDI was initiated in India from the year -----
 - a. 1991
 - b. 1992
 - c. 2001
 - d. None of the above
10. Sole-trade organization is also called as ____
 - a. Individual proprietorship
 - b. Joint stock company
 - c. Private and public partnership
 - d. None of the above

11. _____ is a deliberate attempt of managers
- a. Cooperation
 - b. Coordination
 - c. Both a and b
 - d. None of the above
12. Function of HRM includes all the following, except _____
- a. Job evaluation
 - b. Job description
 - c. Personal Selling
 - d. None of the above
13. External environment of business is _____
- a. Political
 - b. Legal
 - c. Economic
 - d. All of the above
14. Which of the following is not an element of promotion mix?
- a. Branding
 - b. Advertising
 - c. Personal Selling
 - d. None of the above
15. In which type of economic system, the government intervention will be absent?
- a. Free enterprise economy
 - b. Mixed economy
 - c. Socialist economy
 - d. None of the above
16. When can a partnership firm get dissolved?
- a. In case of death of any partner
 - b. By mutual consent
 - c. By insolvency of any of the partner
 - d. All of the above
17. Communication, Leadership, and Motivation are the important element of:
- a. Controlling
 - b. Directing
 - c. Staffing
 - d. None of the above
18. A joint stock company is governed by _____
- a. The Companies Act 2006
 - b. The Companies Act 1936
 - c. The Companies Act 2013
 - d. None of the above
19. Organisation chart does not depict:
- a. Division of work
 - b. Chain of Command
 - c. Competitive advantage of the organisation
 - d. None of the above
20. The members in the joint Hindu Undivided Family business are called _____
- a. Karta
 - b. Coparceners
 - c. Partners
 - d. None of the above

(PART-B : Descriptive)

Time: 2 HRS 40 MINS

Marks : 50

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

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| 1. Explain the meaning and characteristics of business | 10 |
| 2. What is meant by sole proprietorship. Mention the features of sole proprietorship. | 2+8=10 |
| 3. Write short notes :
a. Private Sector
b. Public Sector | 5+5=10 |
| 4. Define Management. Mention the objectives of management | 3+7=10 |
| 5. Describe the concept and scope of production management. | 5+5=10 |
| 6. a. Discuss the significance of FDI in India
b. Explain the functions of Human Resource Management. | 5+5=10 |
| 7. What is business environment? Mention the various factors that affects the business environment. | 3+7=10 |
| 8. Explain about marketing management. Discuss in brief about marketing mix | 3+7=10 |

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