

**MASTER OF COMMERCE**  
**FOURTH SEMESTER [SPECIAL REPEAT]**  
**BUSINESS STUDIES**  
**MCM – 406 [MDC]**  
**[USE OMR SHEET FOR OBJECTIVE PART]**



Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

**(Objective)**

Marks: 20

*Choose the correct answer from the following:*

*1 × 20 = 20*

1. Who is regarded as the father of General Management?  
a. FW Taylor    b. Henry Fayol  
c. Max Weber    d. Elton Mayo
2. The management function dealings with appointment of people and placing them at the appropriate jobs.  
a. Planning    b. Organising  
c. Staffing    d. Directing
3. The first and primary function of the management:  
a. Directing    b. Staffing  
c. Controlling    d. Planning
4. Communication, Leadership, and Motivation are the important element of:  
a. Controlling    b. Organising  
c. Staffing    d. Directing
5. Marketing is a process of converting the potential customers into:  
a. Actual customers    b. Prospective customers  
c. Marketers    d. None of these
6. If a product passes through a longer channel of distribution, the marketer will have to give importance to \_\_\_\_\_  
a. Advertising    b. Personal selling  
c. Direct selling    d. None of these
7. Function of HRM includes all the following, except \_\_\_\_\_.  
a. Job evaluation    b. Job description  
c. Personal selling    d. Staffing
8. The 4Ps of marketing mix refers to:  
a. People, Product, Promotion and Place    b. Price, Product, Promotion and Place  
c. People, Product, Publicity and Place    d. Price, Picture, Promotion and Place
9. Analysis of the external environment enables a firm to identify \_\_\_\_\_  
a. Strength and opportunities    b. Strength and weakness  
c. Weakness and threats    d. Opportunities and threats

10. An environment which is increasingly complex and turbulent, displays \_\_\_\_
  - a. More orderly competition
  - b. More predictable demand
  - c. Reduced risk of product obsolescence
  - d. Increased speed of innovation
11. Which of the following is not an economic activity?
  - a. A practicing doctor
  - b. A practicing lawyer
  - c. Professional cricketer playing cricket
  - d. A student playing cricket
12. Which of the following is not a manufacturing industry?
  - a. Iron and steel works
  - b. Flour mills
  - c. Fruit canning
  - d. Mining
13. Which of the following is/are characteristic of business?
  - a. Production
  - b. Exchange or sale
  - c. Risk element
  - d. All of these
14. In which of the following business, the support service activities are categorized?
  - a. Commercial industries
  - b. Primary industries
  - c. Secondary industries
  - d. Tertiary industries
15. Which of the following is a false statement?
  - a. The scope of commerce is narrower than business
  - b. Commerce includes trade and auxiliaries to trade
  - c. Foreign trade is purchase and sale by the traders of the same country
  - d. Traders serve as a link between producers and consumers
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 these
17. A joint stock company is governed by \_\_\_\_
  - a. Companies Act 2006
  - b. Companies Act 1936
  - c. Companies Act 2012
  - d. Companies Act 2013
18. Membership of a co-operative business is \_\_\_\_
  - a. Compulsory
  - b. Voluntary
  - c. Not essential
  - d. Not compulsory
19. The agreement of partnership \_\_\_\_
  - a. Must be oral
  - b. Must be in writing
  - c. Can be either oral or writing
  - d. Must be in writing on a stamp paper
20. The members in the joint Hindu Undivided Family business are called \_\_\_\_
  - a. Karta
  - b. Coparceners
  - c. Partners
  - d. All of these

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**(Descriptive)**

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. Discuss in brief the concept of Partnership form of business. Mention the difference between partnership and limited liability partnership. 3+7=10
2. Discuss the concept marketing management. Express your understanding on marketing mix. 2+8=10
3. Elaborately discuss the role of government in business. 10
4. Define the concept of business. Discuss the difference between business, profession and employment. 3+7=10
5. Discuss in detail the concept and features of cooperative form of business. 10
6. Discuss in detail the role of Human Resource Management in an organization? 10
7. Discuss the different benefits provided in India for Startup enterprises. 10
8. Write short notes on (any two): 5×2=10
  - a) Skill formation
  - b) Industry
  - c) Commerce
  - d) Atma Nirbhar Bharat

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