

BUSINESS ADMINISTRATION

Paper-II

Time: 3 Hours

Full Marks: 100

Instructions : (1) Answer *five* questions of which Q. No.1 and 2 are compulsory.
(2) The figures in the right-hand margin indicate full marks for the questions.

1. (a) Why is a business concerned with stakeholders other than the owners? 10
(b) Define the following : 2×5=10
(i) Sole Proprietorship
(ii) Limited Partnership
(iii) Joint Hindu Family
(iv) Cooperative Societies
(v) Private Company
2. Write brief notes on the following : 4×5=20
(a) E-business
(b) Outsourcing
(c) ATM
(d) Warehousing
(e) Principles of Insurance
3. Distinguish between the following : 4×5=20
(a) Private versus Public Sector Enterprises
(b) Taylor's scientific management versus Fayol's principles of management
(c) Money market versus Capital market
(d) Internal versus External trade
(e) Functional versus Divisional structure of organization

4. (a) State the responsibility of business towards its consumers and employees. 5+5=10
(b) Explain the impact of business environment on the success of an organization. 10
5. Define microenterprise. Explain the importance of micro and small enterprises in the socio-economic upliftment of a rural economy. State the role of DIC and NSIC in supporting the growth and development of micro and small enterprises. 10+10=20
6. (a) "Management is both art and science"— comment. Explain the important functions of a manager. 10
(b) State the pecuniary and territorial jurisdiction of the consumer protection machineries under the Consumer Protection Act. 10
7. Define planning. State the essential features of planning. Explain the importance of planning. 2+9+9=20
8. (a) Define marketing mix and explain the elements of marketing mix. 8
(b) "Finance is the life blood of any organization." Explain this statement. 6
(c) "People are the most critical resource for any organization." Explain this statement in the light of staffing decision. 6
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