

**MASTER OF COMMERCE
FOURTH SEMESTER
BUSINESS STUDIES
MCM – 406 [MDC]**

**SET
A**

[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

- In _____ form of business, the members are jointly and individually liable for payment of firm's debts.
 - Sole proprietorship
 - Partnership
 - Both a and b
 - None of the above
- _____ was introduced to remove trade barriers.
 - Liberalization
 - Globalization
 - Privatization
 - All of the above
- A private company should have at least _____ members.
 - 10
 - 2
 - 50
 - None of the above
- _____ management is concerned with procurement, allocation and control of financial resources.
 - Marketing
 - Financial
 - Production
 - None of the above
- Production management techniques are used in _____ industries.
 - Manufacturing
 - Operations
 - Both a and b
 - None of the above
- MRTP Act was replaced by _____.
 - Competition Act 2002
 - FEMA
 - Monopolies commission
 - Foreign investment promotion council
- Who is regarded as the father of General Management?
 - Henry Fayol
 - FW Taylor
 - Elton Mayo
 - None of the above
- A partnership firm cannot raise funds by _____.
 - Bank loan
 - Partner loan
 - Debentures
 - None of the above
- Business is _____ in nature.
 - Static
 - Dynamic
 - Both a and b
 - None of the above

10. _____ motivates employees to increase their productivity in organization.
 a. Production Management b. Human Resource Management
 c. Financial Management d. None of the above
11. _____ means integrating the domestic economy with the world economy.
 a. Globalisation b. Privatisation
 c. Liberalisation. d. None of the above
12. CRM is a part of _____ management.
 a. Human Resource b. Marketing
 c. Production d. None of the above
13. Liberalisation begin in India in the year _____.
 a. 1991 b. 1992
 c. 1993 d. 1994
14. Under the concept of "Marketing Management" marketing is done keeping _____ as a focus.
 a. Supplier b. Consumer
 c. Investor d. None of the above
15. According to _____, marketing management is a combination of both art and science.
 a. Philip Kotler b. Henry Fayol
 c. FW Taylor 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. The concept of Functional organization was suggested by
 a. Philip Kotler b. Henry Fayol
 c. F.W Taylor d. None of the above
18. A joint stock company is governed by _____.
 a. Companies Act 2006 b. Companies Act 1936
 c. Companies Act 2013 d. None of the above
19. Management is concerned with _____ functions.
 a. Legislative b. Administrative
 c. Executive d. All of the above
20. All managerial functions are settled by managers with the help of _____.
 a. Authority b. Decision-making
 c. Effective control d. None of the above

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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

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| 1. Explain the concept and characteristics of business. | 10 |
| 2. a) What is meant by Micro Small Medium Enterprise?
b) Mention the features of MSME. | 5+5=10 |
| 3. What is meant by Cooperative Society? Mention its features. | 5+5=10 |
| 4. a) What is meant by marketing management?
b) Mention the functions of marketing management. | 3+7=10 |
| 5. Describe the concept and scope of production management. | 5+5=10 |
| 6. a) Discuss the concept of Management.
b) Explain in brief about Henry Fayol's general principle of management. | 2+8=10 |
| 7. State the importance of planning and controlling in an organization. | 5+5=10 |
| 8. a) What is meant by liberalisation?
b) Mention the objectives of liberalisation. | 3+7=10 |

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