

This Question Paper Booklet contains 48 printed pages.

इस प्रश्न-पत्र पुस्तिका के अन्तर्गत 48 मुद्रित पृष्ठ हैं।

Roll No.

अनुक्रमांक

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BUSINESS STUDIES

(व्यावसायिक अध्ययन)

(319)

Code No. 67/TUS/2

कोड नं०

Set / सेट

A

Day and Date of Examination

(परीक्षा का दिन व दिनांक)

Signature of Invigilators 1.

(निरीक्षकों के हस्ताक्षर)

2.

General Instructions :

1. Candidate must write his/her Roll Number on the first page of the Question Paper.
2. Please check the Question Paper to verify that the total pages and total number of questions contained in the Question Paper are the same as those printed on the top of the first page. Also check to see that the questions are in sequential order.
3. Making any identification mark in the Answer-Book or writing Roll Number anywhere other than the specified places will lead to disqualification of the candidate.
4. Write your Question Paper Code No. 67/TUS/2, Set A on the Answer-Book.
5. (a) The Question Paper is in English/Hindi medium only. However, if you wish, you can answer in any one of the languages listed below :
English, Hindi, Urdu, Punjabi, Bengali, Tamil, Malayalam, Kannada, Telugu, Marathi, Odia, Gujarati, Konkani, Manipuri, Assamese, Nepali, Kashmiri, Sanskrit and Sindhi.
You are required to indicate the language you have chosen to answer in the box provided in the Answer-Book.
(b) If you choose to write the answer in the language other than Hindi and English, the responsibility for any errors/mistakes in understanding the questions will be yours only.

सामान्य अनुदेश :

1. परीक्षार्थी प्रश्न-पत्र के पहले पृष्ठ पर अपना अनुक्रमांक अवश्य लिखें।
2. कृपया प्रश्न-पत्र को जाँच लें कि प्रश्न-पत्र के कुल पृष्ठों तथा प्रश्नों की उतनी ही संख्या है जितनी प्रथम पृष्ठ के सबसे ऊपर छपी है। इस बात की जाँच भी कर लें कि प्रश्न क्रमिक रूप में हैं।
3. उत्तर-पुस्तिका में पहचान-चिह्न बनाने अथवा निर्दिष्ट स्थानों के अतिरिक्त कहीं भी अनुक्रमांक लिखने पर परीक्षार्थी को अयोग्य ठहराया जाएगा।
4. अपनी उत्तर-पुस्तिका पर प्रश्न-पत्र का कोड नं० 67/TUS/2, सेट A लिखें।
5. (क) प्रश्न-पत्र केवल हिन्दी/अंग्रेजी में है। फिर भी, यदि आप चाहें तो नीचे दी गई किसी एक भाषा में उत्तर दे सकते हैं :
अंग्रेजी, हिन्दी, उर्दू, पंजाबी, बंगला, तमिल, मलयालम, कन्नड़, तेलुगू, मराठी, उड़िया, गुजराती, कोंकणी, मणिपुरी, असमिया, नेपाली, कश्मीरी, संस्कृत और सिन्धी।
कृपया उत्तर-पुस्तिका में दिए गए बॉक्स में लिखें कि आप किस भाषा में उत्तर लिख रहे हैं।
(ख) यदि आप हिन्दी एवं अंग्रेजी के अतिरिक्त किसी अन्य भाषा में उत्तर लिखते हैं, तो प्रश्नों को समझने में होने वाली त्रुटियों/गलतियों की जिम्मेदारी केवल आपकी होगी।

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[P.T.O.]

Unnati Educations

9899436384, 9654279279

Important Instructions

1. This Question Paper Booklet contains two Question Papers—one based on revised study material marked as **NEW SYLLABUS** and the other based on pre-revised study material marked as **OLD SYLLABUS**.
2. **NEW SYLLABUS** is for those candidates who have registered for 2023–2024 (Stream–I; Block–I) admission and are appearing in April 2024 Examinations.
3. **OLD SYLLABUS** is for those candidates who had registered before 2023–2024 (Stream–I; Block–I) admission.
4. Candidates are to answer only one Question Paper from the given two Question Papers.
5. Candidates are not allowed to mix questions from the given two Question Papers.

महत्त्वपूर्ण निर्देश

1. इस प्रश्न-पत्र पुस्तिका में दो प्रश्न-पत्र हैं—एक संशोधित अध्ययन सामग्री पर आधारित है जिस पर **नया पाठ्यक्रम** अंकित है तथा दूसरा संशोधन से पूर्व अध्ययन सामग्री पर आधारित है जिस पर **पुराना पाठ्यक्रम** अंकित है।
2. **नया पाठ्यक्रम** उन परीक्षार्थियों के लिए है जिनका नामांकन 2023–2024 (स्ट्रीम–I; ब्लॉक–I) में हुआ है तथा जो अप्रैल–2024 परीक्षा में बैठने जा रहे हैं।
3. **पुराना पाठ्यक्रम** उन परीक्षार्थियों के लिए है जिनका नामांकन 2023–2024 (स्ट्रीम–I; ब्लॉक–I) के पहले हुआ है।
4. परीक्षार्थी दिए गए दो प्रश्न-पत्रों में से केवल एक प्रश्न-पत्र से ही उत्तर लिखें।
5. परीक्षार्थी को दो प्रश्न-पत्रों के प्रश्नों को मिलाकर उत्तर देने की अनुमति नहीं है।



NEW

This Question Paper consists of 51 questions.
इस प्रश्न-पत्र के अन्तर्गत 51 प्रश्न हैं।

BUSINESS STUDIES

व्यावसायिक अध्ययन

(319)

Time : 3 Hours]

[Maximum Marks : 100

समय : 3 घण्टे]

[पूर्णांक : 100

Note : (i) This question paper consists of 51 questions in all.

(ii) All questions are compulsory.

(iii) Marks are given against each question.

(iv) **Section-A** consists of Question Nos. **1** to **20**—Multiple Choice-type Questions (MCQs) carrying 1 mark each. Select and write the most appropriate option out of the four options given in each of these questions. An internal choice has been provided in some of these questions. You have to attempt only one of the given choices in such questions.

(v) **Section-B** consists of Question Nos. **21** to **35**—Objective-type Questions carrying 2 marks each (with 2 sub-parts of 1 mark each). Attempt these questions as per the instructions given for each of the questions.

(vi) **Section-C** consists of

(a) Question Nos. **36** to **41**—Very Short Answer-type Questions carrying 2 marks each to be answered in the range of 30 to 50 words.

(b) Question Nos. **42** to **47**—Short Answer-type Questions carrying 3 marks each to be answered in the range of 50 to 80 words.

(c) Question Nos. **48** to **51**—Long Answer-type Questions carrying 5 marks each to be answered in the range of 80 to 120 words.

निर्देश : (i) इस प्रश्न-पत्र में कुल 51 प्रश्न हैं।

(ii) सभी प्रश्न अनिवार्य हैं।

(iii) प्रत्येक प्रश्न के अंक उसके सामने दिए गए हैं।

(iv) **खण्ड-अ** में प्रश्न संख्या **1** से **20** तक बहुविकल्पीय प्रश्न (MCQs) हैं, जिनमें प्रत्येक प्रश्न 1 अंक का है। प्रत्येक प्रश्न में दिए गए चार विकल्पों में से सबसे उपयुक्त विकल्प का चयन करें और लिखें। इनमें से कुछ प्रश्नों में आंतरिक विकल्प दिया गया है। आपको ऐसे प्रश्नों में दिए गए विकल्पों में से केवल एक का ही उत्तर देना है।

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- (v) **खण्ड-ब** में प्रश्न संख्या **21** से **35** तक वस्तुनिष्ठ प्रश्न हैं, जिनमें प्रत्येक प्रश्न 2 अंक का है (1 अंक के 2 उप-भागों के साथ)। प्रत्येक प्रश्न के लिए दिए गए निर्देशों के अनुसार इन प्रश्नों के उत्तर दें।
- (vi) **खण्ड-स** में शामिल है :
- (a) प्रश्न संख्या **36** से **41**, 2 अंक के अति-लघूत्तरीय प्रश्न हैं, जिनके उत्तर 30 से 50 शब्दों में देने हैं।
- (b) प्रश्न संख्या **42** से **47**, 3 अंक के लघूत्तरीय प्रश्न हैं, जिनके उत्तर 50 से 80 शब्दों में देने हैं।
- (c) प्रश्न संख्या **48** से **51**, 5 अंक के दीर्घ-उत्तरीय प्रश्न हैं, जिनके उत्तर 80 से 120 शब्दों में देने हैं।

- (1) Answers of all questions are to be given in the Answer-Book given to you. सभी प्रश्नों के उत्तर आपको दी गई उत्तर-पुस्तिका में ही लिखें।
- (2) 15 minutes time has been allotted to read this question paper. The question paper will be distributed at 2:15 p.m. From 2:15 p.m. to 2:30 p.m., the students will read the question paper only and will not write any answer on the Answer-Book during this period.
- इस प्रश्न-पत्र को पढ़ने के लिए 15 मिनट का समय दिया गया है। प्रश्न-पत्र का वितरण दोपहर में 2:15 बजे किया जाएगा। दोपहर 2:15 बजे से 2:30 बजे तक छात्र केवल प्रश्न-पत्र को पढ़ेंगे और इस अवधि के दौरान वे उत्तर-पुस्तिका पर कोई उत्तर नहीं लिखेंगे।

SECTION—A

खण्ड-अ

Note : Question Numbers **1** to **20** are MCQs of 1 mark each. Internal choices have been given wherever necessary :

निर्देश : प्रश्न संख्या **1** से **20** बहुविकल्पीय प्रश्न हैं। प्रत्येक प्रश्न 1 अंक का है। जहाँ आवश्यक है, आंतरिक विकल्प दिए गए हैं :

1. “The growing awareness about health care has led to an increase in the demand for health care products and services in the country.” Identify the feature of business environment being described in the above case. 1

- (A) Dynamic (B) Uncertainty
(C) Complex (D) Interrelatedness

“स्वास्थ्य देखभाल के संबंध में बढ़ती हुई जागरूकता से देश में स्वास्थ्य देखभाल की वस्तुओं एवं सेवाओं की माँग में वृद्धि हुई है।” उपरोक्त स्थिति में व्यावसायिक पर्यावरण की जिस विशेषता की चर्चा की गई है, उसे पहचानिए।

- (A) गतिशील (B) अनिश्चितता
(C) जटिल (D) अन्तःसम्बन्ध



2. The full form of WTO is

- (A) World Traders Organization (B) World Trade Organization
(C) World Travelers Organization (D) World Tour Organization

1

डब्ल्यू० टी० ओ० का पूर्ण रूप है

- (A) विश्व व्यापारियों का संगठन (B) विश्व व्यापार संगठन
(C) विश्व यात्री संगठन (D) विश्व यात्रा संगठन

3. _____ refers to the process of instructing, guiding, counselling, motivating and leading people in the organization to achieve their objectives.

1

- (A) Planning (B) Organizing
(C) Staffing (D) Directing

_____ संगठन के उद्देश्यों की प्राप्ति के लिए व्यक्तियों को निर्देश देने, मार्गदर्शन करने, परामर्श देने, अभिप्रेरित करने तथा नेतृत्व करने की प्रक्रिया को उल्लिखित करता है।

- (A) नियोजन (B) संगठन
(C) नियुक्तिकरण (D) निर्देशन

Or / अथवा

_____ is concerned with getting, utilizing and maintaining a satisfactory and satisfied workforce.

- (A) Planning (B) Organizing
(C) Staffing (D) Directing

_____ संतुष्ट एवं संतोषप्रद कार्यबल को प्राप्त करने, इनका उपयोग करने एवं उन्हें बनाए रखने से संबंधित है।

- (A) नियोजन (B) संगठन
(C) नियुक्तिकरण (D) निर्देशन

4. Which of the following documents is **not** used in external trade?

1

- (A) Indent (B) Letter of credit
(C) Purchase order (D) Bill of lading

निम्नलिखित में से किस प्रपत्र का प्रयोग बाह्य व्यापार में नहीं किया जाता है?

- (A) इन्डेन्ट (B) साख-पत्र
(C) क्रय आदेश (D) मॉग ड्राफ्ट



Or / अथवा

The letter issued by the importer's bank in favour of the exporter which enable the exporter to get immediate payment is called

- (A) letter of hypothecation (B) letter of credit
(C) letter of advice (D) demand draft

आयातक बैंक द्वारा निर्यातक के पक्ष में कौन-सा पत्र जारी किया जाता है, जिससे निर्यातक को तत्काल भुगतान पाने में आसानी होती है?

- (A) दृष्टिबंधक पत्र (B) साख-पत्र
(C) सलाह-पत्र (D) डिमांड ड्राफ्ट

5. A company can raise capital through the primary market in which of the following forms? 1

- (A) Equity shares (B) Preference shares
(C) Debentures (D) All of the above

एक कम्पनी प्राथमिक बाजार के माध्यम से निम्नलिखित में से किस रूप में पूँजी एकत्रित कर सकती है?

- (A) समता अंश (B) पूर्वाधिकारी अंश
(C) ऋणपत्र (D) उपर्युक्त सभी

Or / अथवा

The capital structure of an organization refers to the choice of which of the following?

- (A) Dividend and wealth (B) Debt and equity
(C) Fixed assets and current assets (D) Fixed capital and working capital

एक संगठन का पूँजी ढाँचा निम्नलिखित में से किसके चयन को उल्लिखित करता है?

- (A) लाभांश एवं सम्पत्ति (B) ऋण एवं समता
(C) स्थायी परिसम्पत्तियाँ एवं चालू परिसम्पत्तियाँ (D) स्थायी पूँजी एवं कार्यशील पूँजी

6. Maximum number of members in a private company is

- (A) 50 (B) 100
(C) 150 (D) 200

1



निजी कम्पनी में सदस्यों की अधिकतम संख्या होती है

- (A) 50 (B) 100
(C) 150 (D) 200

7. "Sanjay has decided to earn a profit of 30% in the current financial year."
Identify the type of plan being described in the above lines. 1

- (A) Method (B) Objective
(C) Strategy (D) Programme

“संजय ने चालू वित्तीय वर्ष में 30% लाभ अर्जित करने का निर्णय लिया।”
उपरोक्त पंक्ति में चर्चित योजना के प्रकार को पहचानिए।

- (A) विधि (B) उद्देश्य
(C) रणनीति (D) कार्यक्रम

Or / अथवा

Which of the following statements is **not** related to the importance of planning?

- (A) It reduces risk and uncertainty. (B) It leads to efficiency in operations.
(C) It delays in actions. (D) It facilitates decision making.

निम्नलिखित कथनों में से कौन-सा कथन नियोजन के महत्व से संबंधित नहीं है?

- (A) यह जोखिम एवं अनिश्चितता को कम करता है। (B) यह प्रचालन को कार्यकुशलता की ओर ले जाता है।
(C) यह कार्यों में देरी करता है। (D) यह निर्णय लेने में सुविधा प्रदान करता है।

8. The World Youth Skill Day is celebrated on

- (A) 15th July (B) 15th March
(C) 15th October (D) 15th December 1

‘विश्व युवा कौशल दिवस’ मनाया जाता है

- (A) 15 जुलाई को (B) 15 मार्च को
(C) 15 अक्टूबर को (D) 15 दिसम्बर को



9. Identify the correct sequence of steps in the process of formation of a company.

- I. Promotion stage
- II. Capital subscription stage
- III. Commencement of business stage
- IV. Incorporation stage

- (A) I, II, III, IV
- (B) I, IV, III, II
- (C) IV, I, II, III
- (D) IV, II, I, III

1

कम्पनी की स्थापना की प्रक्रिया के चरणों के सही क्रम को पहचानिए।

- I. प्रवर्तन अवस्था
- II. पूँजी अभिदान अवस्था
- III. व्यावसायिक चरण की शुरुआत की अवस्था
- IV. निगमन अवस्था

- (A) I, II, III, IV
- (B) I, IV, III, II
- (C) IV, I, II, III
- (D) IV, II, I, III

Or / अथवा

Which of the following plans is expressed in financial terms?

- (A) Strategy
- (B) Rule
- (C) Policy
- (D) Budget

निम्नलिखित में से किस योजना को वित्तीय रूप में व्यक्त किया जाता है?

- (A) रणनीति
- (B) नियम
- (C) नीति
- (D) बजट

10. Equity shareholders are called

- (A) owners of the company
- (B) partners of the company
- (C) executives of the company
- (D) creditors of the company

1

समता अंशधारी कहलाते हैं

- (A) कम्पनी के स्वामी
- (B) कम्पनी के साझेदार
- (C) कम्पनी के अधिकारी
- (D) कम्पनी के लेनदार



11. There are two statements marked as Assertion (A) and Reason (R). Read the statements and choose the appropriate option from the options given below :

1

Assertion (A) : B2C enables a business firm to be in touch with its customers round the clock.

Reason (R) : As in B2C, there are business firms at one end and its customers on the other end.

- (A) (A) is correct but (R) is wrong
(B) Both (A) and (R) are correct but (R) is not the correct explanation of (A)
(C) Both (A) and (R) are correct but (R) is the correct explanation of (A)
(D) Both (A) and (R) are incorrect

यहाँ दो कथन दिए गए हैं, जिन्हें अभिकथन (A) तथा कारण (R) से चिह्नित किया गया है। कथनों को पढ़िये और दिए गए विकल्पों में से उपयुक्त विकल्प का चयन कीजिए :

अभिकथन (A) : बी2सी (B2C) व्यावसायिक फर्म को रात-दिन अपने ग्राहकों से संपर्क स्थापित करने में सक्षम बनाता है।

कारण (R) : बी2सी (B2C) में एक छोर पर व्यावसायिक फर्म है और दूसरे छोर पर इसके ग्राहक।

- (A) (A) सही है लेकिन (R) गलत है
(B) दोनों (A) और (R) सही हैं परंतु (R), (A) की सही व्याख्या नहीं है
(C) दोनों (A) और (R) सही हैं परंतु (R), (A) की सही व्याख्या है
(D) दोनों (A) और (R) गलत हैं

Or / अथवा

Which of the following is **not** a limitation of E-commerce?

- (A) Lack of adequate Internet infrastructure
(B) Delivery and payment related issues
(C) Shortened transaction time
(D) Absence of cyber laws

निम्नलिखित में से कौन-सी ई-कॉमर्स की सीमा नहीं है?

- (A) पर्याप्त इंटरनेट ढाँचे की कमी
(B) सुपुर्दगी एवं भुगतान संबंधी समस्याएँ
(C) लेनदेन के समय में कमी
(D) साइबर कानूनों की अनुपस्थिति



12. Short-term and temporary incentives to purchase or induce trials of new goods refers to

- (A) advertising (B) publicity
(C) sales promotion (D) direct marketing

1

नई वस्तुओं की खरीद या परीक्षण प्रेरित करने हेतु लघुकालिक व अस्थायी प्रोत्साहन का संबंध है

- (A) विज्ञापन से (B) प्रचार से
(C) विक्रय प्रवर्तन से (D) प्रत्यक्ष विज्ञापन से

13. Contracting out some of its activities to a third party which was earlier performed by the organization is

- (A) BPO (B) E-commerce
(C) outsourcing (D) E-banking

1

संगठन द्वारा पहले निष्पादित की जाने वाली कुछ क्रियाओं को तृतीय पक्ष को ठेके पर दिया जाना है

- (A) व्यावसायिक प्रक्रिया बाह्यस्रोतिकरण (BPO) (B) ई-कॉमर्स
(C) बाह्यस्रोतिकरण (D) ई-बैंकिंग

Or / अथवा

Which among the following is **not** a characteristic of business risk?

- (A) Loss is the reward for risk-bearing.
(B) Business risks are due to uncertainties.
(C) Risk is an essential component of every business.
(D) Degree of risk depends mainly upon the nature and size of business.

निम्नलिखित में से कौन-सी व्यावसायिक जोखिम की विशेषता नहीं है?

- (A) जोखिम उठाने का पारितोषिक हानि है।
(B) व्यावसायिक जोखिमों का कारण अनिश्चितता है।
(C) जोखिम प्रत्येक व्यवसाय का एक आवश्यक घटक है।
(D) जोखिम की मात्रा मुख्य रूप से व्यवसाय की प्रकृति एवं आकार पर निर्भर है।



14. National Small Industries Corporation Ltd. (NSIC) was set up in the year

- (A) 1950 (B) 1955
(C) 1951 (D) 1956

1

राष्ट्रीय लघु उद्योग कॉर्पोरेशन लिमिटेड (NSIC) की स्थापना का वर्ष है

- (A) 1950 (B) 1955
(C) 1951 (D) 1956

15. Which function of management helps in minimizing errors?

1

- (A) Planning (B) Organizing
(C) Directing (D) Controlling

प्रबन्ध का कौन-सा कार्य त्रुटियों को कम करने में सहायक है?

- (A) नियोजन (B) संगठन
(C) निर्देशन (D) नियंत्रण

Or / अथवा

Authority and responsibility relationships among job positions is defined in which of the following functions of management?

- (A) Planning (B) Organizing
(C) Staffing (D) Directing

निम्नलिखित में से प्रबन्ध के किस कार्य में काम की स्थिति के अनुसार अधिकार एवं कर्तव्य के संबंध को परिभाषित किया जाता है?

- (A) नियोजन (B) संगठन
(C) नियुक्तिकरण (D) निर्देशन

16. In government company, the share of the Central Government in paid-up capital must be at least

- (A) 30% (B) 49%
(C) 51% (D) 75%

1

एक सरकारी कम्पनी की चुकता पूँजी में केन्द्र सरकार का न्यूनतम भाग होता है

- (A) 30% (B) 49%
(C) 51% (D) 75%



17. The ability of a firm to convert an asset to cash is called

- (A) liquidity (B) solvency
(C) return (D) marketability

1

फर्म द्वारा अपनी परिसंपत्तियों को नकद में परिवर्तित करने की क्षमता कहलाती है

- (A) तरलता (B) शोधनक्षमता
(C) वापसी (D) विपण्यता

Or / अथवा

X Ltd. earned a profit of ₹ 15 crores. Out of this, the company decided to retain ₹ 10 crores for business expansion and growth, this decision relates to

- (A) investment decision (B) financing decision
(C) working capital decision (D) dividend decision

X Ltd. ने अपने ₹ 15 करोड़ के अर्जित लाभ में से ₹ 10 करोड़ व्यवसाय के विस्तार व वृद्धि के लिए प्रतिधारित करने का निर्णय लिया। यह निर्णय संबंधित है

- (A) निवेश निर्णय से (B) वित्तीय निर्णय से
(C) कार्यशील पूँजी निर्णय से (D) लाभांश निर्णय से

18. Which of the following is **not** a feature of the Departmental Store?

1

- (A) 24×7 shopping (B) Wide range of products
(C) Large size (D) Located at a central place

निम्नलिखित में से कौन-सी 'विभागीय भंडार' की विशेषता नहीं है?

- (A) 24×7 खरीददारी (B) उत्पादों की विस्तृत शृंखला
(C) बड़ा आकार (D) केन्द्रीय स्थान पर स्थित होना

19. The full form of NSE is

- (A) National Securities Exchange (B) National Stock Exchange
(C) Nominal Securities Exchange (D) Net Sales Earning

1

एन० एस० ई० (NSE) का पूर्ण रूप बताइए।

- (A) नैशनल सिक्योरिटिज एक्सचेंज (B) नैशनल स्टॉक एक्सचेंज
(C) नॉमिनल सिक्योरिटिज एक्सचेंज (D) नेट सेल्स अर्निंग



20. The 'King of the Market' is

- (A) producer (B) consumer
(C) retailer (D) wholesaler

1

‘बाजार का राजा’ है

- (A) उत्पादक (B) उपभोक्ता
(C) फुटकर विक्रेता (D) थोक विक्रेता

Or / अथवा

Paid form of non-personal presentation and promotion of goods and services is called

- (A) publicity (B) salesmanship
(C) advertising (D) sales promotion

वस्तुओं और सेवाओं के प्रस्तुतीकरण व प्रवर्तन के लिए अवैयक्तिक प्रस्तुति जिसके लिए भुगतान किया गया है, कहलाता है

- (A) प्रचार (B) विक्रयकला
(C) विज्ञापन (D) विक्रय प्रवर्तन

SECTION—B

खण्ड—ब

Note : Question Numbers 21 to 35 given below. Internal choices have been given wherever necessary :

निर्देश : नीचे प्रश्न संख्या 21 से 35 दिए गए हैं। जहाँ भी आवश्यक है, आंतरिक विकल्प दिए गए हैं :

21. Fill in the blanks :

1×2=2

- (a) _____ refers to the official powers and position required to carry out the task.
(b) _____ refers to the obligation on the part of the subordinates to whom responsibility and authority are granted.

रिक्त स्थान भरिए :

- (क) _____ का संबंध किसी कार्य को करने के लिए प्रदान की गई आधिकारिक शक्ति एवं स्थिति से है।
(ख) _____ का संबंध अधीनस्थों के दायित्व से है जिन्हें कर्तव्य एवं अधिकार प्रदान किया गया है।



Or / अथवा

Fill in the blanks :

1×2=2

- (a) _____ refers to the process of entrustment of a part of work or responsibility and authority to subordinates.
- (b) _____ refers to systematic efforts to delegate authority at all levels of management.

रिक्त स्थान भरिए :

- (क) _____ का संबंध अधीनस्थों को कार्य के एक भाग या जिम्मेदारी व अधिकार को सौंपने की प्रक्रिया से है।
- (ख) _____ का संबंध प्रबंध के सभी स्तरों पर व्यवस्थित रूप से अधिकार अंतरण के प्रयत्नों से है।

22. Match the type of preference shares given in Column—I with their respective meaning given in Column—II :

2

Column—I

Column—II

- | | |
|--------------------------------------|---|
| (a) Convertible preference shares | (i) Have a right to share the profit after making payment of dividend at a pre-decided rate to equity shares. |
| (b) Non-cumulative preference shares | (ii) Shares which can be converted into equity shares after a specified period of time. |
| (c) Participating preference shares | (iii) When the amount of preference shares is refundable only at the time of liquidation. |
| (d) Irredeemable preference shares | (iv) The preference shares on which the dividend is not accumulated if it is not paid. |

(A) (a) (b) (c) (d)
(i) (ii) (iii) (iv)

(B) (a) (b) (c) (d)
(ii) (iv) (i) (iii)

(C) (a) (b) (c) (d)
(iii) (i) (iv) (ii)

(D) (a) (b) (c) (d)
(iv) (iii) (ii) (i)



कॉलम—I में दिए गए पूर्वाधिकारी अंशों के प्रकार का मिलान कॉलम—II में दिए गए उनके अर्थ से कीजिए :

कॉलम—I

कॉलम—II

- | | |
|---------------------------------|---|
| (a) परिवर्तनीय पूर्वाधिकारी अंश | (i) इन्हें समता अंशों पर पूर्व निर्धारित दर से लाभांश भुगतान के बाद लाभ में भाग लेने का अधिकार होता है। |
| (b) असंचयी पूर्वाधिकारी अंश | (ii) ये वे अंश हैं, जिन्हें एक निश्चित अवधि के बाद समता अंशों में परिवर्तित किया जा सकता है। |
| (c) भागीदारी पूर्वाधिकारी अंश | (iii) जब पूर्वाधिकारी अंशों की राशि केवल कम्पनी के समापन के समय ही प्रतिदेय होगी। |
| (d) अशोधनीय पूर्वाधिकारी अंश | (iv) वे पूर्वाधिकारी अंश, जिन पर यदि लाभांश नहीं दिया गया है, तो वह संचित नहीं होता। |

(A) (a) (b) (c) (d)
(i) (ii) (iii) (iv)

(B) (a) (b) (c) (d)
(ii) (iv) (i) (iii)

(C) (a) (b) (c) (d)
(iii) (i) (iv) (ii)

(D) (a) (b) (c) (d)
(iv) (iii) (ii) (i)

23. Fill in the blanks :

1×2=2

- (a) The money market instrument which is payable on demand and its maturity period varies between one day to a fortnight is ____.
- (b) A short-term instrument issued by commercial banks and special financial institutions which are freely transferable from one party to another is ____.

रिक्त स्थान भरिए :

- (क) मुद्रा बाजार का प्रलेख, जिसका पुनर्भुगतान माँग पर देय है और इसकी परिपक्वता अवधि एक दिन से दो सप्ताह तक है, ____ है।
- (ख) एक अल्पकालिक प्रलेख, जो वाणिज्यिक बैंकों द्वारा एवं विशिष्ट वित्तीय संस्थानों द्वारा निर्गमित किए जाते हैं और जो एक पक्ष से दूसरे पक्ष को स्वतंत्रतापूर्वक हस्तांतरणीय हैं, ____ है।



Or / अथवा

Write True or False of the following statements :

1×2=2

- (a) Capital market may be defined as a market dealing in short-term and medium-term funds.
- (b) Financial market may be defined as a transaction mechanism between investors and the borrowers through which transfer of funds is facilitated.

निम्नलिखित कथन सही हैं या गलत, लिखिए :

- (क) पूँजी बाजार को एक ऐसे बाजार के रूप में परिभाषित किया जा सकता है जहाँ लघुकालिक व मध्यमकालिक कोषों का लेन-देन होता है।
- (ख) वित्तीय बाजार को निवेशक व ऋणी के मध्य लेनदेन के ऐसे तंत्र के रूप में परिभाषित किया जा सकता है जो वित्तीय कोषों के हस्तांतरण में सुविधा प्रदान करता है।

24. Give one word for the following statements :

1×2=2

- (a) It involves estimating the manpower requirement of an organization.
- (b) The process of systematically collecting information relating to all aspects of a job.

निम्नलिखित कथनों के लिए एक शब्द दीजिए :

- (क) इसमें संगठन के लिए मानव शक्ति आवश्यकता का अनुमान लगाना निहित है।
- (ख) कार्य-संबंधी सभी पहलुओं के लिए व्यवस्थित रूप से सूचना एकत्रित करने की प्रक्रिया।

Or / अथवा

Give one word for the following statements :

1×2=2

- (a) The process of finding and attracting suitable applicants for employment.
- (b) The process of choosing the most suitable person from amongst the list of interested candidates.

निम्नलिखित कथनों के लिए एक शब्द दीजिए :

- (क) रोजगार के लिए उपयुक्त आवेदकों को ढूँढ़ने एवं आकर्षित करने की प्रक्रिया।
- (ख) इच्छुक अभ्यर्थियों की सूची में से सबसे उपयुक्त व्यक्ति के चुनाव की प्रक्रिया।



25. Fill in the blanks :

1×2=2

- (a) _____ refers to buying goods from the manufacturers or wholesalers and selling the same to the final consumers.
- (b) _____ refers to buying goods in large quantities from producers or manufacturers for sale to other traders.

रिक्त स्थान भरिए :

- (क) _____ का संबंध निर्माताओं अथवा थोक विक्रेताओं से वस्तुओं का क्रय कर उन्हें अंतिम उपभोक्ताओं को विक्रय करने से है।
- (ख) _____ का संबंध उत्पादकों अथवा निर्माताओं से बड़ी मात्रा में वस्तुओं का क्रय कर उन्हें अन्य विक्रेताओं को बेचने से है।

26. Give one word for the following :

1×2=2

- (a) The campaign launched by the Government of India for connecting rural areas with high speed Internet connectivity and improve digital literacy
- (b) The programme that aims at utilising the existing Indian talent base, creating additional employment opportunities and empowering secondary and tertiary sectors

निम्नलिखित के लिए एक शब्द दीजिए :

- (क) भारत सरकार द्वारा आरंभ किया गया अभियान, जिसके अन्तर्गत ग्रामीण क्षेत्रों को तेज गति की इंटरनेट कनेक्टिविटी व उन्नत डिजिटल शिक्षा से जोड़ा जा रहा है
- (ख) वह कार्यक्रम, जिसका उद्देश्य उपलब्ध भारतीय प्रतिभा आधार का उपयोग अतिरिक्त रोजगार अवसरों का सृजन तथा द्वितीयक व तृतीयक क्षेत्रों को सशक्त बनाना है

Or / अथवा

Give one word for the following :

1×2=2

- (a) Simplified policies to attract foreign capital and technology to India
- (b) Integrating the economy of a country with the world economy

निम्नलिखित के लिए एक शब्द दीजिए :

- (क) विदेशी पूँजी व तकनीक को भारत में आकर्षित करने के लिए सरलीकृत नीतियाँ
- (ख) देश की अर्थव्यवस्था को विश्व अर्थव्यवस्था से समन्वित करना



27. From the following, identify the major components of working capital : $1 \times 2 = 2$

- (a) Supplies, temporary or short-term investments
- (b) Customer deposits and deferred revenue, pay roll taxes withhold from employees

निम्नलिखित में से कार्यशील पूँजी के प्रमुख घटकों को पहचानिए :

- (क) आपूर्ति, अस्थायी अथवा लघुकालिक निवेश
- (ख) ग्राहक जमा तथा आस्थगित आगम, कर्मचारियों के रोके हुए पे-रोल टैक्स

Or / अथवा

Identify the following types of leverage : $1 \times 2 = 2$

- (a) This refers to the amount of debt in the capital structure of the business firm.
- (b) It is the ratio of fixed cost to variable cost.

लीवरेज के प्रकार को पहचानिए :

- (क) इसका संबंध व्यावसायिक फर्म के पूँजी ढाँचे में ऋण की राशि से है।
- (ख) यह स्थायी लागत का परिवर्तनीय लागत से अनुपात है।

28. From the following, identify import trade, export trade and entrepot trade : $1 \times 2 = 2$

- (a) When the firm of a country sells goods to the firm of another country
- (b) When the firm of a country import goods for the purpose of exporting the same to the firms of some other countries with or without making any change

निम्नलिखित में से आयात, निर्यात व पुनःनिर्यात व्यापार को पहचानिए :

- (क) जब एक देश की फर्म दूसरे देश की फर्म को वस्तुएँ बेचती है
- (ख) जब एक देश की फर्म वस्तुओं का आयात उनमें परिवर्तन करके अथवा परिवर्तन किए बिना किसी दूसरे देश की फर्म को निर्यात करने के उद्देश्य से करती है



29. Identify manufacturing/service small enterprises from the following statements : 1×2=2

- (a) The enterprises having investment in plant and machinery excluding investments in land and building between ₹ 25 lakh and ₹ 5 crores.
- (b) The enterprises having investment in plant and machinery excluding investments in land and building between ₹ 10 lakh and ₹ 2 crores.

निम्नलिखित कथनों से निर्माणी/सेवा लघु उद्यमों को पहचानिए :

- (क) ऐसे उद्यमों, जिनमें भूमि एवं भवन के निवेश के अतिरिक्त प्लांट व मशीनरी में निवेश ₹ 25 लाख से ₹ 5 करोड़ के बीच है।
- (ख) ऐसे उद्यमों, जिनके भूमि एवं भवन में निवेश के अतिरिक्त प्लांट एवं मशीनरी में निवेश ₹ 10 लाख से ₹ 2 करोड़ के बीच है।

30. Give one word for the following statements : 1×2=2

- (a) The component of marketing mix that relates to channels of distribution.
- (b) The component of marketing mix which persuades and influences the consumers.

निम्नलिखित कथनों के लिए एक शब्द दीजिए :

- (क) विपणन मिश्र का वह घटक, जिसका संबंध वितरण माध्यमों से है।
- (ख) विपणन मिश्र का वह घटक, जिसका संबंध उपभोक्ताओं को आश्वस्त व प्रभावित करने से है।

Or / अथवा

Give one word for the following : 1×2=2

- (a) Goods meant for personal consumption by the households
- (b) Goods meant for use as inputs in production

निम्नलिखित के लिए एक शब्द दीजिए :

- (क) परिवार द्वारा व्यक्तिगत उपभोग हेतु आवश्यक सामान
- (ख) उत्पादन में लगने वाला निवेश के रूप में आवश्यक सामान



31. Identify the type of private company being referred to in the following statements : 1×2=2

- (a) A company whose turnover as per its last Profit and Loss Account does not exceed ₹ 2 crores.
- (b) The company having relaxation from preparing cash flow statement, holding annual general meeting, etc.

निम्नलिखित कथनों में बताए गए 'निजी कम्पनी' के प्रकार को पहचानिए :

- (क) एक कम्पनी, जिसकी कुल बिक्री उसके पिछले लाभ-हानि खाते के आधार पर ₹ 2 करोड़ से अधिक नहीं है।
- (ख) एक ऐसी कम्पनी, जिसे रोकड़ प्रवाह विवरण तैयार करने व वार्षिक आम बैठक आयोजित करने आदि से छूट मिली हुई है।

32. Identify the following and write 'ES' for equity share and 'D' for debenture : 1×2=2

- (a) These holders get assured return irrespective of profit.
- (b) It is suitable for those who wants to take risk for higher return.

निम्नलिखित को पहचानिए तथा समता अंश के लिए 'ES' व ऋणपत्र के लिए 'D' लिखिए :

- (क) इन धारकों को सुनिश्चित वापसी मिलती है, चाहे लाभ हो या नहीं।
- (ख) यह उनके लिए अनुकूल है, जो अधिक वापसी का जोखिम उठाना चाहते हैं।

33. Write the full forms of the following : 1×2=2

- (a) NSDC
- (b) NSDM

निम्नलिखित के पूर्ण रूप लिखिए :

- (क) एन० एस० डी० सी०
- (ख) एन० एस० डी० एम०



Or / अथवा

Write the full forms of the following :

1×2=2

(a) NSDA

(b) SSC

निम्नलिखित के पूर्ण रूप लिखिए :

(क) एन० एस० डी० ए०

(ख) एस० एस० सी०

34. Correct the following sentences :

1×2=2

(a) Zero-stage distribution channel exists where there is an indirect sale of goods by producer to customers.

(b) In one-stage channel of distribution, there are two middlemen used namely, wholesaler and retailer.

निम्न वाक्यों को सही कीजिए :

(क) शून्य-स्तरीय वितरण माध्यम वहाँ है, जहाँ उत्पादक अपने उपभोक्ता को अप्रत्यक्ष माध्यम से वस्तुओं का विक्रय करता है।

(ख) एक-स्तरीय वितरण माध्यम में दो मध्यस्थ होते हैं, जिनके नाम हैं थोक विक्रेता और फुटकर विक्रेता।

35. Identify the method of price fixation :

1×2=2

(a) Soham fixes the prices of shirts that he manufactures at 15% higher than the cost.

(b) Rampal, a fruit vendor, increases the price of apples if there is a heavy demand for them.

मूल्य-निर्धारण की पद्धति पहचानिए :

(क) सोहम जिन कमीजों का उत्पादन करता है उनका मूल्य लागत से 15% अधिक निर्धारित करता है।

(ख) रामपाल, एक फल विक्रेता, माँग में भारी वृद्धि होने पर सेब का मूल्य बढ़ा देता है।



SECTION—C

खण्ड—स

Note : Question Numbers **36** to **51** given below. Internal choices have been given wherever necessary :

निर्देश : नीचे प्रश्न संख्या **36** से **51** दिए गए हैं। जहाँ भी आवश्यक है, आंतरिक विकल्प दिए गए हैं :

- 36.** “It is common now to see CD-ROM’s, computerized information kiosks, and Internet/World Wide Web multimedia pages highlighting the virtues of products.” Name the components of the business environment highlighted by this statement.

Also name the two other components of non-economic environment affecting business.

2

“आज सीडी-रोम, कम्प्यूटरीकृत सूचना कियोस्क और इंटरनेट/वर्ल्ड वाइड वेब मल्टीमीडिया पर किसी उत्पाद के गुणों को दर्शाते हुए पेज देखना साधारण है।” इस कथन में व्यावसायिक वातावरण के जिन तत्त्वों पर प्रकाश डाला गया है, उनके नाम बताइए।

व्यवसाय को प्रभावित करने वाले दो अन्य अनार्थिक तत्त्वों के नाम भी बताइए।

- 37.** State any *two* benefits of training to employees.

2

कर्मचारियों के लिए प्रशिक्षण के किन्हीं दो लाभों का उल्लेख कीजिए।

Or / अथवा

Name the process through which the new employees are introduced to the organization. Why is it significant? State.

उस प्रक्रिया का नाम बताइए, जिसके माध्यम से नए कर्मचारियों को संस्था से परिचित करवाया जाता है। यह क्यों महत्वपूर्ण है? उल्लेख कीजिए।

- 38.** Differentiate between ‘advertising and sales promotion’ on the basis of—

(a) objectives;

(b) nature.

2

‘विज्ञापन’ व ‘विक्रय संवर्धन’ में निम्नलिखित आधारों पर अन्तर्भेद कीजिए :

(क) उद्देश्य

(ख) प्रकृति



39. State any *four* objectives of World Trade Organization. 2

‘विश्व व्यापार संगठन (WTO)’ के किन्हीं **चार** उद्देश्यों का उल्लेख कीजिए।

Or / अथवा

State any *four* points highlighting the role of World Trade Organization.

विश्व व्यापार संगठन की भूमिका पर प्रकाश डालने वाले किन्हीं **चार** बिन्दुओं का उल्लेख कीजिए।

40. Give the meaning of durable and non-durable goods. 2

‘टिकाऊ’ तथा ‘गैर-टिकाऊ’ वस्तुओं का अर्थ दीजिए।

Or / अथवा

Give the meaning of tangible and intangible goods.

‘मूर्त’ तथा ‘अमूर्त’ वस्तुओं का अर्थ दीजिए।

41. Name the outsourcing services that require expertise of a higher order knowledge work. Why is this outsourcing done? State. 2

उन बाह्यस्रोतिकरण सेवाओं के नाम बताइए, जिनके लिए उच्चस्तरीय ज्ञान कार्य की विशेषज्ञता की आवश्यकता होती है। यह बाह्यस्रोतिकरण क्यों किया जाता है? उल्लेख कीजिए।

42. Name the function of management that harmonizes group efforts so as to achieve the goals of the organization. State any *two* points of significance of this function. 3

प्रबन्ध के उस कार्य का नाम बताइए, जो समूह के प्रयासों में सामंजस्य स्थापित करता है ताकि संगठन के लक्ष्यों को प्राप्त किया जा सके। इस कार्य के महत्त्व के किन्हीं **दो** बिन्दुओं का उल्लेख कीजिए।

43. “It is a form of retailing wherein two parties enter into an agreement in which one party authorizes others to sell or produce specified goods and services.”

(a) Identify the form of large-scale retail business.

(b) Identify the two parties involved in the business identified in (a) above.

(c) Give an example of such business. 3



“यह फुटकर व्यापार का एक ऐसा रूप है, जिसमें दो पक्षों में हुए समझौते के अन्तर्गत एक पक्ष, दूसरे पक्ष को विशेष वस्तुओं और सेवाओं को बेचने अथवा उत्पादित करने के लिए अधिकृत करता है।”

(क) बड़े पैमाने के फुटकर व्यापार के इस रूप को पहचानिए।

(ख) भाग (क) में पहचाने गए व्यवसाय में सम्मिलित दो पक्षों को पहचानिए।

(ग) इस प्रकार के व्यवसाय का एक उदाहरण दीजिए।

Or / अथवा

JG Transport Company is providing the service of sending goods from one part of the country to another. At the time of booking the goods, a receipt is issued by JG Transport Company.

(a) Name the receipt which is issued at the time of booking of goods by the company.

(b) List the information covered in this receipt.

जे० जी० परिवहन कम्पनी वस्तुओं को देश के एक भाग से अन्य भागों में पहुँचाने की सेवा प्रदान करती है। माल की बुकिंग के समय जे० जी० परिवहन कम्पनी द्वारा एक रसीद जारी की जाती है।

(क) कम्पनी द्वारा माल की बुकिंग के समय जारी की जाने वाली रसीद का नाम बताइए।

(ख) इस रसीद में दी जाने वाली सूचनाओं की सूची बनाइए।

44. Differentiate between ‘fixed capital’ and ‘working capital’ on the basis of—

(a) meaning;

(b) tenure;

(c) benefits.

3

‘स्थायी पूँजी’ एवं ‘कार्यशील पूँजी’ में निम्नलिखित आधारों पर अन्तर्भेद कीजिए :

(क) अर्थ

(ख) अवधि

(ग) लाभ



Or / अथवा

Explain the following as determinants of working capital :

- (a) Nature of business
- (b) The manufacturing cycle
- (c) Promotional and formative phase

निम्नलिखित को कार्यशील पूँजी के निर्धारकों के रूप में समझाइए :

- (क) व्यवसाय की प्रकृति
- (ख) उत्पादन चक्र
- (ग) आरंभिक व प्रवर्तन अवस्था

45. Sukesh is working in a textile industry. He is the Human Resource Manager and has to recruit 10 salesmen for the company. After determining the qualification and experience required for various jobs involved, he is in search of suitable candidates. For this purpose, he decided to use various sources from outside the organization. Explain any *three* such sources.

3

सुकेश एक कपड़ा उद्योग में काम करता है। वह मानव संसाधन प्रबंधक है। उसे कम्पनी के लिए 10 विक्रयकर्ताओं की भर्ती करनी है। विभिन्न कार्यों के लिए आवश्यक शिक्षण योग्यता व अनुभव के निर्धारण के बाद वह उपयुक्त उम्मीदवारों को खोज रहा है। इस उद्देश्य से उसने संगठन से बाहर के विभिन्न स्रोतों का उपयोग करने का निर्णय लिया। ऐसे किन्हीं **तीन** स्रोतों को समझाइए।

Or / अथवा

Mukesh, the Human Resource Manager of BP Ltd., an electronics company, has received a number of applications for the post of Production Manager. From amongst the various applications, he has to choose only one. Identify the process which Mukesh would use to choose the most suitable candidate. Explain the first *two* steps of the process identified.

मुकेश, बी०पी०लिमिटेड में मानव संसाधन प्रबन्धक है। उसे अपनी इलेक्ट्रॉनिक्स कम्पनी में उत्पादक प्रबन्धक के पद के लिए कई आवेदन प्राप्त हुए हैं। उन विभिन्न आवेदनों में से उसे केवल एक को ही चुनना है। उस प्रक्रिया को पहचानिए, जिसका प्रयोग करके मुकेश सबसे उपयुक्त उम्मीदवार का चयन करेगा। पहचानी गई प्रक्रिया के प्रथम **दो** चरणों को समझाइए।



46. Suraj has completed diploma in Sales and Marketing from a reputed institute. He now wants to take up a job as a salesman. Guide him by stating any three qualities that he must possess to become a good salesman.

3

सूरज ने एक प्रतिष्ठित संस्थान से विक्रय एवं विपणन का डिप्लोमा पूरा किया है। अब वह एक विक्रयकर्ता की नौकरी करना चाहता है। एक अच्छे विक्रयकर्ता के तीन गुणों का उल्लेख करते हुए, जो उसमें अवश्य होने चाहिए, उसका मार्गदर्शन कीजिए।

47. State any *two* formalities to be completed by clearing agent in external trade.

3

बाह्य व्यापार में निकासी अभिकर्ता द्वारा पूरी की जाने वाली किन्हीं दो औपचारिकताओं का उल्लेख कीजिए।

Or / अथवा

Give the meaning of the following documents used in external trade :

(a) Indent

(b) Letter of credit

बाह्य व्यापार में प्रयुक्त निम्नलिखित प्रलेखों का अर्थ दीजिए :

(क) इन्डेंट

(ख) साख-पत्र

48. Differentiate between 'Private Limited' and 'Public Limited' company on any *five* bases as per the provisions of the Companies Act, 2013.

5

कम्पनी अधिनियम, 2013 के प्रावधानों के अनुसार, 'निजी लिमिटेड' व 'सार्वजनिक लिमिटेड' कम्पनी में किन्हीं पाँच आधारों पर अंतर कीजिए।

Or / अथवा

Differentiate between 'public enterprise' and 'private enterprise' on any *five* bases.

'सार्वजनिक उद्यम' व 'निजी उद्यम' में किन्हीं पाँच आधारों पर अंतर कीजिए।

49. Explain the steps in the process of controlling.

5

नियन्त्रण-प्रक्रिया के चरणों को समझाइए।



50. Suresh is a broker in a stock exchange. His son, Rahul, a student of class XII is now-a-days studying the chapter of 'stock exchange' as a part of his business studies syllabus. He asks various questions regarding the functions of stock exchange from his father. Before explaining the functions of stock exchange, Rahul's father first describes the meaning of stock exchange as per the Securities Contract (Regulation) Act.

(a) Give the meaning of 'stock exchange' as per the Act explained by Rahul's father.

(b) Explain any *two* functions of stock exchange.

5

सुरेश शेयर बाजार में एक दलाल है। उसका पुत्र राहुल, जो कि कक्षा XII का छात्र है, आजकल अपने व्यवसाय अध्ययन पाठ्यक्रम के एक भाग के रूप में शेयर बाजार का पाठ पढ़ रहा है। वह अपने पिता से शेयर बाजार के कार्यों से सम्बन्धित कई प्रश्न पूछता रहता है। राहुल के पिता ने उसे शेयर बाजार के कार्य समझाने से पहले प्रतिभूति अनुबंध (विनियमन) अधिनियम के अनुसार शेयर बाजार का अर्थ समझाया।

(क) अधिनियम के अनुसार राहुल के पिता द्वारा समझाया गया शेयर बाजार का अर्थ दीजिए।

(ख) शेयर बाजार के किन्हीं दो कार्यों को समझाइए।

Or / अथवा

"As part of its efforts to protect investor's interests, the Securities and Exchange Board of India (SEBI) has initiated many primary market reforms like improved disclosure standards in public issue documents, introduction of prudential norms and simplification of issue procedures, etc."

Explain *five* other primary market reforms initiated by the SEBI except those discussed above.

"निवेशकों के हितों की रक्षा के प्रयासों के एक भाग के रूप में भारतीय प्रतिभूति एवं विनियम बोर्ड (सेबी) ने प्राथमिक बाजार में सुधार के बहुत से कार्यक्रम आरंभ किए हैं, जैसे सार्वजनिक निर्गमन प्रलेखों को सुधरे हुए प्रकटीकरण मानक, विवेकपूर्ण मानदंडों का प्रस्तुतीकरण एवं निर्गमन कार्यविधि का सरलीकरण आदि।"

ऊपर दिए गए सुधारों के अतिरिक्त सेबी (SEBI) द्वारा प्राथमिक बाजार में आरंभ किए गए पाँच अन्य सुधारों को समझाइए।

51. Give the meaning of 'self-employment'. State any *four* characteristics of self-employment.

5

'स्वरोजगार' का अर्थ दीजिए। 'स्वरोजगार' की किन्हीं चार विशेषताओं का उल्लेख कीजिए।

★ ★ ★



OLD

This Question Paper consists of 51 questions.
इस प्रश्न-पत्र के अन्तर्गत 51 प्रश्न हैं।

BUSINESS STUDIES

व्यावसायिक अध्ययन

(319)

Time : 3 Hours]

[Maximum Marks : 100

समय : 3 घण्टे]

[पूर्णांक : 100

Note : (i) This question paper consists of 51 questions in all.

(ii) All questions are compulsory.

(iii) Marks are given against each question.

(iv) **Section-A** consists of Question Nos. **1** to **20**—Multiple Choice-type Questions (MCQs) carrying 1 mark each. Select and write the most appropriate option out of the four options given in each of these questions. An internal choice has been provided in some of these questions. You have to attempt only one of the given choices in such questions.

(v) **Section-B** consists of Question Nos. **21** to **35**—Objective-type Questions carrying 2 marks each (with 2 sub-parts of 1 mark each). Attempt these questions as per the instructions given for each of the questions.

(vi) **Section-C** consists of

(a) Question Nos. **36** to **41**—Very Short Answer-type Questions carrying 2 marks each to be answered in the range of 30 to 50 words.

(b) Question Nos. **42** to **47**—Short Answer-type Questions carrying 3 marks each to be answered in the range of 50 to 80 words.

(c) Question Nos. **48** to **51**—Long Answer-type Questions carrying 5 marks each to be answered in the range of 80 to 120 words.

निर्देश : (i) इस प्रश्न-पत्र में कुल 51 प्रश्न हैं।

(ii) सभी प्रश्न अनिवार्य हैं।

(iii) प्रत्येक प्रश्न के अंक उसके सामने दिए गए हैं।

(iv) **खण्ड-अ** में प्रश्न संख्या **1** से **20** तक बहुविकल्पीय प्रश्न (MCQs) हैं, जिनमें प्रत्येक प्रश्न 1 अंक का है। प्रत्येक प्रश्न में दिए गए चार विकल्पों में से सबसे उपयुक्त विकल्प का चयन करें और लिखें। इनमें से कुछ प्रश्नों में आंतरिक विकल्प दिया गया है। आपको ऐसे प्रश्नों में दिए गए विकल्पों में से केवल एक का ही उत्तर देना है।



- (v) **खण्ड-ब** में प्रश्न संख्या **21** से **35** तक वस्तुनिष्ठ प्रकार के प्रश्न हैं, जिनमें प्रत्येक प्रश्न 2 अंक का है (1 अंक के 2 उप-भागों के साथ)। प्रत्येक प्रश्न के लिए दिए गए निर्देशों के अनुसार इन प्रश्नों के उत्तर दें।
- (vi) **खण्ड-स** में शामिल है :
- (a) प्रश्न संख्या **36** से **41**, 2 अंक के अति-लघूत्तरीय प्रश्न हैं, जिनके उत्तर 30 से 50 शब्दों में देने हैं।
- (b) प्रश्न संख्या **42** से **47**, 3 अंक के लघूत्तरीय प्रश्न हैं, जिनके उत्तर 50 से 80 शब्दों में देने हैं।
- (c) प्रश्न संख्या **48** से **51**, 5 अंक के दीर्घ-उत्तरीय प्रश्न हैं, जिनके उत्तर 80 से 120 शब्दों में देने हैं।

- (1) Answers of all questions are to be given in the Answer-Book given to you. सभी प्रश्नों के उत्तर आपको दी गई उत्तर-पुस्तिका में ही लिखें।
- (2) 15 minutes time has been allotted to read this question paper. The question paper will be distributed at 2:15 p.m. From 2:15 p.m. to 2:30 p.m., the students will read the question paper only and will not write any answer on the Answer-Book during this period. इस प्रश्न-पत्र को पढ़ने के लिए 15 मिनट का समय दिया गया है। प्रश्न-पत्र का वितरण दोपहर में 2:15 बजे किया जाएगा। दोपहर 2:15 बजे से 2:30 बजे तक छात्र केवल प्रश्न-पत्र को पढ़ेंगे और इस अवधि के दौरान वे उत्तर-पुस्तिका पर कोई उत्तर नहीं लिखेंगे।

SECTION—A

खण्ड-अ

Note : Question Numbers **1** to **20** are MCQs of 1 mark each. Internal choices have been given wherever necessary :

निर्देश : प्रश्न संख्या **1** से **20** बहुविकल्पीय प्रश्न हैं। प्रत्येक प्रश्न 1 अंक का है। जहाँ आवश्यक है, आंतरिक विकल्प दिए गए हैं :

1. Which of the following is the last stage in the on-line transaction process? 1
- (A) Payment (B) Order
- (C) After sale service (D) Search

ऑन-लाइन लेनदेन प्रक्रिया में निम्नलिखित में से कौन-सी अन्तिम अवस्था है?

- (A) भुगतान (B) आदेश
- (C) विक्रय पश्चात् सेवा (D) खोज



2. Which of the following is the part of legal environment of business? 1

- (A) Economic policies (B) Provisions of the Constitution
(C) Judicial decisions (D) Both (B) and (C)

निम्नलिखित में से कौन-सा व्यवसाय के विधिक पर्यावरण का भाग है?

- (A) आर्थिक नीतियाँ (B) संविधान के प्रावधान
(C) न्यायिक निर्णय (D) दोनों (B) तथा (C)

Or / अथवा

Which of the following is **not** a part of non-economic environment of business?

- (A) Social environment (B) Political environment
(C) Legal environment (D) Economic system

निम्नलिखित में से कौन-सा व्यवसाय के गैर-आर्थिक पर्यावरण का भाग नहीं है?

- (A) सामाजिक पर्यावरण (B) राजनीतिक पर्यावरण
(C) विधिक पर्यावरण (D) आर्थिक प्रणाली

3. X Ltd. holds 60% share capital of Y Ltd. X Ltd. is a

- (A) holding company (B) subsidiary company
(C) government company (D) Both (B) and (C) 1

एक्स लिमिटेड, वाई लिमिटेड के 60% अंश पूँजी का धारक है। एक्स लिमिटेड है, एक

- (A) नियंत्रक कम्पनी (B) सहायक कम्पनी
(C) सरकारी कम्पनी (D) दोनों (B) तथा (C)

4. The full form of PPP is

- (A) Public-Public Partnership (B) Private-Private Partnership
(C) Private-Public Partnership (D) Public-Private Partnership 1

पी० पी० पी० का पूर्ण रूप है

- (A) पब्लिक-पब्लिक पार्टनरशिप (B) प्राइवेट-प्राइवेट पार्टनरशिप
(C) प्राइवेट-पब्लिक पार्टनरशिप (D) पब्लिक-प्राइवेट पार्टनरशिप



Or / अथवा

Which of the following is **not** an example of a departmental undertaking?

- (A) Railways (B) All India Radio
(C) Food Corporation of India (D) Doordarshan

निम्नलिखित में से कौन-सा विभागीय उपक्रम का उदाहरण नहीं है?

- (A) रेलवे (B) ऑल इंडिया रेडियो
(C) भारतीय खाद्य निगम (D) दूरदर्शन

5. To arrange disbursement of unemployment allowance to specific categories of jobseekers is the function of which of the following? 1

- (A) Placement agencies (B) Friends and relatives
(C) Employment exchanges (D) Both (A) and (B)

नौकरी के इच्छुक कुछ विशेष वर्ग के लोगों को बेरोजगारी भत्ते के वितरण की व्यवस्था करना, निम्नलिखित में से किसका कार्य है?

- (A) नौकरी दिलाने वाली एजेंसी (B) मित्र एवं सगे-संबंधी
(C) रोजगार कार्यालय (D) दोनों (A) तथा (B)

6. Sometimes informations about job vacancies are also telecasted through

- (A) employment news (B) leaflets
(C) television (D) Internet 1

कभी-कभी रोजगार के विषय में सूचनाओं का प्रसारण _____ के माध्यम से भी किया जाता है।

- (A) रोजगार समाचार (B) पर्चे
(C) टेलीविजन (D) इन्टरनेट

Or / अथवा

Which of the following undertakes career counselling and vocational guidance with a view to effectively guiding the jobseekers?

- (A) Employment exchange (B) Placement agencies
(C) Employment news (D) Mobile phone



निम्नलिखित में से कौन-सा जीविका के लिए सलाह और नौकरी की तलाश करने वालों को प्रभावपूर्ण मार्गदर्शन देता है?

- (A) रोजगार कार्यालय (B) नियुक्तिकरण एजेंसी
(C) रोजगार समाचार (D) मोबाइल फोन

7. Management consultants specialize in the placement of executives at the

- (A) top-level (B) middle-level
(C) lower-level (D) both top-level and middle-level

1

प्रबंध परामर्शदाता प्रबंध के _____ कार्यकारी अधिकारियों की नियुक्ति के विशेषज्ञ होते हैं।

- (A) उच्च-स्तरीय (B) मध्य-स्तरीय
(C) निम्न-स्तरीय (D) दोनों उच्च-स्तरीय तथा मध्य-स्तरीय

8. When applying for a job, the biodata should be accompanied with an appropriate _____ letter.

1

- (A) opening (B) closing
(C) covering (D) Both (A) and (B)

जब किसी पद के लिए आवेदन किया जाता है, तो जीवन-वृत्तांत के साथ आवश्यक _____ पत्र संलग्न किया जाता है।

- (A) आरम्भिक (B) अन्तिम
(C) कवर (D) दोनों (A) तथा (B)

Or / अथवा

What will you do if during an interview for employment insulting or irrelevant questions are asked?

- (A) Get angry (B) Lose your control
(C) Get angry but do not lose control (D) Do not get angry and lose control

यदि रोजगार के लिए साक्षात्कार के समय अपमानजनक अथवा अप्रासंगिक प्रश्न पूछे जाते हैं, तो आप क्या करेंगे?

- (A) गुस्सा करेंगे (B) अपना नियन्त्रण खोयेंगे
(C) गुस्सा करेंगे परन्तु नियन्त्रण नहीं खोयेंगे (D) गुस्सा नहीं करेंगे तथा नियन्त्रण नहीं खोयेंगे



9. A plan laying down the what, how, who and when of accomplishing a specific job is called

- (A) programme (B) policy
(C) budget (D) procedure

1

वह योजना, जो किसी विशिष्ट कार्य को पूरा करने के क्या, कैसे, कौन तथा कब का निर्धारण करती है, कहलाती है

- (A) प्रोग्राम (B) नीति
(C) बजट (D) कार्यविधि

Or / अथवा

The plan that determines how the different activities of the procedure are completed is called

- (A) programme (B) policy
(C) rule (D) method

वह योजना, जो कार्यविधि को पूरा करने की विभिन्न गतिविधियों का निर्धारण करती है, कहलाती है

- (A) प्रोग्राम (B) नीति
(C) नियम (D) विधि

10. _____ refers to the officially established pattern of relationships among departments, divisions and individuals to achieve the well-defined goals and a consciously designed structure of roles.

1

- (A) Planning (B) Organizing
(C) Formal organization (D) Informal organization

_____ का संबंध विभिन्न विभागों, उपविभागों, कर्मचारियों आदि के बीच औपचारिक रूप से स्थापित संबंधों से है जिसके द्वारा स्पष्ट रूप से परिभाषित लक्ष्य को पूरा किया जा सके तथा इसमें विवेकपूर्ण रूप से डिजाइन की गई भूमिकाएँ होती हैं।

- (A) नियोजन (B) संगठन
(C) औपचारिक संगठन (D) अनौपचारिक संगठन

Or / अथवा

The systematic effort to grant authority at all levels of management and in all departments is called

- (A) delegation (B) decentralization
(C) centralization (D) communication



क्रमबद्ध प्रयत्नों से प्रबंध के सभी स्तरों पर और समस्त विभागों में अधिकार प्रदान करना कहलाता है

- (A) अंतरण (B) विकेंद्रीकरण
(C) केंद्रीकरण (D) संप्रेषण

11. _____ guides and helps the subordinates to complete the given task properly and as per given schedule.

1

- (A) Planning (B) Organizing
(C) Staffing (D) Directing

_____ अधीनस्थों को दिए गए कार्यों को कार्यक्रम के अनुसार अच्छी तरह से पूरा करने के लिए पथप्रदर्शन करता है।

- (A) नियोजन (B) संगठन
(C) नियुक्तिकरण (D) निदेशन

Or / अथवा

_____ ensures that work is done according to the orders and instructions.

- (A) Planning (B) Supervision
(C) Leadership (D) Communication

_____ सुनिश्चित करता है कि कार्य आदेशों तथा निर्देशों के अनुसार किया जा रहा है।

- (A) नियोजन (B) पर्यवेक्षण
(C) नेतृत्व (D) संप्रेषण

12. Which of the following is a factor **not** affecting dividend decision?

1

- (A) Market conditions (B) Liquidity requirement
(C) Financial needs of the company (D) Tax policy

निम्नलिखित में से कौन-सा लाभांश निर्णय को प्रभावित करने वाला एक कारक **नहीं** है?

- (A) बाजार की स्थिति (B) तरलता आवश्यकता
(C) कम्पनी की वित्तीय आवश्यकता (D) कर नीति

13. The most judicious capital structure of a company is called _____ capital structure.

1

- (A) best (B) optimum
(C) desirable (D) Both (A) and (C)



कम्पनी की सबसे उचित पूँजी संरचना को _____ पूँजी संरचना कहते हैं।

- (A) सर्वोत्तम (B) अनुकूलतम
(C) वांछित (D) दोनों (A) तथा (C)

14. Need for shelter is which class of need?

1

- (A) Physiological needs (B) Social needs
(C) Ego needs (D) Safety needs

घर की आवश्यकता किस प्रकार की आवश्यकता है?

- (A) क्रियात्मक आवश्यकता (B) सामाजिक आवश्यकता
(C) अहम् आवश्यकता (D) सुरक्षा आवश्यकता

Or / अथवा

Rigidity of rules many results into which type of barrier of communication?

- (A) Semantic barriers (B) Psychological barriers
(C) Organizational barriers (D) Personal barriers

नियमों की कठोरता का परिणाम किस प्रकार की संप्रेषण बाधा बन सकता है?

- (A) भाषागत बाधा (B) मनोवैज्ञानिक बाधा
(C) संगठनात्मक बाधा (D) व्यक्तिगत बाधा

15. Which of the following focuses on the traditional concept of marketing?

1

- (A) Product (B) Selling
(C) Profits through maximization of sales (D) Consumers' needs

निम्नलिखित में से कौन-सा विपणन की पारंपरिक अवधारणा पर बल देता है?

- (A) उत्पाद (B) विक्रय
(C) विक्रय के माध्यम से अधिकतम लाभ (D) उपभोक्ताओं की आवश्यकताएँ



Or / अथवा

One who actually uses the product or service is called

- (A) buyer (B) customer
(C) marketer (D) consumer

वह, जो वास्तव में उत्पाद या सेवा का उपभोग करता है, कहलाता है

- (A) क्रेता (B) ग्राहक
(C) विपणनकर्ता (D) उपभोक्ता

16. Collection and analysis of facts relevant to various aspects of marketing is called

- (A) product planning and development (B) standardization and grading
(C) market research (D) branding

1

विपणन के विभिन्न पहलुओं के विषय से जुड़े तथ्यों का संग्रहण और विश्लेषण कहलाता है

- (A) उत्पाद योजना और विकास (B) मानकीकरण और श्रेणीकरण
(C) विपणन शोध (D) ब्रैंडिंग

Or / अथवा

The act of designing and producing appropriate container or cover for the product is called

- (A) packaging (B) labelling
(C) branding (D) Both (A) and (C)

उत्पाद के लिए उपयुक्त कन्टेनर अथवा आवरण की डिजाइनिंग और प्रोड्यूसिंग का कार्य कहलाता है

- (A) पैकेजिंग (B) लेबलिंग
(C) ब्रैंडिंग (D) दोनों (A) तथा (C)

17. Distributing free gifts of a product is an example of which element of promotion mix?

1

- (A) Advertising (B) Publicity
(C) Personal selling (D) Sales promotion



किसी उत्पाद का मुफ्त सैंपल बाँटना प्रवर्तन मिश्र के किस तत्त्व का उदाहरण है?

- (A) विज्ञापन (B) प्रचार
(C) व्यक्तिगत विक्रय (D) विक्रय संवर्धन

18. Physical movement of goods from one place to another is called

- (A) distribution (B) transportation
(C) buying (D) Both (A) and (C)

1

वस्तुओं को भौतिक रूप से एक स्थान से दूसरे स्थान पहुँचाना कहलाता है

- (A) वितरण (B) परिवहन
(C) क्रय (D) दोनों (A) तथा (C)

19. The sale of tea by an Indian company to a firm of another country will be called as

- (A) import (B) export
(C) entrepot (D) Both (A) and (B)

1

एक भारतीय कम्पनी द्वारा किसी अन्य देश के फर्म को चाय बेचना कहलाएगा

- (A) आयात (B) निर्यात
(C) पुनःनिर्यात (D) दोनों (A) तथा (B)

20. _____ help importer and exporter in sending and receiving the order or goods along with other instructions.

1

- (A) Indent Houses (B) Export Houses
(C) Import Houses (D) Shipping Company

_____ आयातक एवं निर्यातक को अन्य निर्देशों सहित माल भेजने एवं प्राप्त करने में सहायता करते हैं।

- (A) इन्डेन्ट हाउस (B) निर्यात गृह
(C) आयात गृह (D) जहाजी कंपनी



SECTION—B

खण्ड—ब

Note : Question Numbers **21** to **35** given below. Internal choices have been given wherever necessary :

निर्देश : नीचे प्रश्न संख्या **21** से **35** दिए गए हैं। आवश्यकतानुसार आंतरिक विकल्प दिए गए हैं :

21. Fill in the blanks :

1×2=2

- (a) _____ means external forces, factors and institutions that are beyond the control of the business and they affect the functioning of a business enterprise.
- (b) _____ refers to the size, density, distribution and growth rate of population.

रिक्त स्थान भरिए :

- (क) _____ का अर्थ उन बाह्य शक्तियों, तत्वों एवं संस्थाओं से है जो व्यवसाय के नियन्त्रण से बाहर हैं और व्यावसायिक उद्यम की कार्यप्रणाली को प्रभावित करती हैं।
- (ख) _____ का अभिप्राय जनसंख्या के आकार, घनत्व, वितरण एवं बढ़ोतरी की दर से है।

Or / अथवा

Write the full forms of the following :

1×2=2

- (a) MNC
- (b) C2C

निम्नलिखित का पूर्ण रूप दीजिए :

- (क) एम० एन० सी०
- (ख) सी० 2 सी०

22. Fill in the blanks :

1×2=2

- (a) _____ means partnership between public sector and private sector in financing, designing and developing infrastructural facilities.
- (b) A company created by a Special Act of the Parliament or State Legislature is called _____ company.

रिक्त स्थान भरिए :

- (क) _____ का अर्थ है वित्तीयन, डिजाइन करने एवं आधारभूत ढाँचा की सुविधाओं में सार्वजनिक क्षेत्र एवं निजी क्षेत्र के बीच साझेदारी।
- (ख) संसद अथवा राज्य विधायिका के विशेष अधिनियम द्वारा गठित कम्पनी _____ कम्पनी कहलाती है।



Or / अथवा

Write the full forms of the following :

1×2=2

- (a) SEBI
- (b) BHEL

निम्नलिखित का पूर्ण रूप दीजिए :

- (क) एस० ई० बी० आइ०
- (ख) बी० एच० ई० एल०

23. Fill in the blanks :

1×2=2

- (a) The primary objective of _____ is settlement of jobseekers either through regular jobs or through self-employment.
- (b) The placement agencies basically help in informing the availability of jobs in _____ sectors.

रिक्त स्थान भरिए :

- (क) _____ का मूल उद्देश्य नियमित पद अथवा स्व-रोजगार के माध्यम से रोजगार की तलाश में लगे लोगों को रोजगार दिलाना है।
- (ख) प्लेसमेंट एजेंसी का मूल कार्य _____ क्षेत्रों में नौकरियों की उपलब्धता के संबंध में सूचित करना होता है।

24. Fill in the blanks :

1×2=2

- (a) _____ are the most common print media for advertisement of job vacancies.
- (b) _____ test is conducted to test the subject knowledge or general aptitude of the candidates.

रिक्त स्थान भरिए :

- (क) _____ रिक्त पदों को विज्ञापित करने के लिए सर्वसाधारण प्रिंट मीडिया हैं।
- (ख) _____ परीक्षा विषय के ज्ञान की परीक्षा अथवा प्रत्याशियों की सामान्य अभिरुचियों की परीक्षा करने के लिए ली जाती है।

25. Fill in the blanks :

1×2=2

- (a) _____ reduces uncertainty, risk and confusion in operation.
- (b) Planning may create a _____ of security among the employees of an organization in the sense that since the activities will take place as per plan therefore, there is no need to worry.



रिक्त स्थान भरिए :

- (क) _____ क्रियाकलापों में अनिश्चितताएँ, जोखिम और भ्रामक स्थितियाँ कम करती हैं।
- (ख) एक संगठन के कर्मचारियों में नियोजन सुरक्षा का _____ उत्पन्न कर देता है। कर्मचारी सोचते हैं कि कार्य यदि योजना के अनुसार हो रहा है, तो उन्हें चिन्ता करने की आवश्यकता नहीं है।

Or / अथवा

State whether the following statements are related to formal or informal organizations :

1×2=2

- (a) It is not created by top management.
- (b) It is permanent and stable.

उल्लेख कीजिए कि निम्नलिखित कथन औपचारिक अथवा अनौपचारिक संगठन से संबंधित हैं :

- (क) इसका सृजन उच्च प्रबंध द्वारा नहीं होता है।
- (ख) यह स्थायी तथा स्थिर है।

26. Fill in the blanks :

1×2=2

- (a) _____ are the end results towards which all the activities are directed.
- (b) _____ is a general statement that guides decision making.

रिक्त स्थान भरिए :

- (क) _____ अन्तिम परिणाम होते हैं जिनके लिए सभी गतिविधियों को निर्देशित किया जाता है।
- (ख) _____ एक सामान्य कथन है जो निर्णय लेने को निर्देशित करती है।

Or / अथवा

Answer the following :

1×2=2

- (a) State the first step in the process of organizing.
- (b) In which type of organization managers have formal authority?

निम्नलिखित का उत्तर दीजिए :

- (क) संगठन प्रक्रिया के प्रथम चरण का उल्लेख कीजिए।
- (ख) किस प्रकार के संगठन में प्रबंधकों के पास औपचारिक अधिकार होते हैं?



27. Fill in the blanks :

1×2=2

- (a) _____ is the systematic effort to delegate authority at all levels of the management and in all departments.
- (b) _____ is done to speed up the work and is essential in every organization.

रिक्त स्थान भरिए :

- (क) _____ का अर्थ उन क्रमबद्ध प्रयत्नों से है जिनके द्वारा प्रबन्ध के सभी स्तरों और समस्त विभागों में अधिकार अंतरण होता है।
- (ख) _____ से काम की गति बढ़ जाती है और यह हर संगठन में आवश्यक है।

Or / अथवा

State whether the following statements are a feature or importance of planning function of management :

1×2=2

- (a) Planning is always futuristic.
- (b) Planning is a continuous process.

उल्लेख कीजिए कि निम्नलिखित कथन प्रबन्ध के नियोजन कार्य की विशेषता अथवा महत्व हैं :

- (क) नियोजन भविष्यवादी होता है।
- (ख) नियोजन एक सतत प्रक्रिया है।

28. State whether the following statements about National Stock Exchange of India are true :

1×2=2

- (a) One of the objectives of NSEI is to meet International Standards.
- (b) NSEI was recognized in 1975.

उल्लेख कीजिए कि निम्नलिखित कथन भारत के राष्ट्रीय स्टॉक एक्सचेंज के संदर्भ में सही हैं :

- (क) भारत के राष्ट्रीय स्टॉक एक्सचेंज का एक उद्देश्य अंतर्राष्ट्रीय मानकों को पूरा करना है।
- (ख) भारत के राष्ट्रीय स्टॉक एक्सचेंज को 1975 में मान्यता प्राप्त हुई थी।

Or / अथवा

State whether the following statements are True or False :

1×2=2

- (a) SEBI regulates the securities market.
- (b) Statutory recognition was granted to SEBI in 1975.



उल्लेख कीजिए कि निम्नलिखित कथन सही हैं अथवा गलत :

(क) सेबी प्रतिभूति बाजार को नियन्त्रित करता है।

(ख) सेबी को वर्ष 1975 में सांविधिक मान्यता प्रदान की गई।

29. Fill in the blanks :

1×2=2

(a) _____ that is connecting physical certificates into electronic form.

(b) Services provided by depository are termed as _____.

रिक्त स्थान भरिए :

(क) _____ अर्थात् भौतिक प्रमाणपत्रों को इलेक्ट्रॉनिक रूप में परिवर्तित करना।

(ख) निक्षेपागार द्वारा प्रदान की गई सेवाएँ _____ कहलाती हैं।

Or / अथवा

Give the full forms of the following in respect of working of depository system :

1×2=2

(a) DRF

(b) DP

निक्षेपागार प्रणाली कार्य के संबंध में निम्नलिखित का पूर्ण रूप दीजिए :

(क) डी० आर० एफ०

(ख) डी० पी०

30. Fill in the blanks :

1×2=2

(a) _____ is mainly used by the banks to meet their temporary requirements of cash.

(b) _____ is the market for short-term funds.

रिक्त स्थान भरिए :

(क) _____ बैंकों द्वारा मुख्य रूप से उनकी रोकड़ की अस्थायी आवश्यकताओं को पूरा करने के लिए उपयोग की जाती है।

(ख) _____ अल्पकालीन कोषों का बाजार है।



Or / अथवा

Classify the following into various types of money market instruments : 1×2=2

- (a) It is a popular instrument for financing working capital requirements of the company.
- (b) These are short-term instruments issued by commercial banks or special financial institutions which are freely transferable from one party to another.

निम्नलिखित का विभिन्न प्रकार के मुद्रा बाजार प्रपत्रों में वर्गीकरण कीजिए :

- (क) यह कम्पनी की कार्यशील पूँजी की आवश्यकता के वित्तीयन का लोकप्रिय प्रपत्र है।
- (ख) ये अल्पकालीन प्रपत्र हैं जिन्हें वाणिज्यिक बैंक तथा विशिष्ट वित्तीयन संस्थान जारी करते हैं, इन्हें एक पक्ष से दूसरे पक्ष को स्वतंत्र रूप से हस्तांतरित किया जा सकता है।

31. Give one word for the following statements :

1×2=2

- (a) Giving an attractive name, symbol or identity mark to the product.
- (b) He organises various marketing activities such as market research, product planning, pricing, distribution, etc.

निम्नलिखित कथनों का एक शब्द में उत्तर दीजिए :

- (क) उत्पाद को एक आकर्षक नाम, चिह्न अथवा पहचान मार्क देना _____ कहलाता है।
- (ख) वह विभिन्न विपणन गतिविधियों जैसे बाजार शोध, उत्पाद नियोजन, मूल्य-निर्धारण, वितरण आदि का आयोजन करता है।

32. Fill in the blanks :

1×2=2

- (a) Tube of ointment is _____ level of packaging.
- (b) _____ are essentially intangible activities which provide want or need satisfaction.

रिक्त स्थान भरिए :

- (क) मरहम की ट्यूब पैकेजिंग का _____ स्तर है।
- (ख) _____ आवश्यक रूप से अमूर्त गतिविधियाँ होती हैं, जो आवश्यकता संतुष्टि प्रदान करती हैं।



33. Fill in the blanks :

1×2=2

(a) External trade is also known as ____.

(b) ____ is an order placed for import of goods.

रिक्त स्थान भरिए :

(क) बाह्य व्यापार को ____ भी कहा जाता है।

(ख) ____ माल के आयात के लिए दिया गया आदेश है।

34. Fill in the blanks :

1×2=2

(a) ____ trade of a country includes services received from other countries or services rendered to other countries.

(b) ____ can get immediate payment on the strength of this letter which is issued by the importer's bank in favour of the exporter.

रिक्त स्थान भरिए :

(क) ____ व्यापार में दूसरे देशों से सेवाओं को प्राप्त करना या फिर दूसरे देशों को सेवाएँ प्रदान करना सम्मिलित है।

(ख) ____ आयातक के बैंक द्वारा निर्यातक के पक्ष में जारी किया जाने वाला प्रपत्र है जिसके द्वारा निर्यातक तुरन्त भुगतान प्राप्त कर सकता है।

35. Analyze and give answer :

1×2=2

(a) How does distance create difficulty in external trade?

(b) An importer of goods may have to take many steps in the process of import. List the first two steps of this process.

विश्लेषण कीजिए तथा उत्तर दीजिए :

(क) बाह्य व्यापार में दूरी कैसे बाधा उत्पन्न करती है?

(ख) आयात प्रक्रिया में वस्तुओं के आयातक को विभिन्न कदम उठाने होते हैं। इस प्रक्रिया के प्रथम दो चरणों की सूची दीजिए।



SECTION—C

खण्ड—स

Note : Question Numbers **36** to **51** given below. Internal choices have been given wherever necessary :

निर्देश : नीचे प्रश्न संख्या **36** से **51** दिए गए हैं। आवश्यकतानुसार आंतरिक विकल्प दिए गए हैं :

36. Why is 'Password' necessary in case of on-line shopping? 2
ऑन-लाइन क्रय के संदर्भ में 'पासवर्ड' क्यों आवश्यक है?

37. Give the meaning of ATM. 2
'ए० टी० एम०' का अर्थ दीजिए।

Or / अथवा

What is meant by a 'debit card'?

'डेबिट कार्ड' का क्या अर्थ है?

38. What is meant by 'public enterprise'? 2
'सार्वजनिक उद्यम' का क्या अर्थ है?

39. Identify the following 'Departmental Undertakings' and 'Government Companies' : 2

(a) Hindustan Shipyard Ltd.

(b) Post and Telegraph

(c) Railways

(d) Steel Authority of India Ltd.

निम्नलिखित की पहचान 'विभागीय उपक्रम' और 'सरकारी कम्पनी' के रूप में कीजिए :

(क) हिन्दुस्तान शिपयार्ड लिमिटेड

(ख) डाक एवं तार

(ग) रेलवे

(घ) भारतीय इस्पात प्राधिकरण लिमिटेड



Or / अथवा

There are certain limitations that are observed in 'statutory corporations'. State any *two* such limitations.

‘सांविधिक निगमों’ में कुछ सीमाएँ पायी गई हैं। ऐसी किन्हीं दो सीमाओं का उल्लेख कीजिए।

40. “Plans remain mere plans unless they are put into action.” Name the function of management that puts the plan into action and state its any one point of importances. 2

“योजनाएँ केवल योजनाएँ रह जाती हैं जब तक कि इन्हें क्रियान्वित नहीं किया जाये।” प्रबंध के उस कार्य का नाम दीजिए, जो योजना को क्रियान्वित करता है तथा इसके महत्त्व के किसी एक बिन्दु का उल्लेख कीजिए।

Or / अथवा

State any *two* barriers to effective communication that appear because of state of mind.

संप्रेषण की ऐसी किन्हीं दो बाधाओं का उल्लेख कीजिए, जो मानसिक दशा के कारण उत्पन्न होती हैं।

41. What is meant by 'investment decision'? 2

‘निवेश निर्णय’ का क्या अर्थ है?

42. Explain the following general principles of management : 3

(a) Division of work

(b) Remuneration

प्रबंध के निम्नलिखित सामान्य सिद्धान्त समझाइए :

(क) कार्य-विभाजन

(ख) पारिश्रमिक

43. With the help of a diagram, explain the channel of distribution that uses the services of mercantile agents. 3

एक चित्र की सहायता से वितरण के उस माध्यम को समझाइए, जो व्यापारी एजेंटों की सेवाओं का उपयोग करते हैं।

Or / अथवा

How do the following factors affect the choice of channel of distribution?

(a) Nature of market

(b) Nature of product



निम्नलिखित कारक कैसे वितरण माध्यम को प्रभावित करते हैं?

(क) बाजार प्रकृति

(ख) उत्पाद प्रकृति

44. Briefly explain the following techniques of scientific management : 3

(a) Time study

(b) Motion study

वैज्ञानिक प्रबंध की निम्नलिखित तकनीकों को संक्षेप में समझाइए :

(क) समय अध्ययन

(ख) गति अध्ययन

45. State any *three* functions of a supervisor. 3

पर्यवेक्षक के किन्हीं तीन कार्यों का उल्लेख कीजिए।

Or / अथवा

State any *three* points of importance of leadership.

नेतृत्व के महत्व के किन्हीं तीन बिन्दुओं का उल्लेख कीजिए।

46. Briefly explain 'right to seek redressal'. 3

'शिकायत निवारण अधिकार' को संक्षेप में समझाइए।

47. There are certain responsibilities of consumers. Briefly explain any *two* such responsibilities. 3

उपभोक्ताओं के कुछ उत्तरदायित्व होते हैं। ऐसे किन्हीं दो उत्तरदायित्वों को संक्षेप में समझाइए।

Or / अथवा

There are certain malpractices leading to consumer protection. State any *three* such malpractices.

ऐसे कुछ अनाचार हैं जिनके लिए उपभोक्ता संरक्षण आवश्यक है। ऐसे किन्हीं तीन अनाचारों का उल्लेख कीजिए।



48. "Planning is of great importance to management. In spite of this fact, it suffers from some limitations." In the light of this statement, explain any *five* limitations of planning. 5

“नियोजन प्रबंध के लिए अत्यधिक महत्वपूर्ण है। इन सबके होने पर भी इसकी कुछ सीमाएँ हैं।” इस कथन के प्रकाश में नियोजन की किन्हीं पाँच सीमाओं को समझाइए।

Or / अथवा

The process of organizing consists of certain steps. Explain these steps.
संगठन प्रक्रिया के कुछ चरण होते हैं। इन चरणों को समझाइए।

49. There are certain objectives that financial planning strives to achieve. State any *five* such objectives. 5

कुछ ऐसे उद्देश्य होते हैं जिन्हें वित्तीय नियोजन प्राप्त करने की चेष्टा करता है। ऐसे किन्हीं पाँच उद्देश्यों का उल्लेख कीजिए।

Or / अथवा

State any *five* points of importance of financial planning.
वित्तीय नियोजन के महत्व के किन्हीं पाँच बिन्दुओं का उल्लेख कीजिए।

50. Explain the factors that affect fixed capital requirements of business. 5

व्यवसाय की स्थायी पूँजी आवश्यकताओं को प्रभावित करने वाले कारक समझाइए।

51. Briefly explain the factors affecting pricing decisions. 5

मूल्य-निर्धारण को प्रभावित करने वाले तत्वों को संक्षेप में समझाइए।

Or / अथवा

What is meant by price? Explain any *two* methods of price fixation.

मूल्य का क्या अर्थ है? मूल्य-निर्धारण की किन्हीं दो विधियों को समझाइए।

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BUSINESS STUDY (319)

SECTION-A

1. “The growing awareness about health care has led to an increase in the demand for health care products and services in the country.” Identify the feature of business environment being described in the above case.

- (A) Dynamic
- (B) Uncertainty
- (C) Complex
- (D) Interrelatedness

Answer: (D) Interrelatedness

2. The full form of WTO is

- (A) World Traders Organization
- (B) World Trade Organization
- (C) World Travelers Organization
- (D) World Tour Organization

Answer: (B) World Trade Organization

3. _____ refers to the process of instructing, guiding, counselling, motivating and leading people in the organization to achieve their objectives.

- (A) Planning
- (B) Organizing
- (C) Staffing
- (D) Directing

Answer: (D) Directing

4. Which of the following documents is not used in external trade?

- (A) Indent
- (B) Letter of credit
- (C) Purchase order
- (D) Bill of lading

Answer: (C) Purchase order

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5. A company can raise capital through the primary market in which of the following forms?

- (A) Equity shares
- (B) Preference shares
- (C) Debentures
- (D) All of the above

Answer: (D) All of the above

6. Maximum number of members in a private company is

- (A) 50
- (B) 100
- (C) 150
- (D) 200

Answer: (D) 200

7. “Sanjay has decided to earn a profit of 30% in the current financial year.” Identify the type of plan being described in the above lines.

- (A) Method
- (B) Objective
- (C) Strategy
- (D) Programme

Answer: (B) Objective

8. The World Youth Skill Day is celebrated on

- (A) 15th July
- (B) 15th March
- (C) 15th October
- (D) 15th December

Answer: (A) 15th July

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9. Identify the correct sequence of steps in the process of formation of a company.

- I. Promotion stage
- II. Capital subscription stage
- III. Commencement of business stage
- IV. Incorporation stage

- (A) I, II, III, IV
- (B) I, IV, III, II
- (C) IV, I, II, III
- (D) IV, II, I, III

Answer: (B) I, IV, III, II

10. Equity shareholders are called

- (A) owners of the company
- (B) partners of the company
- (C) executives of the company
- (D) creditors of the company

Answer: (A) owners of the company

11. There are two statements marked as Assertion (A) and Reason (R). Read the statements and choose the appropriate option from the options given below :

Assertion (A) : B2C enables a business firm to be in touch with its customers round the clock.

Reason (R) : As in B2C, there are business firms at one end and its customers on the other end.

- (A) (A) is correct but (R) is wrong
- (B) Both (A) and (R) are correct but (R) is not the correct explanation of (A)
- (C) Both (A) and (R) are correct but (R) is the correct explanation of (A)
- (D) Both (A) and (R) are incorrect

Answer: (C) Both (A) and (R) are correct but (R) is the correct explanation of (A)

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12. Short-term and temporary incentives to purchase or induce trials of new goods refers to

- (A) advertising
- (B) publicity
- (C) sales promotion
- (D) direct marketing

Answer: (C) sales promotion

13. Contracting out some of its activities to a third party which was earlier performed by the organization is

- (A) BPO
- (B) E-commerce
- (C) outsourcing
- (D) E-banking

Answer: (C) outsourcing

14. National Small Industries Corporation Ltd. (NSIC) was set up in the year

- (A) 1950
- (B) 1955
- (C) 1951
- (D) 1956

Answer: (B) 1955

15. Which function of management helps in minimizing errors?

- (A) Planning
- (B) Organizing
- (C) Directing
- (D) Controlling

Answer: (D) Controlling

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16. In government company, the share of the Central Government in paid-up capital must be at least

- (A) 30%
- (B) 49%
- (C) 51%
- (D) 75%

Answer: (C) 51%

17. The ability of a firm to convert an asset to cash is called

- (A) liquidity
- (B) solvency
- (C) return
- (D) marketability

Answer: (A) liquidity

18. Which of the following is not a feature of the Departmental Store?

- (A) 24×7 shopping
- (B) Wide range of products
- (C) Large size
- (D) Located at a central place

Answer: (A) 24×7 shopping

19. The full form of NSE is

- (A) National Securities Exchange
- (B) National Stock Exchange
- (C) Nominal Securities Exchange
- (D) Net Sales Earning

Answer: (B) National Stock Exchange

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20. The 'King of the Market' is

- (A) producer
- (B) consumer
- (C) retailer
- (D) wholesaler

Answer: (B) consumer

SECTION—B

21. Fill in the blanks :

- (a) Authority refers to the official powers and position required to carry out the task.
- (b) Accountability refers to the obligation on the part of the subordinates to whom responsibility and authority are granted.

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22. Match the type of preference shares given in Column—I with their respective meaning given in Column—II :

Column—I

Column—II

- | | |
|--------------------------------------|---|
| (a) Convertible preference shares | (i) Have a right to share the profit after making payment of dividend at a pre-decided rate to equity shares. |
| (b) Non-cumulative preference shares | (ii) Shares which can be converted into equity shares after a specified period of time. |
| (c) Participating preference shares | (iii) When the amount of preference shares is refundable only at the time of liquidation. |
| (d) Irredeemable preference shares | (iv) The preference shares on which the dividend is not accumulated if it is not paid. |

(A) (a) (b) (c) (d)
(i) (ii) (iii) (iv)

(B) (a) (b) (c) (d)
(ii) (iv) (i) (iii)

(C) (a) (b) (c) (d)
(iii) (i) (iv) (ii)

(D) (a) (b) (c) (d)
(iv) (iii) (ii) (i)

Answer: (B) (a) (ii) (b) (iv) (c) (i) (d) (iii)

23. Fill in the blanks :

(a) The money market instrument which is payable on demand and its maturity period varies between one day to a fortnight is Call Money.

(b) A short-term instrument issued by commercial banks and special financial institutions which are freely transferable from one party to another is Certificate of Deposit.

24. Give one word for the following statements :

(a) It involves estimating the manpower requirement of an organization.

Answer: Manpower Planning

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(b) The process of systematically collecting information relating to all aspects of a job.

Answer: Job Analysis

25. Fill in the blanks :

(a) Retail Trade refers to buying goods from the manufacturers or wholesalers and selling the same to the final consumers.

(b) Wholesale Trade refers to buying goods in large quantities from producers or manufacturers for sale to other traders.

26. Give one word for the following :

(a) The campaign launched by the Government of India for connecting rural areas with high speed Internet connectivity and improve digital literacy

Answer: Digital India

(b) The programme that aims at utilising the existing Indian talent base, creating additional employment opportunities and empowering secondary and tertiary sectors

Answer: Make in India

27. From the following, identify the major components of working capital :

(a) Supplies, temporary or short-term investments

Answer: Current Assets

(b) Customer deposits and deferred revenue, pay roll taxes withhold from employees

Answer: Current Liabilities

28. From the following, identify import trade, export trade and entrepot trade :

(a) When the firm of a country sells goods to the firm of another country

Answer: **Export trade:** When the firm of a country sells goods to the firm of another country

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(b) When the firm of a country import goods for the purpose of exporting the same to the firms of some other countries with or without making any change

Answer: **Entrepot trade:** When the firm of a country imports goods for the purpose of exporting the same to the firms of some other countries with or without making any change

29. Identify manufacturing/service small enterprises from the following statements :

(a) The enterprises having investment in plant and machinery excluding investments in land and building between ₹ 25 lakh and ₹ 5 crores.

Answer: Small Manufacturing Enterprise

(b) The enterprises having investment in plant and machinery excluding investments in land and building between ₹ 10 lakh and ₹ 2 crores.

Answer: Small Service Enterprise

30. Give one word for the following statements :

(a) The component of marketing mix that relates to channels of distribution.

Answer: Place

(b) The component of marketing mix which persuades and influences the consumers.

Answer: Promotion

31. Identify the type of private company being referred to in the following statements :

(a) A company whose turnover as per its last Profit and Loss Account does not exceed ₹2 crores.

Answer: **Small company:** A company whose turnover as per its last Profit and Loss Account does not exceed ₹2 crores

(b) The company having relaxation from preparing cash flow statement, holding annual general meeting, etc.

Answer: **One Person Company (OPC):** The company having relaxation from preparing cash flow statement, holding annual general meeting, etc

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32. Identify the following and write 'ES' for equity share and 'D' for debenture :

(a) These holders get assured return irrespective of profit.

Answer: D (Debenture): These holders get assured return irrespective of profit

(b) It is suitable for those who wants to take risk for higher return.

Answer: ES (Equity Share): It is suitable for those who want to take risk for higher return

33. Write the full forms of the following :

(a) NSDC

Answer: National Skill Development Corporation

(b) NSDM

Answer: National Skill Development Mission

34. Correct the following sentences :

(a) Zero-stage distribution channel exists where there is an indirect sale of goods by producer to customers.

Answer: Correction: Zero-stage distribution channel exists where there is a **direct** sale of goods by producer to customers

(b) In one-stage channel of distribution, there are two middlemen used namely, wholesaler and retailer.

Answer: Correction: In one-stage channel of distribution, there is **one middleman** used, namely the retailer

35. Identify the method of price fixation :

(a) Soham fixes the prices of shirts that he manufactures at 15% higher than the cost.

Answer: Cost-plus pricing method: Soham fixes the prices of shirts that he manufactures at 15% higher than the cost

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(b) Rampal, a fruit vendor, increases the price of apples if there is a heavy demand for them.

Answer: Demand-based pricing method: Rampal, a fruit vendor, increases the price of apples if there is a heavy demand for them

SECTION—C

36. “It is common now to see CD-ROM’s, computerized information kiosks, and Internet/World Wide Web multimedia pages highlighting the virtues of products.” Name the components of the business environment highlighted by this statement.

Answer: The statement highlights the **Technological Environment** component of the business environment. It refers to advancements in technology such as CD-ROMs, computerized information kiosks, and the Internet/World Wide Web, which businesses use to promote their products effectively and reach a broader audience

37. State any two benefits of training to employees.

Answer:

- Improved Skills and Knowledge:** Training helps employees enhance their skills and knowledge, making them more efficient and effective in their roles.
- Increased Job Satisfaction:** With proper training, employees feel more confident and competent in their tasks, leading to higher job satisfaction and motivation

38. Differentiate between ‘advertising and sales promotion’ on the basis of—

- objectives;
- nature.

Answer:

Basis	Advertising	Sales Promotion
Objectives	To create awareness and interest about a product or service over a longer period of time.	To stimulate immediate or short-term sales by offering incentives to customers.
Nature	It is impersonal and primarily focuses on reaching a large audience through various media channels.	It is often more direct and involves specific offers like discounts, coupons, or contests to boost sales quickly.

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39. State any four objectives of World Trade Organization.

Answer:

Four objectives of the **World Trade Organization (WTO)** are:

1. **To promote free and fair trade** by reducing trade barriers such as tariffs and import quotas
2. **To create a platform for trade negotiations** where member countries can discuss and resolve trade disputes
3. **To ensure transparency in trade policies** by encouraging countries to make their trade policies publicly available
4. **To provide technical assistance and training** to developing and least-developed countries to help them participate more effectively in global trade

40. Give the meaning of durable and non-durable goods.

Answer:

Durable goods: These are goods that can be used repeatedly over a long period of time, such as cars, refrigerators, and furniture

Non-durable goods: These are goods that are consumed quickly or have a short lifespan, such as food items, beverages, and toiletries

41. Name the outsourcing services that require expertise of a higher order knowledge work. Why is this outsourcing done? State.

Answer: The outsourcing services that require expertise of a higher order are called **Knowledge Process Outsourcing (KPO)**

Reason for this outsourcing:

KPO is done to access specialized knowledge and expertise, reduce costs, improve focus on core business activities, and increase efficiency by outsourcing complex processes like research, data analysis, and technical consultancy to external experts

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42. Name the function of management that harmonizes group efforts so as to achieve the goals of the organization. State any two points of significance of this function.

Answer: The function of management that harmonizes group efforts to achieve the goals of the organization is **Coordination**

Two points of significance of coordination:

1. **Ensures Unity of Action:** Coordination helps align the efforts of different departments and individuals toward achieving common organizational goals
2. **Improves Efficiency:** By reducing conflicts and overlapping of activities, coordination improves overall efficiency and resource utilization in the organization

43. “It is a form of retailing wherein two parties enter into an agreement in which one party authorizes others to sell or produce specified goods and services.”

- (a) Identify the form of large-scale retail business.
- (b) Identify the two parties involved in the business identified in (a) above.
- (c) Give an example of such business.

Answer:

- (a) The form of large-scale retail business is **Franchising**

- (b) The two parties involved are:

1. **Franchisor:** The party that authorizes the other to sell or produce goods and services.
2. **Franchisee:** The party that is authorized to sell or produce the goods and services

- (c) An example of such a business is **McDonald's**

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44. Differentiate between ‘fixed capital’ and ‘working capital’ on the basis of—

- (a) meaning;
- (b) tenure;
- (c) benefits.

Answer:

Basis	Fixed Capital	Working Capital
Meaning	Capital invested in long-term assets such as land, buildings, and machinery.	Capital used for day-to-day operations like purchasing raw materials and paying wages.
Tenure	Long-term capital that is used for more than one year.	Short-term capital that is required for daily business activities.
Benefits	Helps in the acquisition of long-term assets, which provide returns over a long period.	Ensures smooth running of day-to-day operations and maintains liquidity in the business.

45. Suresh is working in a textile industry. He is the Human Resource Manager and has to recruit 10 salesmen for the company. After determining the qualification and experience required for various jobs involved, he is in search of suitable candidates. For this purpose, he decided to use various sources from outside the organization. Explain any three such sources.

Answer:

Three external sources of recruitment that Suresh can use are:

1. **Employment Exchanges:** These are government-run agencies that help match job seekers with employers. Companies can approach employment exchanges to find suitable candidates for various roles
2. **Placement Agencies:** These are private organizations that assist companies in finding potential employees. They maintain a database of job seekers and help in connecting them with suitable job openings
3. **Advertisements in Newspapers and Magazines:** Companies can advertise job vacancies in both regional and national newspapers or magazines to reach a wide audience of potential candidates

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46. Suraj has completed diploma in Sales and Marketing from a reputed institute. He now wants to take up a job as a salesman. Guide him by stating any three qualities that he must possess to become a good salesman.

Answer:

Three qualities that Suraj must possess to become a good salesman are:

1. **Communication Skills:** A good salesman must have the ability to communicate effectively with customers to explain the features and benefits of the product
2. **Persuasive Ability:** He should be able to influence customers' buying decisions by presenting the product in a convincing manner
3. **Patience and Persistence:** A successful salesman must remain patient and persistent, as dealing with different types of customers requires time and effort

47. State any two formalities to be completed by clearing agent in external trade.

Answer:

Two formalities to be completed by a clearing agent in external trade are:

1. **Submission of Bill of Entry:** The clearing agent must submit a Bill of Entry to the customs authorities, which contains details of the imported goods for the purpose of clearance
2. **Payment of Import Duty:** The clearing agent is responsible for paying the applicable customs duties on the imported goods before they can be released by customs

48. Differentiate between 'Private Limited' and 'Public Limited' company on any five bases as per the provisions of the Companies Act, 2013.

Answer:

Basis	Private Limited Company	Public Limited Company
Minimum Members	Requires a minimum of 2 members.	Requires a minimum of 7 members.
Maximum Members	Limited to 200 members.	No limit on the maximum number of members.
Transfer of Shares	Restricts the transfer of its shares.	Shares are freely transferable.
Invitation to Public	Cannot invite the public to subscribe to its shares.	Can invite the public to subscribe to its shares.
Use of 'Limited'	Must include "Private Limited" in its name.	Must include "Limited" in its name.

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49. Explain the steps in the process of controlling.

Answer:

The steps in the process of controlling are:

1. **Setting Performance Standards:** Establishing clear and measurable standards against which actual performance can be compared. These standards could be in terms of quantity, quality, cost, or time
2. **Measurement of Actual Performance:** Once standards are set, the next step is to measure the actual performance of employees and compare it against the set standards
3. **Comparison of Actual Performance with Standards:** After measuring performance, it is compared with the established standards to identify any deviations
4. **Analyzing Deviations:** If there is any significant deviation between actual performance and the standard, the reason behind the deviation must be analyzed
5. **Taking Corrective Action:** Once deviations are identified and their reasons analyzed, appropriate corrective actions should be taken to bring performance back in line with the standards

50. Suresh is a broker in a stock exchange. His son, Rahul, a student of class XII is now-a-days studying the chapter of 'stock exchange' as a part of his business studies syllabus. He asks various questions regarding the functions of stock exchange from his father. Before explaining the functions of stock exchange, Rahul's father first describes the meaning of stock exchange as per the Securities Contract (Regulation) Act.

- (a) Give the meaning of 'stock exchange' as per the Act explained by Rahul's father.
(b) Explain any two functions of stock exchange.

Answer:

(a) As per the Securities Contract (Regulation) Act, stock exchange is an organised market where securities such as shares, debentures, and bonds are bought and sold. It provides a platform for trading securities through brokers and dealers.

(b) Two Functions of Stock Exchange:

1. **Liquidity and Marketability of Securities:** Stock exchanges provide a platform for investors to sell and buy securities, ensuring that securities can be easily converted into cash, providing liquidity.
2. **Pricing of Securities:** Stock exchanges help in determining the price of securities through demand and supply forces. The prices of shares, debentures, etc., are listed, providing transparency to both buyers and sellers

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51. Give the meaning of 'self-employment'. State any four characteristics of self-employment.

Answer: Self-employment refers to an economic activity in which an individual engages on their own to earn a livelihood, instead of working for someone else. It may involve producing or selling goods, or providing services for a price, with the individual taking all the risks and rewards of the activity.

Characteristics of Self-Employment:

1. **Ownership and Management:** The individual owns and manages the business activities on their own
2. **Risk and Reward:** The owner bears all risks and enjoys the rewards or profits from the business
3. **Capital Investment:** Some amount of capital investment is required to start and sustain the business, though it may be small
4. **Freedom of Decision:** The individual has complete freedom to make decisions regarding running the business, within legal regulations



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अनुक्रमांक

Code No. 65/ASS/3
कोड नं.

SET/सेट

A

BUSINESS STUDIES
व्यावसायिक अध्ययन
(319)

Day and Date of Examination
(परीक्षा का दिन व दिनांक) _____

Signature of Invigilators 1. _____
(निरीक्षकों के हस्ताक्षर)
2. _____

General Instructions :

- 1 Candidate must write his/her Roll Number on the first page of the Question Paper.
- 2 Please check the Question Paper to verify that the total pages and total number of questions contained in the Question Paper are the same as those printed on the top of the first page. Also check to see that the questions are in sequential order.
- 3 Making any identification mark in the Answer-Book or writing Roll Number anywhere other than the specified places will lead to disqualification of the candidate.
- 4 Write your Question Paper Code No. **65/ASS/3, Set-[A]** on the Answer-Book.
- 5 (a) The Question Paper is in English/Hindi medium only. However, if you wish, you can answer in any one of the languages listed below :
English, Hindi, Urdu, Punjabi, Bengali, Tamil, Malayalam, Kannada, Telugu, Marathi, Oriya, Gujarati, Konkani, Manipuri, Assamese, Nepali, Kashmiri, Sanskrit and Sindhi.
You are required to indicate the language you have chosen to answer in the box provided in the Answer-Book.
(b) If you choose to write the answer in the language other than Hindi and English, the responsibility for any errors/mistakes in understanding the question will be yours only.

सामान्य अनुदेश :

- 1 परीक्षार्थी प्रश्न-पत्र के पहले पृष्ठ पर अपना अनुक्रमांक अवश्य लिखें।
- 2 कृपया प्रश्न-पत्र को जाँच लें कि प्रश्न-पत्र के कुल पृष्ठों तथा प्रश्नों की उतनी ही संख्या है जितनी प्रथम पृष्ठ के सबसे ऊपर छपी है। इस बात की जाँच भी कर लें कि प्रश्न क्रमिक रूप में हैं।
- 3 उत्तर-पुस्तिका में पहचान-चिह्न बनाने अथवा निर्दिष्ट स्थानों के अतिरिक्त कहीं भी अनुक्रमांक लिखने पर परीक्षार्थी को अयोग्य ठहराया जायेगा।
- 4 अपनी उत्तर-पुस्तिका पर प्रश्न-पत्र की कोड संख्या **65/ASS/3, सेट-[A]** लिखें।
- 5 (क) प्रश्न-पत्र केवल हिंदी/अंग्रेजी माध्यम में है। फिर भी, यदि आप चाहें तो नीचे दी गई किसी एक भाषा में उत्तर दे सकते हैं :
अंग्रेजी, हिंदी, उर्दू, पंजाबी, बंगला, तमिल, मलयालम, कन्नड़, तेलुगु, मराठी, उड़िया, गुजराती, कोंकणी, मणिपुरी, असमिया, नेपाली, कश्मीरी, संस्कृत और सिंधी।
कृपया उत्तर-पुस्तिका में दिए गए बॉक्स में लिखें कि आप किस भाषा में उत्तर लिख रहे हैं।
(ख) यदि आप हिंदी एवं अंग्रेजी के अतिरिक्त किसी अन्य भाषा में उत्तर लिखते हैं तो प्रश्न को समझने में होने वाली त्रुटियों / गलतियों की जिम्मेदारी केवल आपकी होगी।

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1



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Unnati Educations

9899436384, 9654279279

BUSINESS STUDIES

व्यावसायिक अध्ययन

(319)

Time : 3 Hours]

[Maximum Marks : 100

समय : 3 घण्टे]

[पूर्णांक : 100

Note : (i) All questions are compulsory. There is no over all choice, however, alternative choices are given in some questions. In such questions, you have to attempt only one choice.

(ii) Marks allotted are indicated against each question.

(iii) Each question from question Nos. 1 to 10 has four alternatives (A), (B), (C) and (D), out of which one is most appropriate. Choose the correct answer among the four alternatives and write it in your Answer-Book against the number of the question. No extra time is allotted for attempting multiple-choice questions.

निर्देश : (i) सभी प्रश्नों के उत्तर दीजिए। पूर्ण प्रश्न-पत्र में विकल्प नहीं हैं, फिर भी कुछ प्रश्नों में आंतरिक विकल्प हैं। ऐसे सभी प्रश्नों में आपको एक ही विकल्प का उत्तर देना है।

(ii) प्रत्येक प्रश्न के सामने उसके अंक दर्शाए गए हैं।

(iii) प्रश्न संख्या 1 से 10 तक के प्रत्येक प्रश्न में चार विकल्प (A), (B), (C) तथा (D) हैं, जिनमें से एक सबसे उपयुक्त है। चारों विकल्पों में से सही उत्तर चुनें तथा अपनी उत्तर-पुस्तिका में प्रश्न संख्या के सामने उत्तर लिखें। बहु-विकल्पी प्रश्नों के लिये अतिरिक्त समय नहीं दिया जायेगा।

1 The technique of scientific management under which a worker is supervised by eight specialists is known as : 1

(A) Work Study

(B) Standardisation

(C) Functional Foremanship

(D) Both (A) and (B)

वैज्ञानिक प्रबन्ध की तकनीक के अन्तर्गत एक कामगार का आठ विशेषज्ञों द्वारा नियन्त्रण किया जाता है, वह जाना जाता है :

(A) कार्य अध्ययन

(B) प्रमापीकरण

(C) कार्यानुसार संगठन

(D) (A) तथा (B) दोनों

65/ASS/3-319-A]

2



[Contd...

Unnati Educations

9899436384, 9654279279

- 2 Which of the following general principles of management states that placement of men and materials should be properly made? 1
- (A) Order (B) Equity
(C) Discipline (D) Scalar chain
- सामान्य प्रबन्ध का कौनसा सिद्धान्त यह उल्लेख करता है कि श्रम तथा सामग्री दोनों की ही उचित व्यवस्था होनी चाहिए?
- (A) समुचित व्यवस्था (B) समानता
(C) अनुशासन (D) सोपान शृंखला
- 3 To impart training in cloth printing to 1000 persons in a year is which type of plan from the following? 1
- (A) Strategy (B) Objective
(C) Policy (D) Rule
- एक वर्ष में 1000 व्यक्तियों को कपड़ा छपाई में प्रशिक्षण देना निम्नलिखित में से किस प्रकार की योजना है?
- (A) रणनीति (B) उद्देश्य
(C) नीति (D) नियम
- 4 Which of the following is not a step in the process of staffing function of management? 1
- (A) Manpower planning (B) Job analysis
(C) Recruitment (D) Establishment of objectives
- निम्न में से कौनसा प्रबन्ध का कार्य नियुक्तिकरण प्रक्रिया का एक चरण नहीं है?
- (A) मानव शक्ति नियोजन (B) कार्य विश्लेषण
(C) भरती (D) उद्देश्यों का निर्धारण
- 5 Which of the following is a demerit of 'Public Deposits'? 1
- (A) Limits on the amount raised (B) Flexibility
(C) No charge on assets (D) Economical
- निम्नलिखित में से कौनसा दोष 'सार्वजनिक जमा' का है?
- (A) सीमित एकत्रित राशि (B) लचीलापन
(C) सम्पत्तियों पर कोई प्रभार नहीं (D) मितव्ययी



6 The deposit of ₹ 1,00,00,000 arranged by X Ltd. from Y Ltd. for a period of 15 days will be called as : 1

- (A) Fixed Deposit (B) Intercompany Deposit
(C) Owned Deposit (D) Borrowed Deposit

एक्स लिमिटेड द्वारा वाई लिमिटेड से ₹ 1,00,00,000 की 15 दिनों के लिए जमा की व्यवस्था करना कहलाएगा :

- (A) स्थायी जमा (B) अन्तरनिगमिय जमा
(C) स्वयं की जमा (D) उधार जमा

7 One who actually uses the product or service is called - 1

- (A) Buyer (B) Consumer
(C) Customer (D) Marketeer

वह जो उत्पाद अथवा सेवा का वास्तविक उपयोग करता है, कहलाता है :

- (A) क्रेता (B) उपभोक्ता
(C) ग्राहक (D) विपणनकर्ता

8 Shiv bought a packet of butter from a nearby shop. The goods he bought comes under which type of the following? 1

- (A) Convenience goods (B) Shopping goods
(C) Speciality goods (D) Industrial goods

शिव ने पास की एक दुकान से मक्खन का एक पैकट खरीदा। उसके द्वारा क्रय की गई वस्तु निम्न में से किस प्रकार के अन्तर्गत आती है ?

- (A) सुविधा वस्तुएँ (B) क्रय योग्य वस्तुएँ
(C) विशिष्ट वस्तुएँ (D) औद्योगिक वस्तुएँ

9 Which of the following is a document not used in 'Internal Trade'? 1

- (A) Proforma Invoice (B) Debit Note
(C) Letter of Credit (D) Lorry Receipt

निम्नलिखित में से कौन से दस्तावेज का प्रयोग 'आन्तरिक व्यापार' में नहीं किया जाता ?

- (A) काल्पनिक बीजक (B) उधार चिट्ठी
(C) साख पत्र (D) लॉरी प्राप्ति रसीद



- 10 Those who act on behalf of exporters to complete all the formalities of loading the goods on the ship are called : 1
- (A) Indent Houses (B) Export Houses
(C) Forwarding Agents (D) Clearing Agents
- जो निर्यातक की ओर से जहाज में माल लाने से सम्बन्धित सभी कार्यवाही पूरी करते हैं, कहलाते हैं:
- (A) इन्डेन्ट हाउस (B) निर्यात गृह
(C) माल लदान वाले एजेंट (D) माल छुड़ाने वाले एजेंट
- 11 'Management principles are statements of fundamental truth, which provide guidelines for managerial decisions.' In the light of this statement, state any three characteristics of principles of management. 3
- ‘प्रबन्ध के सिद्धान्त आधारभूत सत्य के कथन हैं जो कि प्रबंधकीय निर्णयन हेतु प्रबंधकों को दिशा-निर्देश प्रदान करते हैं।’ इस कथन के प्रकाश में प्रबंध की किन्हीं तीन विशेषताओं का उल्लेख कीजिए।
- 12 'There are certain non-financial incentives that motivate the employees.' State any three such incentives. 3
- ‘कुछ ऐसी गैर-वित्तीय प्रेरणाएं होती हैं जो कर्मचारियों को प्रेरणा देती हैं।’ ऐसी किन्हीं तीन प्रेरणाओं का उल्लेख कीजिए।
- 13 State any three limitations of debentures. 3
- ऋणपत्रों की किन्हीं तीन सीमाओं का उल्लेख कीजिए।
- 14 Distinguish between 'Advertising' and 'Sales Promotion' on any three bases. 3
- किन्हीं तीन आधारों पर 'विज्ञापन' तथा 'विक्रय प्रवर्तन' में अन्तर दीजिए।
- 15 Give the meaning of different types of external trades. 3
- बाह्य व्यापार के विभिन्न प्रकारों का अर्थ दीजिए।
- 16 Explain the following general principles of management : (a) Division of work and (b) Equity. 4
- सामान्य प्रबंध के निम्न सिद्धांतों को समझाइए : (क) कार्य विभाजन तथा (ख) समता।



- 17 What is meant by delegation? Describe its elements. 4
अंतरण का क्या अर्थ है? इसके तत्वों की व्याख्या कीजिए।
- 18 The main objective of financial management is to maximise the wealth of shareholders. State its any other four important objectives. 4
वित्तीय प्रबंध का प्रमुख उद्देश्य अंशधारकों के धन को अधिकतम करना है। इसके किन्हीं अन्य चार महत्वपूर्ण उद्देश्यों का उल्लेख कीजिए।
- 19 Explain (a) Shopping goods and (b) Speciality goods. 4
(क) क्रय योग्य वस्तुओं तथा (ख) विशिष्ट वस्तुओं को समझाइए।
- 20 Is consumer protection important for business? Give any four points in support of your answer. 4
क्या उपभोक्ता संरक्षण व्यवसाय के लिए महत्वपूर्ण है? अपने उत्तर के समर्थन में कोई चार बिन्दु दीजिए।
- 21 Is management a 'profession'? Explain. 5
क्या प्रबंध एक 'पेशा' है? समझाइए।
- 22 Explain any five external sources of recruitment. 5
भरती के बाह्य स्रोतों के किन्हीं पाँच स्रोतों को समझाइए।
- 23 Describe 'External Borrowings' and 'Foreign Investments' as foreign sources of long term finance. 5
दीर्घकालीन वित्त के विदेशी स्रोतों के रूप में 'बाह्य ऋण' तथा 'विदेशी निवेश' का वर्णन कीजिए।
- 24 Explain any five factors affecting the pricing decisions of a product. 5
एक उत्पाद के मूल्य निर्धारण को प्रभावित करने वाले किन्हीं पाँच कारकों को समझाइए।



- 25 What complaints can be filed with the appropriate forum for redressal of consumer grievances under the Consumer Protection Act, 1986? Explain any five grievances. 5

उपभोक्ता संरक्षण अधिनियम, 1986 के अन्तर्गत उपयुक्त फोरम में उपभोक्ताओं की शिकायतों की सुनवाई हेतु कौनसी शिकायतों की जा सकती हैं? किन्हीं पांच शिकायतों को समझाइए।

- 26 'Objectives are the end results, towards which all managerial efforts and organisational activities are directed'. In the light of this statement, explain any four objectives of management. 6

‘उद्देश्य अन्तिम परिणाम होते हैं, जिनके द्वारा सभी प्रबंधकीय प्रयास एवं संगठनात्मक क्रियाएँ संचालित होती हैं।’ इस कथन के प्रकाश में प्रबंध के किन्हीं चार उद्देश्यों को समझाइए।

OR / अथवा

‘No amount of quality resources is going to help unless they are put to productive use by efficient management.’ In the light of this statement, explain any four points of importance of management.

‘कितने ही अच्छे स्तर के संसाधन उपलब्ध क्यों न हो, यदि उनका कुशल प्रबंध द्वारा सही उपयोग न किया जाए तो वे बेकार हैं।’ इस कथन के प्रकाश में प्रबंध के महत्व के किन्हीं चार बिन्दुओं को समझाइए।

- 27 Briefly describe the steps in the ‘selection procedure’ after the ‘screening of the applications’ and ‘holding of the tests’. 6

‘आवेदन पत्रों की जाँच’ तथा ‘परीक्षाओं का आयोजन’ के पश्चात् ‘चयन प्रक्रिया’ के चरणों का संक्षेप में वर्णन कीजिए।

OR / अथवा

The first step in the process of control is the ‘establishment of standards’. Briefly describe its remaining steps.

‘मानकों का निर्धारण’ नियन्त्रण प्रक्रिया में प्रथम सोपान है। इसके शेष सोपानों का संक्षेप में वर्णन कीजिए।

- 28 Explain any four purposes for which funds are needed by business. 6

ऐसे किन्हीं चार उद्देश्यों को समझाइए जिनके लिए व्यवसाय को वित्त की आवश्यकता होती है।

OR / अथवा

Explain any four functions of a stock exchange.

शेयर बाजार के किन्हीं चार कार्यों को समझाइए।



- 29 'Marketing is important for business, consumers as well as society.' 6
Explain any four points of importance of marketing on the basis of this statement.

‘विपणन व्यवसाय, उपभोक्ताओं तथा समाज सभी के लिए महत्वपूर्ण है।’ इस कथन के आधार पर विपणन के महत्व के किन्हीं चार बिन्दुओं को समझाइए।

OR / अथवा

‘Marketing is the performance of those business activities that direct the flow of goods and services from producers to customers or consumers.’ Explain any four such activities.

‘विपणन उन व्यावसायिक गतिविधियों का निष्पादन है, जिससे माल और सेवाएँ उत्पादकर्ता से सीधी ग्राहक या उपभोक्ता तक पहुँचती हैं।’ ऐसी किन्हीं चार गतिविधियों को समझाइए।

- 30 State any six responsibilities of consumers. 6
उपभोक्ताओं के किन्हीं छः दायित्वों का उल्लेख कीजिए।

OR / अथवा

‘It is a large scale retail shop where large variety of goods are sold in a single building’. Identify this type of retail store and state its five merits.

‘यह एक बड़े पैमाने की फुटकर दुकान होती है जहाँ एक ही भवन में बड़ी संख्या में अनेक प्रकार की वस्तुओं की बिक्री की जाती है।’ खुदरा स्टोर के इस प्रकार की पहचान कीजिए तथा इसके पाँच लाभों का उल्लेख कीजिए।



This Question Paper consists 30 questions and 8 printed pages.
इस प्रश्न-पत्र के अन्तर्गत 30 प्रश्न तथा 8 मुद्रित पृष्ठ हैं।

Roll No.

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अनुक्रमांक

Code No. 65/ASS/3
कोड नं.

SET/सेट **B**

BUSINESS STUDIES
व्यावसायिक अध्ययन
(319)

Day and Date of Examination
(परीक्षा का दिन व दिनांक) _____

Signature of Invigilators 1. _____
(निरीक्षकों के हस्ताक्षर)
2. _____

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- 3 Making any identification mark in the Answer-Book or writing Roll Number anywhere other than the specified places will lead to disqualification of the candidate.
- 4 Write your Question Paper Code No. **65/ASS/3, Set-B** on the Answer-Book.
- 5 (a) The Question Paper is in English/Hindi medium only. However, if you wish, you can answer in any one of the languages listed below :
English, Hindi, Urdu, Punjabi, Bengali, Tamil, Malayalam, Kannada, Telugu, Marathi, Oriya, Gujarati, Konkani, Manipuri, Assamese, Nepali, Kashmiri, Sanskrit and Sindhi.
You are required to indicate the language you have chosen to answer in the box provided in the Answer-Book.
(b) If you choose to write the answer in the language other than Hindi and English, the responsibility for any errors/mistakes in understanding the question will be yours only.

सामान्य अनुदेश :

- 1 परीक्षार्थी प्रश्न-पत्र के पहले पृष्ठ पर अपना अनुक्रमांक अवश्य लिखें।
- 2 कृपया प्रश्न-पत्र को जाँच लें कि प्रश्न-पत्र के कुल पृष्ठों तथा प्रश्नों की उतनी ही संख्या है जितनी प्रथम पृष्ठ के सबसे ऊपर छपी है। इस बात की जाँच भी कर लें कि प्रश्न क्रमिक रूप में हैं।
- 3 उत्तर-पुस्तिका में पहचान-चिह्न बनाने अथवा निर्दिष्ट स्थानों के अतिरिक्त कहीं भी अनुक्रमांक लिखने पर परीक्षार्थी को अयोग्य ठहराया जायेगा।
- 4 अपनी उत्तर-पुस्तिका पर प्रश्न-पत्र की कोड संख्या **65/ASS/3, सेट-B** लिखें।
- 5 (क) प्रश्न-पत्र केवल हिंदी/अंग्रेजी माध्यम में है। फिर भी, यदि आप चाहें तो नीचे दी गई किसी एक भाषा में उत्तर दे सकते हैं :
अंग्रेजी, हिंदी, उर्दू, पंजाबी, बंगला, तमिल, मलयालम, कन्नड़, तेलुगु, मराठी, उड़िया, गुजराती, कोंकणी, मणिपुरी, असमिया, नेपाली, कश्मीरी, संस्कृत और सिंधी।
कृपया उत्तर-पुस्तिका में दिए गए बॉक्स में लिखें कि आप किस भाषा में उत्तर लिख रहे हैं।
(ख) यदि आप हिंदी एवं अंग्रेजी के अतिरिक्त किसी अन्य भाषा में उत्तर लिखते हैं तो प्रश्न को समझने में होने वाली त्रुटियों / गलतियों की जिम्मेदारी केवल आपकी होगी।

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1



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Unnati Educations

9899436384, 9654279279

BUSINESS STUDIES

व्यावसायिक अध्ययन

(319)

Time : 3 Hours]

[Maximum Marks : 100

समय : 3 घण्टे]

[पूर्णांक : 100

Note : (i) All questions are compulsory. There is no over all choice, however, alternative choices are given in some questions. In such questions, you have to attempt only one choice.

(ii) Marks allotted are indicated against each question.

(iii) Each question from question Nos. 1 to 10 has four alternatives (A), (B), (C) and (D), out of which one is most appropriate. Choose the correct answer among the four alternatives and write it in your Answer-Book against the number of the question. No extra time is allotted for attempting multiple-choice questions.

निर्देश : (i) सभी प्रश्नों के उत्तर दीजिए। पूर्ण प्रश्न-पत्र में विकल्प नहीं हैं, फिर भी कुछ प्रश्नों में आंतरिक विकल्प हैं। ऐसे सभी प्रश्नों में आपको एक ही विकल्प का उत्तर देना है।

(ii) प्रत्येक प्रश्न के सामने उसके अंक दर्शाए गए हैं।

(iii) प्रश्न संख्या 1 से 10 तक के प्रत्येक प्रश्न में चार विकल्प (A), (B), (C) तथा (D) हैं, जिनमें से एक सबसे उपयुक्त है। चारों विकल्पों में से सही उत्तर चुनें तथा अपनी उत्तर-पुस्तिका में प्रश्न संख्या के सामने उत्तर लिखें। बहु-विकल्पी प्रश्नों के लिये अतिरिक्त समय नहीं दिया जायेगा।

1 Shiv bought a packet of butter from a nearby shop. The goods he bought comes under which type of the following? 1

(A) Convenience goods

(B) Shopping goods

(C) Speciality goods

(D) Industrial goods

शिव ने पास की एक दुकान से मक्खन का एक पैकट खरीदा। उसके द्वारा क्रय की गई वस्तु निम्न में से किस प्रकार के अन्तर्गत आती है?

(A) सुविधा वस्तुएँ

(B) क्रय योग्य वस्तुएँ

(C) विशिष्ट वस्तुएँ

(D) औद्योगिक वस्तुएँ

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2



[Contd...

Unnati Educations

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- 2 One who actually uses the product or service is called - 1
(A) Buyer (B) Consumer
(C) Customer (D) Marketeer
वह जो उत्पाद अथवा सेवा का वास्तविक उपयोग करता है, कहलाता है :
(A) क्रेता (B) उपभोक्ता
(C) ग्राहक (D) विपणनकर्ता
- 3 The deposit of ₹ 1,00,00,000 arranged by X Ltd. from Y Ltd. for a period of 15 days will be called as : 1
(A) Fixed Deposit (B) Intercompany Deposit
(C) Owned Deposit (D) Borrowed Deposit
एक्स लिमिटेड द्वारा वाई लिमिटेड से ₹ 1,00,00,000 की 15 दिनों के लिए जमा की व्यवस्था करना कहलाएगा :
(A) स्थायी जमा (B) अन्तरनिगमिय जमा
(C) स्वयं की जमा (D) उधार जमा
- 4 Which of the following is a demerit of 'Public Deposits'? 1
(A) Limits on the amount raised (B) Flexibility
(C) No charge on assets (D) Economical
निम्नलिखित में से कौनसा दोष 'सार्वजनिक जमा' का है ?
(A) सीमित एकत्रित राशि (B) लचीलापन
(C) सम्पत्तियों पर कोई प्रभार नहीं (D) मितव्ययी
- 5 Which of the following is not a step in the process of staffing function of management? 1
(A) Manpower planning (B) Job analysis
(C) Recruitment (D) Establishment of objectives
निम्न में से कौनसा प्रबन्ध का कार्य नियुक्तिकरण प्रक्रिया का एक चरण नहीं है ?
(A) मानव शक्ति नियोजन (B) कार्य विश्लेषण
(C) भरती (D) उद्देश्यों का निर्धारण



6 To impart training in cloth printing to 1000 persons in a year is which type of plan from the following? 1

- (A) Strategy (B) Objective
(C) Policy (D) Rule

एक वर्ष में 1000 व्यक्तियों को कपड़ा छपाई में प्रशिक्षण देना निम्नलिखित में से किस प्रकार की योजना है ?

- (A) रणनीति (B) उद्देश्य
(C) नीति (D) नियम

7 Which of the following general principles of management states that placement of men and materials should be properly made? 1

- (A) Order (B) Equity
(C) Discipline (D) Scalar chain

सामान्य प्रबन्ध का कौनसा सिद्धान्त यह उल्लेख करता है कि श्रम तथा सामग्री दोनों की ही उचित व्यवस्था होनी चाहिए ?

- (A) समुचित व्यवस्था (B) समानता
(C) अनुशासन (D) सोपान शृंखला

8 The technique of scientific management under which a worker is supervised by eight specialists is known as : 1

- (A) Work Study (B) Standardisation
(C) Functional Foremanship (D) Both (A) and (B)

वैज्ञानिक प्रबन्ध की तकनीक के अन्तर्गत एक कामगार का आठ विशेषज्ञों द्वारा नियन्त्रण किया जाता है, वह जाना जाता है :

- (A) कार्य अध्ययन (B) प्रमापीकरण
(C) कार्यानुसार संगठन (D) (A) तथा (B) दोनों

9 Which of the following consumer right is violated when a cough syrup is sold without having date of expiry printed on it? 1

- (A) Right to be informed (B) Right to choose
(C) Right to be heard (D) Right to consumer education

निम्न में से कौनसे उपभोक्ता अधिकार का उल्लंघन होता है जब खांसी का सीरप इसके पैकिंग पर उपभोग की अन्तिम तिथि छपी न होने पर बेच दिया जाता है ?

- (A) सूचना पाने का अधिकार (B) चयन का अधिकार
(C) सुनवाई का अधिकार (D) उपभोक्ता शिक्षा का अधिकार



- 10 Offering 10% extra oil in a bottle of hair oil is which type of sales promotion tool out of the following? 1
- (A) Price off (B) Distribution of free samples
(C) Bonus offer (D) Free offer
- केश तेल की एक बोतल में 10% अधिक तेल का प्रस्ताव निम्न में से विक्रय प्रवर्तन उपकरण का कौन सा तरीका होगा?
- (A) मूल्य में कटौती (B) मुफ्त नमूनों का वितरण
(C) बोनस प्रस्ताव (D) मुफ्त प्रस्ताव
- 11 Give the meaning of different types of external trades. 3
- बाह्य व्यापार के विभिन्न प्रकारों का अर्थ दीजिए।
- 12 Distinguish between 'Advertising' and 'Sales Promotion' on any three bases. 3
- किन्हीं तीन आधारों पर 'विज्ञापन' तथा 'विक्रय प्रवर्तन' में अन्तर दीजिए।
- 13 Give the meaning of 'Primary market' and 'Secondary market'. 3
- 'प्राथमिक बाजार' तथा 'द्वितीयक बाजार' का अर्थ दीजिए।
- 14 'Management principles are statements of fundamental truth, which provide guidelines for managerial decisions.' In the light of this statement, state any three characteristics of principles of management. 3
- 'प्रबन्ध के सिद्धान्त आधारभूत सत्य के कथन हैं जो कि प्रबंधकीय निर्णयन हेतु प्रबंधकों को दिशा-निर्देश प्रदान करते हैं।' इस कथन के प्रकाश में प्रबंध की किन्हीं तीन विशेषताओं का उल्लेख कीजिए।
- 15 'There are certain non-financial incentives that motivate the employees.' 3
- State any three such incentives.
- 'कुछ ऐसी गैर-वित्तीय प्रेरणाएं होती हैं जो कर्मचारियों को प्रेरणा देती हैं।' ऐसी किन्हीं तीन प्रेरणाओं का उल्लेख कीजिए।
- 16 State different positions and functions of middle level management. 4
- मध्य स्तरीय प्रबंध के विभिन्न पदों तथा कार्यों का उल्लेख कीजिए।



- 17 The main objective of financial management is to maximise the wealth of shareholders. State its any other four important objectives. 4
वित्तीय प्रबंध का प्रमुख उद्देश्य अंशधारकों के धन को अधिकतम करना है। इसके किन्हीं अन्य चार महत्वपूर्ण उद्देश्यों का उल्लेख कीजिए।
- 18 Explain (a) Shopping goods and (b) Speciality goods. 4
(क) क्रय योग्य वस्तुओं तथा (ख) विशिष्ट वस्तुओं को समझाइए।
- 19 Is consumer protection important for business? Give any four points in support of your answer. 4
क्या उपभोक्ता संरक्षण व्यवसाय के लिए महत्वपूर्ण है? अपने उत्तर के समर्थन में कोई चार बिन्दु दीजिए।
- 20 What is meant by delegation? Describe its elements. 4
अंतरण का क्या अर्थ है? इसके तत्वों की व्याख्या कीजिए।
- 21 Is management a 'Science'? Explain. 5
क्या प्रबंध एक 'विज्ञान' है? समझाइए।
- 22 Describe 'External Borrowings' and 'Foreign Investments' as foreign sources of long term finance. 5
दीर्घकालीन वित्त के विदेशी स्रोतों के रूप में 'बाह्य ऋण' तथा 'विदेशी निवेश' का वर्णन कीजिए।
- 23 Explain any five external sources of recruitment. 5
भरती के बाह्य स्रोतों के किन्हीं पाँच स्रोतों को समझाइए।
- 24 What is meant by channels of distribution? Explain any two factors that affect the choice of channels of distribution. 5
वितरण माध्यमों का क्या अर्थ है? वितरण माध्यमों के चयन को प्रभावित करने वाले किन्हीं दो कारकों को समझाइए।



- 25 What complaints can be filed with the appropriate forum for redressal of consumer grievances under the Consumer Protection Act, 1986? Explain any five grievances. 5

उपभोक्ता संरक्षण अधिनियम, 1986 के अन्तर्गत उपयुक्त फोरम में उपभोक्ताओं की शिकायतों की सुनवाई हेतु कौनसी शिकायतें की जा सकती हैं? किन्हीं पांच शिकायतों को समझाइए।

- 26 'Objectives are the end results, towards which all managerial efforts and organisational activities are directed'. In the light of this statement, explain any four objectives of management. 6

‘उद्देश्य अन्तिम परिणाम होते हैं, जिनके द्वारा सभी प्रबंधकीय प्रयास एवं संगठनात्मक क्रियाएँ संचालित होती हैं।’ इस कथन के प्रकाश में प्रबंध के किन्हीं चार उद्देश्यों को समझाइए।

OR / अथवा

‘No amount of quality resources is going to help unless they are put to productive use by efficient management.’ In the light of this statement, explain any four points of importance of management.

‘कितने ही अच्छे स्तर के संसाधन उपलब्ध क्यों न हो, यदि उनका कुशल प्रबंध द्वारा सही उपयोग न किया जाए तो वे बेकार हैं।’ इस कथन के प्रकाश में प्रबंध के महत्व के किन्हीं चार बिन्दुओं को समझाइए।

- 27 'A supervisor performs certain special functions.' Explain any six such functions. 6

‘एक पर्यवेक्षक कुछ विशिष्ट कार्यों का निष्पादन करता है।’ ऐसे किन्हीं छः कार्यों को समझाइए।

OR / अथवा

‘Most of the barriers can be removed and communication can be made more meaningful and effective if certain points are considered by managers.’ Explain any such six points.

‘संप्रेषण की अधिकतर बाधाएँ हटाई जा सकती हैं तथा इसे अधिक अर्थपूर्ण तथा प्रभावी बनाया जा सकता है, यदि प्रबंधक कुछ बिन्दुओं पर ध्यान दें।’ ऐसे किन्हीं छः बिन्दुओं को समझाइए।



28 'Marketing is important for business, consumers as well as society.' 6

Explain any four points of importance of marketing on the basis of this statement.

‘विपणन व्यवसाय, उपभोक्ताओं तथा समाज सभी के लिए महत्वपूर्ण है।’ इस कथन के आधार पर विपणन के महत्व के किन्हीं चार बिन्दुओं को समझाइए।

OR / अथवा

‘Marketing is the performance of those business activities that direct the flow of goods and services from producers to customers or consumers.’ Explain any four such activities.

‘विपणन उन व्यावसायिक गतिविधियों का निष्पादन है, जिससे माल और सेवाएँ उत्पादकर्ता से सीधी ग्राहक या उपभोक्ता तक पहुँचती हैं।’ ऐसी किन्हीं चार गतिविधियों को समझाइए।

29 State any six responsibilities of consumers. 6

उपभोक्ताओं के किन्हीं छः दायित्वों का उल्लेख कीजिए।

OR / अथवा

‘It is a large scale retail shop where large variety of goods are sold in a single building’. Identify this type of retail store and state its five merits.

‘यह एक बड़े पैमाने की फुटकर दुकान होती है जहाँ एक ही भवन में बड़ी संख्या में अनेक प्रकार की वस्तुओं की बिक्री की जाती है।’ खुदरा स्टोर के इस प्रकार की पहचान कीजिए तथा इसके पाँच लाभों का उल्लेख कीजिए।

30 Explain any four purposes for which funds are needed by business. 6

ऐसे किन्हीं चार उद्देश्यों को समझाइए जिनके लिए व्यवसाय को वित्त की आवश्यकता होती है।

OR / अथवा

Explain any four functions of a stock exchange.

शेयर बाजार के किन्हीं चार कार्यों को समझाइए।



This Question Paper consists 30 questions and 8 printed pages.
इस प्रश्न-पत्र के अन्तर्गत 30 प्रश्न तथा 8 मुद्रित पृष्ठ हैं।

Roll No.

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अनुक्रमांक

Code No. 65/ASS/3
कोड नं.

SET/सेट

C

BUSINESS STUDIES
व्यावसायिक अध्ययन
(319)

Day and Date of Examination
(परीक्षा का दिन व दिनांक) _____

Signature of Invigilators 1. _____
(निरीक्षकों के हस्ताक्षर)
2. _____

General Instructions :

- 1 Candidate must write his/her Roll Number on the first page of the Question Paper.
- 2 Please check the Question Paper to verify that the total pages and total number of questions contained in the Question Paper are the same as those printed on the top of the first page. Also check to see that the questions are in sequential order.
- 3 Making any identification mark in the Answer-Book or writing Roll Number anywhere other than the specified places will lead to disqualification of the candidate.
- 4 Write your Question Paper Code No. **65/ASS/3, Set-C** on the Answer-Book.
- 5 (a) The Question Paper is in English/Hindi medium only. However, if you wish, you can answer in any one of the languages listed below :
English, Hindi, Urdu, Punjabi, Bengali, Tamil, Malayalam, Kannada, Telugu, Marathi, Oriya, Gujarati, Konkani, Manipuri, Assamese, Nepali, Kashmiri, Sanskrit and Sindhi.
You are required to indicate the language you have chosen to answer in the box provided in the Answer-Book.
(b) If you choose to write the answer in the language other than Hindi and English, the responsibility for any errors/mistakes in understanding the question will be yours only.

सामान्य अनुदेश :

- 1 परीक्षार्थी प्रश्न-पत्र के पहले पृष्ठ पर अपना अनुक्रमांक अवश्य लिखें।
- 2 कृपया प्रश्न-पत्र को जाँच लें कि प्रश्न-पत्र के कुल पृष्ठों तथा प्रश्नों की उतनी ही संख्या है जितनी प्रथम पृष्ठ के सबसे ऊपर छपी है। इस बात की जाँच भी कर लें कि प्रश्न क्रमिक रूप में हैं।
- 3 उत्तर-पुस्तिका में पहचान-चिह्न बनाने अथवा निर्दिष्ट स्थानों के अतिरिक्त कहीं भी अनुक्रमांक लिखने पर परीक्षार्थी को अयोग्य ठहराया जायेगा।
- 4 अपनी उत्तर-पुस्तिका पर प्रश्न-पत्र की कोड संख्या **65/ASS/3, सेट-C** लिखें।
- 5 (क) प्रश्न-पत्र केवल हिंदी/अंग्रेजी माध्यम में है। फिर भी, यदि आप चाहें तो नीचे दी गई किसी एक भाषा में उत्तर दे सकते हैं :
अंग्रेजी, हिंदी, उर्दू, पंजाबी, बंगला, तमिल, मलयालम, कन्नड़, तेलुगु, मराठी, उड़िया, गुजराती, कोंकणी, मणिपुरी, असमिया, नेपाली, कश्मीरी, संस्कृत और सिंधी।
कृपया उत्तर-पुस्तिका में दिए गए बॉक्स में लिखें कि आप किस भाषा में उत्तर लिख रहे हैं।
(ख) यदि आप हिंदी एवं अंग्रेजी के अतिरिक्त किसी अन्य भाषा में उत्तर लिखते हैं तो प्रश्न को समझने में होने वाली त्रुटियों / गलतियों की जिम्मेदारी केवल आपकी होगी।

65/ASS/3-319-C]

1



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BUSINESS STUDIES

व्यावसायिक अध्ययन

(319)

Time : 3 Hours]

[Maximum Marks : 100

समय : 3 घण्टे]

[पूर्णांक : 100

Note : (i) All questions are compulsory. There is no over all choice, however, alternative choices are given in some questions. In such questions, you have to attempt only one choice.

(ii) Marks allotted are indicated against each question.

(iii) Each question from question Nos. 1 to 10 has four alternatives (A), (B), (C) and (D), out of which one is most appropriate. Choose the correct answer among the four alternatives and write it in your Answer-Book against the number of the question. No extra time is allotted for attempting multiple-choice questions.

निर्देश : (i) सभी प्रश्नों के उत्तर दीजिए। पूर्ण प्रश्न-पत्र में विकल्प नहीं हैं, फिर भी कुछ प्रश्नों में आंतरिक विकल्प हैं। ऐसे सभी प्रश्नों में आपको एक ही विकल्प का उत्तर देना है।

(ii) प्रत्येक प्रश्न के सामने उसके अंक दर्शाए गए हैं।

(iii) प्रश्न संख्या 1 से 10 तक के प्रत्येक प्रश्न में चार विकल्प (A), (B), (C) तथा (D) हैं, जिनमें से एक सबसे उपयुक्त है। चारों विकल्पों में से सही उत्तर चुनें तथा अपनी उत्तर-पुस्तिका में प्रश्न संख्या के सामने उत्तर लिखें। बहु-विकल्पी प्रश्नों के लिये अतिरिक्त समय नहीं दिया जायेगा।

1 Harmonising group efforts to achieve common objectives is called : 1

(A) Planning (B) Organising

(C) Coordinating (D) Directing

समान उद्देश्यों की प्राप्ति हेतु समूह के प्रयत्नों में एकरूपता लाना कहलाता है:

(A) योजना बनाना (B) संगठन करना

(C) समन्वय करना (D) निर्देशन करना

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2



[Contd...

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- 2 Which of the following general principles of management avoids confusion in authority and instructions and states that a subordinate should work under one superior only? 1

(A) Division of work (B) Discipline
(C) Unity of direction (D) Unity of command

निम्नलिखित में से सामान्य प्रबंध का कौनसा सिद्धान्त अधिकारों तथा निर्देशों के सम्बन्ध में संशय को दूर करता है तथा यह उल्लेख करता है कि अधीनस्थ को केवल एक निरीक्षक के अधीन ही कार्य करना चाहिए?

(A) कार्य विभाजन (B) अनुशासन
(C) निर्देश की एकता (D) आदेश की एकता

- 3 Those who act on behalf of exporters to complete all the formalities of loading the goods on the ship are called : 1

(A) Indent Houses (B) Export Houses
(C) Forwarding Agents (D) Clearing Agents

जो निर्यातक की ओर से जहाज में माल लाने से सम्बन्धित सभी कार्यवाही पूरी करते हैं, कहलाते हैं:

(A) इन्डेंट हाउस (B) निर्यात गृह
(C) माल लदान वाले एजेंट (D) माल छुड़ाने वाले एजेंट

- 4 Which of the following is a document not used in 'Internal Trade'? 1

(A) Proforma Invoice (B) Debit Note
(C) Letter of Credit (D) Lorry Receipt

निम्नलिखित में से कौन से दस्तावेज का प्रयोग 'आन्तरिक व्यापार' में नहीं किया जाता?

(A) काल्पनिक बीज़क (B) उधार चिट्ठी
(C) साख पत्र (D) लॉरी प्राप्ति रसीद

- 5 Shiv bought a packet of butter from a nearby shop. The goods he bought comes under which type of the following? 1

(A) Convenience goods (B) Shopping goods
(C) Speciality goods (D) Industrial goods

शिव ने पास की एक दुकान से मक्खन का एक पैकट खरीदा। उसके द्वारा क्रय की गई वस्तु निम्न में से किस प्रकार के अन्तर्गत आती है?

(A) सुविधा वस्तुएँ (B) क्रय योग्य वस्तुएँ
(C) विशिष्ट वस्तुएँ (D) औद्योगिक वस्तुएँ



- 6 One who actually uses the product or service is called - 1
 (A) Buyer (B) Consumer
 (C) Customer (D) Marketeer
 वह जो उत्पाद अथवा सेवा का वास्तविक उपयोग करता है, कहलाता है :
 (A) क्रेता (B) उपभोक्ता
 (C) ग्राहक (D) विपणनकर्ता
- 7 The deposit of ₹ 1,00,00,000 arranged by X Ltd. from Y Ltd. for a period of 15 days will be called as : 1
 (A) Fixed Deposit (B) Intercompany Deposit
 (C) Owned Deposit (D) Borrowed Deposit
 एक्स लिमिटेड द्वारा वाई लिमिटेड से ₹ 1,00,00,000 की 15 दिनों के लिए जमा की व्यवस्था करना कहलाएगा :
 (A) स्थायी जमा (B) अन्तरनिगमिय जमा
 (C) स्वयं की जमा (D) उधार जमा
- 8 Which of the following is a demerit of 'Public Deposits'? 1
 (A) Limits on the amount raised (B) Flexibility
 (C) No charge on assets (D) Economical
 निम्नलिखित में से कौनसा दोष 'सार्वजनिक जमा' का है ?
 (A) सीमित एकत्रित राशि (B) लचीलापन
 (C) सम्पत्तियों पर कोई प्रभार नहीं (D) मितव्ययी
- 9 Which of the following is not a step in the process of staffing function of management? 1
 (A) Manpower planning (B) Job analysis
 (C) Recruitment (D) Establishment of objectives
 निम्न में से कौनसा प्रबन्ध का कार्य नियुक्तिकरण प्रक्रिया का एक चरण नहीं है ?
 (A) मानव शक्ति नियोजन (B) कार्य विश्लेषण
 (C) भरती (D) उद्देश्यों का निर्धारण



10 To impart training in cloth printing to 1000 persons in a year is which type of plan from the following? 1

- (A) Strategy (B) Objective
(C) Policy (D) Rule

एक वर्ष में 1000 व्यक्तियों को कपड़ा छपाई में प्रशिक्षण देना निम्नलिखित में से किस प्रकार की योजना है?

- (A) रणनीति (B) उद्देश्य
(C) नीति (D) नियम

11 'Principles of management are guidelines for managers for taking accurate decisions and have considerable importance in all group efforts.' In the light of this statement explain any three points of importance of principles of management. 3

‘प्रबन्ध के सिद्धान्त प्रबंधकों को सही निर्णय लेने के लिए मार्गदर्शन का कार्य करते हैं तथा सामूहिक प्रयासों में काफी महत्व रखते हैं।’ इस कथन के संदर्भ में प्रबन्ध के सिद्धांतों के महत्व के किन्हीं तीन बिंदुओं को समझाइए।

12 Give the meaning of different types of external trades. 3
बाह्य व्यापार के विभिन्न प्रकारों का अर्थ दीजिए।

13 Distinguish between 'Advertising' and 'Sales Promotion' on any three bases. 3
किन्हीं तीन आधारों पर 'विज्ञापन' तथा 'विक्रय प्रवर्तन' में अन्तर दीजिए।

14 State any three limitations of debentures. 3
ऋणपत्रों की किन्हीं तीन सीमाओं का उल्लेख कीजिए।

15 'There are certain non-financial incentives that motivate the employees.' State any three such incentives. 3
‘कुछ ऐसी गैर-वित्तीय प्रेरणाएं होती हैं जो कर्मचारियों को प्रेरणा देती हैं।’ ऐसी किन्हीं तीन प्रेरणाओं का उल्लेख कीजिए।

16 What is meant by 'Leadership'? Explain any three points of importance of 'leadership'. 4
‘नेतृत्व’ का क्या अर्थ है? ‘नेतृत्व’ के महत्व के किन्हीं तीन बिन्दुओं को समझाइए।



- 17 Is consumer protection important for business? Give any four points in support of your answer. 4
क्या उपभोक्ता संरक्षण व्यवसाय के लिए महत्वपूर्ण है? अपने उत्तर के समर्थन में कोई चार बिन्दु दीजिए।
- 18 Explain (a) Shopping goods and (b) Speciality goods. 4
(क) क्रय योग्य वस्तुओं तथा (ख) विशिष्ट वस्तुओं को समझाइए।
- 19 The main objective of financial management is to maximise the wealth of shareholders. State its any other four important objectives. 4
वित्तीय प्रबंध का प्रमुख उद्देश्य अंशधारकों के धन को अधिकतम करना है। इसके किन्हीं अन्य चार महत्वपूर्ण उद्देश्यों का उल्लेख कीजिए।
- 20 Explain the following general principles of management : (a) Division of work and (b) Equity. 4
सामान्य प्रबंध के निम्न सिद्धांतों को समझाइए : (क) कार्य विभाजन तथा (ख) समता।
- 21 Is management an 'Art'? Explain. 5
क्या प्रबंध एक 'कला' है? समझाइए।
- 22 Explain any five external sources of recruitment. 5
भरती के बाह्य स्रोतों के किन्हीं पाँच स्रोतों को समझाइए।
- 23 Explain any five essential elements of a financial plan. 5
वित्तीय नियोजन के किन्हीं पाँच आवश्यक तत्वों को समझाइए।
- 24 What complaints can be filed with the appropriate forum for redressal of consumer grievances under the Consumer Protection Act, 1986? Explain any five grievances. 5
उपभोक्ता संरक्षण अधिनियम, 1986 के अन्तर्गत उपयुक्त फोरम में उपभोक्ताओं की शिकायतों की सुनवाई हेतु कौनसी शिकायतें की जा सकती हैं? किन्हीं पाँच शिकायतों को समझाइए।



25 Explain any five factors affecting the pricing decisions of a product. 5
एक उत्पाद के मूल्य निर्धारण को प्रभावित करने वाले किन्हीं पाँच कारकों को समझाइए।

26 'Marketing is important for business, consumers as well as society.' 6
Explain any four points of importance of marketing on the basis of this statement.

‘विपणन व्यवसाय, उपभोक्ताओं तथा समाज सभी के लिए महत्वपूर्ण है।’ इस कथन के आधार पर विपणन के महत्व के किन्हीं चार बिन्दुओं को समझाइए।

OR / अथवा

‘Marketing is the performance of those business activities that direct the flow of goods and services from producers to customers or consumers.’ Explain any four such activities.

‘विपणन उन व्यावसायिक गतिविधियों का निष्पादन है, जिससे माल और सेवाएँ उत्पादकर्ता से सीधी ग्राहक या उपभोक्ता तक पहुँचती हैं।’ ऐसी किन्हीं चार गतिविधियों को समझाइए।

27 Explain any four purposes for which funds are needed by business. 6
ऐसे किन्हीं चार उद्देश्यों को समझाइए जिनके लिए व्यवसाय को वित्त की आवश्यकता होती है।

OR / अथवा

Explain any four functions of a stock exchange.

शेयर बाजार के किन्हीं चार कार्यों को समझाइए।

28 Briefly describe the steps in the ‘selection procedure’ after the ‘screening of the applications’ and ‘holding of the tests’. 6

‘आवेदन पत्रों की जाँच’ तथा ‘परीक्षाओं का आयोजन’ के पश्चात् ‘चयन प्रक्रिया’ के चरणों का संक्षेप में वर्णन कीजिए।

OR / अथवा

The first step in the process of control is the ‘establishment of standards’. Briefly describe its remaining steps.

‘मानकों का निर्धारण’ नियन्त्रण प्रक्रिया में प्रथम सोपान है। इसके शेष सोपानों का संक्षेप में वर्णन कीजिए।



- 29 'Objectives are the end results, towards which all managerial efforts and organisational activities are directed'. In the light of this statement, explain any four objectives of management. 6

‘उद्देश्य अन्तिम परिणाम होते हैं, जिनके द्वारा सभी प्रबंधकीय प्रयास एवं संगठनात्मक क्रियाएँ संचालित होती हैं।’ इस कथन के प्रकाश में प्रबंध के किन्हीं चार उद्देश्यों को समझाइए।

OR / अथवा

‘No amount of quality resources is going to help unless they are put to productive use by efficient management.’ In the light of this statement, explain any four points of importance of management.

‘कितने ही अच्छे स्तर के संसाधन उपलब्ध क्यों न हो, यदि उनका कुशल प्रबंध द्वारा सही उपयोग न किया जाए तो वे बेकार हैं।’ इस कथन के प्रकाश में प्रबंध के महत्व के किन्हीं चार बिन्दुओं को समझाइए।

- 30 State any six arguments in favour of consumer protection. 6

उपभोक्ता संरक्षण के पक्ष में किन्हीं छः तर्कों का उल्लेख कीजिए।

OR / अथवा

State the formalities to be completed by the clearing agent.

निकासी एजेंट द्वारा पूरी की जानेवाली औपचारिकताओं का उल्लेख कीजिए।





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BUSINESS STUDIES [319]

1. The technique of scientific management under which a worker is supervised by its specialists is known as :
- Work study
 - Standardisation
 - Functional Foremanship
 - Both a and b

Answer: c Functional Foremanship

2. Which of the following general principles of management states that placement of men and material should be properly made?
- Order
 - Equity
 - Discipline
 - Scalar chain

Answer: a Order

3. To impart training in cloth printing to 1000 persons in a year is which type of plan from the following?
- Strategy
 - Objective
 - Policy
 - Rule

Answer: b Objective

4. Which of the following is not a step in the process of staffing function of management?
- Manpower planning
 - Job analysis
 - Recruitment
 - Establishment of objectives

Answer: d Establishment Of Objectives

5. Which of the following is a demerit of 'Public Deposits'?
- Limits on the amount raised
 - Flexibility
 - No charge on assets
 - Economical

Answer: d Economical

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6. The deposit of ₹1,00,00,000 arranged by X Ltd. from Y Ltd. for a period of 15 days will be called as:

- a) Fixed deposit
- b) Intercompany deposit
- c) Owned deposit
- d) Borrowed deposit

Answer: b Intercompany Deposit

7. One who actually uses the product or services called –

- a) Buyer
- b) Consumer
- c) Customer
- d) Marketer

Answer: b Consumer

8. Shiv bought a packet of butter from a nearby shop . The goods he bought comes under which type of the following?

- a) Convenience goods
- b) Shopping goods
- c) Speciality goods
- d) Industrial goods

Answer: a Convenience goods

9. Which of the following is a document not used in 'Internal trade'?

- a) Proforma Invoice
- b) Debit Note
- c) Letter Of Credit
- d) Lorry Receipt

Answer: c Letter Of Credit

10. Those who act on behalf of exporters to complete all the formalities of loading the goods on the ship are called:

- a) Indent Houses
- b) Export Houses
- c) Forwarding Agents
- d) Clearing Agents

Answer: c Forwarding Agents

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11. 'Management principles are statements of fundamental truth, which provide guidelines for managerial decisions'. In the light of this statement, state any three characteristics of principles of management.

Answer:-Three characteristics of principles of management:

1. Management is Universal:

It means that management is required for every type of organisation. It may be a business organisation or social or political enterprise. It may be a small firm or a large one. Management is required by a school or a college or university or a hospital or a big firm like Reliance Industries Limited or a small variety store in your locality. Thus, it is a universal phenomenon and is common and essential element in all organisations.

2. Management is Goal Directed:

Every organisation is created to achieve certain goals. For example, for a business firm it may be to make maximum profit and/ or to provide quality products and services. Management of an organisation is always aimed at achievement of the organisational goals. Success of management is determined by the extent to which these goals are achieved.

3. Management is a Continuous Process:

Management is an ongoing process. It continues as long as the organisation exists. No activity can take place without management. To perform all activities like production, sales, storage, operations etc. management is required. So, as long as these activities continue the process of management also continues to operate.

12. 'There are certain non- financial incentives that motivate the employees'.State any three such incentives.

Answer:- Non- financial incentives that motivate the employees:

1) Career Advancement Opportunity:

Appropriate skill development programmes will encourage employees to show improved performance.

2) Status:

Status means the rank of a person in an organisation. The rank is linked with authority, responsibility and other extra benefits. Everybody has a wish to be in high rank. Therefore, an employee can be motivated by placing him at a higher rank.

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3) Employee Recognition Programmes :

Every employee wants to be considered as an important part of the organisation. Work of an organisation should be distributed in such a way that every employee feels that his work is yield and he is capable to do that work. This motivates the worker and he works hard and in a responsible manner.

13. State the limitation of debentures?

Answer:- Limitation of debentures:

- If the earnings of the company are uncertain and unpredictable, issue of debentures may pose serious problems due to fixed obligation to pay interest and repay the principal. So, when the company expects good and stable income, then only it should issue debentures.
- The company, which issues debentures, creates a charge on its assets in favour of debentureholders. So a company not having enough fixed assets cannot borrow money by issuing debentures.
- The assets of the company once mortgaged cannot be used for further borrowing. So, issue of debentures reduces the borrowing capacity of the company.

14. Distinguish between 'Advertising' and 'Sales Promotion' on any three bases.

Answer:-

S.No	Basis	Advertising	Sales Promotion
1.	Objectives	Objective of advertising is to create a favourable consideration for the product	The objective of salespromotion is to stimulate the consumers to buy the product.
2.	Effect	It has a long term effect.	It has a short term effect and useful for increasing immediate sales.
3.	Nature	Advertising is recurring in nature.	It is non-recurring and one time communication process
4.	Approach	Advertising offers a reason to buy	Sales promotion offers an incentive to buy.
5.	Result	Generally slow, can be seen over time	Instant

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15 Give the meaning of different types of external trades.

Answer:- Different type of external trade are:-

a) Import Trade:

When the business firm of a country purchases goods from the firm of another country, it is called Import trade. For example, when Indian government purchases petroleum products, electronic goods, gold, machineries, etc., from other countries it is termed as import trade.

b) Export Trade:

When the firm of a country sells goods to the firm of another country, it is called Export trade. For example, the sale of iron and steel, tea, coffee, coal, etc. by Indian companies to other countries is known as its export trade.

c) Entrepot Trade:

When the firm of a country imports goods for the purpose of exporting the same to the firms of some other country with or without making any change, it is known as entrepot trade or re-export trade for that country. For example, if an Indian company imports rubber from Thailand and exports it to Japan then it is called Entrepot trade for India.

16 Explain the following general principles of management:

A. Division of work B. Equity

Answer:-

A. Division of Work:

This principle suggests that work should be assigned to a person for which he is best suited. Work should be divided into compact jobs to be assigned to individuals. This facilitates specialisation and improves efficiency.

B. Equity:

This principle requires the managers to be kind and just to workers. This promotes a friendly atmosphere between superiors and subordinates and motivates them to perform their duties efficiently.

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17 What is meant by delegation ? Describe its elements.

Answer:- Meaning of Delegation-

Delegation refers to the process of entrustment of a part of work or responsibility and authority to another and the creation of accountability for performance.

Thus, there are three elements of delegation as follows:

1. Assignment of Responsibility :

This is also known as entrustment of duties. Duties can be divided into two parts: one part, that the individual can perform himself and the other part, that he can assign to his subordinates to perform.

2. Granting Authority:

Authority refers to the official powers and position required to carry on any task. When duties are assigned to subordinates, then the required authority must also be conferred on them. For example, when a manager asks his subordinate to receive a guest of the company on his behalf then he must also grant him some authority like use the company vehicle, booking the company guest house for accommodation etc.

3. Creating Accountability:

This refers to the obligation on the part of the subordinates, to whom responsibility and authority are granted to see to it that the work is done. In other words, the delegatee is fully answerable to his superior for performance of the task assigned to him. Thus, the superior ensures performance through accountability by his subordinate.

18 The main objective of financial management is to maximize the wealth of shareholders . States its any other four important objectives.

Answer:- Four important objectives of financial management:

1. Ensuring availability of sufficient funds at reasonable price:

Whenever required, sufficient funds must be procured at a reasonable cost, keeping the risk under control so that some value addition takes place.

2. Ensuring effective utilization/deployment of such funds:

When investment decision is taken e.g., investment in land, building, plant and machinery, etc. the aim of financial management is to ensure that benefits or returns from the investment exceed the cost so that the value addition is even higher.

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3. Ensuring safety of funds:

Financial management must aim at ensuring safety of funds procured by creating reserves, reinvesting profits, etc.

4. Avoiding idle finance:

Financial management must aim at avoiding idle finance because if exceeds funds are available, it will unnecessarily add to the cost and may encourage wasteful expenditure.

19 Explain:

A. Shopping goods B. Speciality goods

Answer:-

A. Shopping Goods

These are goods which are purchased less frequently and are used very slowly like clothes, shoes, household appliances. In case of these goods, consumers make choice of a product considering its suitability, price, style, quality and products of competitors and substitutes, if any. In other words, the consumers usually spend a considerable amount of time and effort to finalise their purchase decision as they lack complete information prior to their shopping trip. It may be noted that shopping goods involve much more expenses than convenience goods.

B. Speciality Goods

Because of some special characteristics of certain categories of goods people generally put special efforts to buy them. They are ready to buy these goods at prices at which they are offered and also put in extra time to locate the seller to make the purchase. The nearest car dealer may be ten kilometres away but the buyer will go there to inspect and purchase it. In fact, prior to making a trip to buy the product he/she will collect complete information about the various brands. Examples of speciality goods are cameras, TV sets, new automobiles etc.

20. Is consumer protection important for business? Give any four points in support of your answer.

Answer:- Importance of consumer protection for business:

1. Long-term Interest of Business

Enlightened businesses realise that it is in their long-term interest to satisfy their customers. Satisfied customers not only lead to repeat sales but also help to gain prospective customers.

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2. Business uses Society's Resources

Business organisations use resources which belong to the society and thus, have a responsibility to supply such products and render such services which are in public interest .

3. Social Responsibility

A business has social responsibility towards various interest groups. Business organisations make money by selling goods and providing services to consumers thus, their interest has to be well taken care of.

4. Moral Justification

It is the moral duty of any business to take care of consumer's interest and avoid any form of their exploitation.

5. Government Intervention

A business engaging in any form of exploitative trade practices would invite government intervention or action. This can impair and tarnish the image of the company.

21. Is management a 'profession'? Explain.

Answer:- Management as Profession:

In the first lesson you had learnt that profession is an occupation.

To be precise, any occupation that satisfies the following requirements is called a profession.

- (i) It must be an organised and systematised body of knowledge. Take for example professions like engineering or chartered accountancy. These require specialised knowledge.
- (ii) There is always a formal method of acquisition of such knowledge. In other words, individuals, to pursue a specific profession, must acquire the specialised knowledge through some formal institutions. For example, you need to get a degree in law or engineering to pursue the profession of a lawyer or engineer.
- (iii) There exists an association to devise certain code of conduct for the professionals. This code of conduct lays down norms to be observed by the professionals while doing their job. Violation of the prescribed code can lead to derecognising the professional to practise.

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- (iv) A profession is no doubt an occupation to earn one's livelihood but the financial reward is not the main measure of their success. The professional use their specialised knowledge to serve the long-run interests of the society and are also conscious of their social responsibility

22. Explain any five external sources of recruitment.

Answer:- Five external sources of recruitment:

1) Media Advertisements:

You must have seen advertisements in newspapers about vacancies in organisations. The advertisement contains details about the job, its nature, the qualification required to do the job, how to apply, etc. This is a very popular medium of advertising. The job advertisements are also given in magazines, specialised employment magazines like Employment News, Rozgar Samachar, etc.

2) Employment Exchanges :

In India, employment exchanges have been set up by the government for bringing together job-seekers and employers who are looking for employees. Those who are in search of employment get themselves registered with the local Employment Exchanges which keep a record of all such persons in detail who require help in finding jobs. The employer informs about the vacancies to the nearest Employment Exchange. The Employment Exchange, in turn, identifies the names of the qualified employment seekers already registered with it, and forwards their details to the employer for consideration.

3) Educational Institutions:

Now-a-days, companies/big organisations maintain a close liaison with the universities, vocational institutes and management institutes for recruitment of their staff. As and when the need arises, the companies send one or more of their senior executives to the institutions of repute imparting such professional/technical education to students. These executives take the interview of the interested candidates and select the suitable candidates as per their requirement. This process is popularly known as campus interview.

4) Unsolicited Application:

Those looking for jobs often apply on their own initiative. They assume that certain vacancies are likely to arise, and apply without references to any job advertisement. Managers keep a record of such applications and contact the suitable candidates when they need them.

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5) Recruitment at the Factory gate:

This is found mainly in case of factory workers to be recruited on daily wages. Such workers gather in the morning at the factory gate to serve as casual workers. Very often existing regular employees go on leave, and their vacancies are filled up by recruitment at the factory gate. These casual workers having served in the factory for some time and may be considered for regular employment at a later stage.

6) Referrals:

Quite often the management gets references about interested workers from different sources like workers unions, previous employees, existing employees, clients of the organisation etc. These sources are important because their recommendations are made by people who are associated with the organisation and are fully conversant with its requirements.

23. Describe ‘ External Borrowings’ and ‘Foreign Investments’ as foreign sources of long term finance.

Answer:-

External Borrowings:

These include loans obtained at concessional rates of interest with long maturity period and commercial borrowings.. The World Bank grants loans for specific industrial projects of high priority and given either directly to an industrial concern or through a government agency. The International Finance Corporation, an affiliate of the World Bank, grants loans to industrial units for a period of 8 to 10 years. Such loans do not require government guarantee. As for the external commercial borrowings, their major sources have been the export credit agencies like US Exim Bank, the Japanese Exim Bank, Export Credit and Guarantee Corporation of U.K. and other government and multilateral agencies. The external commercial borrowings are permitted by the government as an important source of finance for Indian firms for the expansion investments.

Foreign Investments:

The foreign investments in our country are generally done in the form of foreign direct investment (FDI) or through foreign collaborations. The foreign direct investment usually refers to the subscription by the foreigners to shares and debentures of the Indian Companies. This is also known as portfolio investment and covers their subscription to ADRs, GDRs and FCCBs (Foreign Currency Convertible Bonds). Alternatively, some companies are formed with the specified purpose of operating in India or the multinationals can set up their subsidiary or branch in India. As for the foreign collaborations, these can be of financial collaborations involving foreign companies participation in equity capital

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of an existing or new undertaking. The technical collaborations are by way of supply of technical knowledge, patents and machineries.

24. Explain any five factors affecting the pricing decisions of a product.

Answer:- Factors affecting the pricing decisions of a product:

1. Cost:

No business can survive unless it covers its cost of production and distribution. For a large number of products, the retail prices are determined by adding a reasonable profit margin to the cost. Higher the cost, higher is likely to be the price, lower the cost, lower would be the price.

2. Demand:

Demand also affects the price in a big way. When there is limited supply of a product and the demand is high, people buy even if high prices are charged by the producer. But how high the price would be depends on the capacity and willingness of the prospective buyers. In simple words, the marketer may charge higher prices if the goods or services are in demand whereas the discounts are to be offered if demand of goods and services is less, to attract more customers. On the other hand, each price charged by a marketer will lead to a different level of demand. In general, there is a negative relationship between price and quantity demanded, i.e. higher the prices, lower will be the demand and vice versa.

3. Competition:

The price charged by the competitor for similar product is an important determinant of price. A marketer would not like to charge a price higher than the competitor for fear of losing customers. Also, he may avoid charging a price lower than the competitor as it may result in a price war among the competitors.

4. Marketing Objectives:

A firm may have different marketing objectives such as maximisation of profit, maximisation of sales, bigger market share, survival in the market and so on. The prices have to be determined accordingly. For example, if the objective is to maximise sales or have a bigger market share, a low price will be fixed.

5. Government Regulation:

Prices of some essential products are regulated by the government under the Essential Commodities Act. For example, prior to liberalisation of the economy, cement and steel prices were decided by the government. Hence, it is essential that the existing statutory limits, if any, are also kept in view while determining the prices of products by the producers.

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25. What complaints can be filed with appropriate forum for redressal of consumer grievances under the Consumer Protection Act ,1986? Explain any five grievances.

Answer:-

1. Right to Safety

Right to Safety means right to be protected against the marketing of goods and services, which are hazardous to life and property. The purchased goods and services availed should not only meet their immediate needs, but also fulfil longterm interests. Before purchasing, consumers should insist on the quality of the products (ISI, AGMARK) as well as on the guarantee of the products and services.

2. Right to be Informed

Refers to the right to be informed about the quality, quantity, potency, purity, standard and price of goods so as to protect the consumer against unfair trade practices. This will enable him to desist from falling prey to high pressure selling techniques and act wisely.

3. Right to Choose

This means the right to be assured of access to a variety of goods and services at competitive prices. In case of monopolies, it means the right to be assured of satisfactory quality and service at a fair price.

4. Right to be Heard

It implies that the consumer's interests will receive due consideration at appropriate forums and they will be represented in various forums formed to consider the consumer's welfare. The Consumers should form non-political and non-commercial consumer organisations which can be represented in various committees formed by the Government and other bodies in matters relating to consumers.

5. Right to Seek redressal

This means the right to seek redressal against unfair trade practices or unscrupulous exploitation of consumers and the right to fair settlement of the genuine grievances of the consumer. Consumers must lodge complaints for their genuine grievances.

6. Right to Consumer Education

It implies that the consumer has a right to acquire the knowledge and skill to be an informed consumer throughout life. Ignorance of consumers, particularly of rural consumers, is mainly responsible for their exploitation.

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26. 'Objectives are the end results towards which all managerial efforts and organisational activities are directed'. In the light of this statement, explain any four objectives of management.

Answer:- Objectives of management:

1. Optimum Utilisation of Resources:

Management should try to secure maximum outlay with minimum efforts and resources by utilising the human and material resources available in an organisation for deriving the best results.

2. Increase in Productivity of All Factors of Production:

Management should minimise the wastage of time, money and efforts through proper utilisation of various factors of production like capital and labour. This will lead to increase in efficiency of all factors of production. It should also try to set higher standards of productions every year and should strive higher to reach these targets.

3. Fair Return on Capital:

Management has to provide a fair return to the owners on the capital invested by them. Management must maintain the investment and should also attract further investments for growth and expansion.

4. Create Goodwill:

Management should aim at building the reputation of the firm through various activities like popularising products by advertising, reasonable price, good quality products etc. Business environment is dynamic and is influenced by a number of factors.

Or

'No amount of quality resources is going to help unless they are put to productive use by effective management'. In the light of this statement, explain any four points of importance of management.

Answer:- Importance of management :

1. Attainment of Goals:

Every organisation has a goal to achieve and all employee in the organisation also have their own goals that they want to achieve. Even at operational level each department, each unit or even each group has a goal that it wants to achieve. It is only through proper management - by well thought out planning, good direction and proper coordination and control that effectiveness of the efforts of each group to achieve given goals can be ensured.

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2. Stability and Growth:

Management strives to utilise the available resources of the organisation effectively and efficiently. It controls the activities and operations, integrates the functions, motivates the employees, maintains the health of the organisation in the ever changing environment. It thus, ensures stability to the working of the organisation and contributes to its growth.

3. Change and Development:

Management keeps itself in touch with the changes in the environment and foresees development in the future. Accordingly, plans are made to keep the organisation ready to meet the challenges. The technologies, operations, processes and human factors are developed on a continuous basis keeping an eye on the future.

4. Efficiency and Effectiveness:

By proper planning, staffing, organising, coordinating, directing, and its controlling activities, the management helps in achieving efficiency and effectiveness of human efforts and operations.

27. Briefly describe the steps in the 'selection procedure' after the 'screening of the applications' and 'holding of the tests' .

Answer:-

Selection procedure--

When an adequate number of application/names of interested candidates have been collected through the recruitment exercise, the selection process starts. Selection refers to the process of choosing the most suitable person from among the list of interested candidates. It involves going through the qualification and experience of all candidates and matching them with the expectation for the job so as to decide on the most suitable ones for the job. The entire process goes through a number of steps which may be called as selection procedure.

Screening of the applications--

After receiving the applications from the candidates through recruitment process, the same must be examined to decide which ones deserve to be considered and followed up. Normally, the candidates are asked to apply in their own handwriting on a plain paper. Sometimes the job advertisement mentions the particulars to be given in the application. In many cases the candidates are required to apply in the prescribed form of the company, containing particulars of name, address, nationality, religion, mother tongue, date and place of birth, marital status, education and training, employment history, references etc. Screening exercise involves checking the contents of the applications so as to ascertain whether or not the minimum eligibility conditions in respect of age, experience, qualifications and skills are fulfilled by the candidates.

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Holding of the tests--

After screening the applications, eligible candidates are asked to appear for selection tests. These tests are made to discover and measure the skill and abilities of the candidates in terms of the requirements of the job. For instance, if the job of a typist requires a minimum typing speed of 40 words per minute, a test is given to see whether the candidates applying for the job have the required typing speed. Passing the test by a candidate does not mean that he will be employed. It implies that all those who have passed the test are qualified for further processing and those who have failed are not to be considered. The nature of test depends upon the nature of the job involved. For clerical jobs, for example, an intelligence and aptitude test may be arranged which may include test of general knowledge, test of quantitative problems, and test of reasoning power and vocabulary

OR

The first step in the process of control is ‘the establishment of standards’ Briefly describe its remaining steps.

Answer:-

1. Measurement of Performance:

When standards are established, the next step is to measure the performance at regular intervals. Measurement is not difficult in case of physical operations, e.g., units produced, cost incurred, time spent, etc., as these can be easily measured. Performance can be measured by observations, inspection and reporting. Generally, at lower levels, a detailed control is exercised at frequent intervals on the basis of observation and inspection. For higher levels of management, reports are prepared at regular intervals. Performance should be measured as early as possible so that if a corrective action is called for it may be taken in time.

2. Comparison of Performance with Standards:

The next step in the control process is comparison of actual performance against the standards. In case the standards set are well defined and can be measured objectively, comparison becomes very simple. But, in case of activities where, it is difficult to develop measurable quantitative standards, the measurement and appraisal of performance becomes difficult. Comparison of actual and standard performance may lead to three possible outcomes: actual performance may be (a) equal to, (b) more than, or (c) less than the standard. If actual performance is equal to the standard, managers need not take any action but where deviations are noticed, corrective action becomes necessary. The managers should ascertain whether these deviations are within the permissible range or outside it. Corrective action becomes necessary only for deviations which fall outside the permissible range.

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3. Detecting the Reasons for Deviations:

Before taking any corrective action, managers should try to ascertain the reasons for the occurrence of deviations. The fault may be that standards fixed were unattainable rather than the subordinate's inefficiency. Again, the deviations might have been caused by the nature of instructions issued by the manager rather than due to the subordinate's mistake. Hence, it is essential that the causes, which caused the deviation, be ascertained to determine the appropriate corrective action.

4. Taking Corrective Action:

Once the causes for deviations become known, the next step is to go in for a corrective action which may involve revision of standards, changing the methods of selection and training of workers or providing better motivation. As stated earlier, managers should concentrate only on major deviations. The minor deviations, i.e., deviations within permissible range, should not be a cause of anxiety. The rectification of deviations from the standards should be undertaken promptly so that further losses are avoided.

28. Explain any four purposes for which funds are needed by business.

Answer:- Four purposes for which funds are needed by business.

1. Startup Capital

When a business is just starting, it requires initial funding to cover the costs of establishing the company. This includes expenses for:

- i. Market Research: To understand the market demand and competition.
- ii. Legal Fees: For company registration, licenses, and permits.
- iii. Equipment and Inventory: To purchase machinery, raw materials, and stock.
- iv. Office Space and Utilities: Renting or buying premises and setting up utilities.

2. Working Capital

Working capital is essential for the day-to-day operations of a business. It ensures the business can meet its short-term obligations and operate smoothly. Key areas where working capital is used include:

- i. Payroll: Paying employees and staff.
- ii. Inventory Management: Purchasing raw materials and maintaining stock levels.
- iii. Operational Expenses: Covering utilities, rent, and other recurring expenses.
- iv. Accounts Receivable and Payable Management: Managing cash flow between receiving payments from customers and paying suppliers.

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3. Expansion and Growth

As businesses grow, they need additional funds to expand their operations. This can include:

- i. Opening New Locations: Setting up new branches or offices in different regions.
- ii. Product Development: Research and development for new products or improving existing ones.
- iii. Marketing and Advertising: Increasing the reach and visibility of the business through marketing campaigns.
- iv. Technology Upgrades: Investing in new technologies to improve efficiency and competitiveness.

4. Contingency Funds

Businesses need to be prepared for unexpected events and challenges. Contingency funds are set aside to manage risks and unforeseen expenses, such as:

- i. Economic Downturns: To sustain operations during periods of reduced sales.
- ii. Natural Disasters: Covering damages and losses caused by natural events.
- iii. Legal Issues: Managing legal disputes and associated costs.
- iv. Sudden Market Changes: Adapting to sudden shifts in market conditions or consumer behavior.

OR

Explain any four functions of a stock exchange.

Answer:- The functions of stock exchange:

1. Provides a Ready Market for Securities:

By providing a place where listed securities can be bought and sold regularly and conveniently, a stock exchange ensures a ready and continuous market for various shares, debentures, bonds and government securities. This lends a high degree of liquidity to holdings in these securities as the investors can encash their holdings as and when they want.

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2. Provides Information about Prices and Sales of Securities:

A stock exchange maintains complete record of all transactions taking place in different securities every day and supplies regular information on their prices and sales volumes to press and other media. In fact, now-a-days, you can get information about minute to minute movement in prices of selected shares on various business TV channels. This enables the investors in taking quick decisions on purchase and sale of securities in which they are interested. Not only that, such information helps them in ascertaining the trend in prices and the worth of their holdings. This enables them to seek bank loans, if required.

3. Provides Safety to Securities Dealings and Investment:

Transactions on the stock exchange are conducted only amongst its members with adequate transparency and in strict conformity to its rules and regulations which include the procedure and timings of delivery and payment to be followed. This provides a high degree of safety to dealings at the stock exchange. There is little risk of loss on account of non-payment or non-delivery. Securities and Exchange Board of India (SEBI) also regulates the business in stock exchanges in India and the working of the stock brokers. Not only that, a stock exchange allows trading only in securities that have been listed with it; and for listing any security, it satisfies itself about the genuineness and soundness of the company and provides for disclosure of certain information on regular basis. Though this may not guarantee the soundness and profitability of the company, it does provide some assurance on their genuineness and enables them to keep track of their progress.

4. Facilitates Mobilisation of Savings and Capital Formation:

Efficient functioning of stock market creates a conducive climate for an active and growing primary market. Good performance and outlook for shares in the stock exchanges imparts buoyancy to the new issue market, which helps in mobilising savings for investment in industrial and commercial establishments. Not only that, the stock exchange provides liquidity and profitability to dealings and investments in shares and debentures. It also educates people on where and how to invest their savings to get a fair return. This encourages the habit of saving, investment and risktaking among the common people. Thus, it helps mobilising surplus savings for investment in corporate and government securities and contributes to capital formation.

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29. 'Marketing is important for business, consumers as well as society.' Explain any four points of importance of marketing on the basis of this statement.

Answer:- Importance of marketing:

1. Marketing helps business to keep pace with the changing tastes, fashions and preferences of the customers. It works out primarily because ascertaining consumer needs and wants is a regular phenomenon and improvement in existing products and introduction of new product keeps on taking place. Marketing thus, contributes in providing better products and services to the consumers and improve their standard of living.
2. Marketing helps in making products available at all places and throughout the year. We are able to get Kashmir shawls and Assam Tea all over India and get seasonal fruits like apples and oranges round the year due to proper warehousing or proper packaging. Thus, marketing creates time and place utilities.
3. Marketing plays an important role in the development of the economy. Various functions and sub-functions of marketing like advertising; personal selling; packaging; transportation; etc. generate employment for a large number of people, and accelerate growth of business.
4. Marketing helps the business in increasing its sales volume, generating revenue and ensuring its success in the long run.

OR

'Marketing is the performance of those business activities that direct the flow of goods and services from producers to customers or consumers.' Explain any four such activities.

Answer:-

1. Marketing Research:

Marketing research involves collection and analysis of facts relevant to various aspects of marketing. It is a process of collecting and analysing information regarding customer needs and buying habits, the nature of competition in the market, prevailing prices, distribution network, effectiveness of advertising media, etc. Marketing research gathers information and analyses facts for arriving at rational decisions and developing suitable marketing strategies.

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2. Product Planning and Development:

As you know marketing starts much before the actual production. The marketeers gather information regarding what are the needs of the consumers and then decide upon what to produce. So, the task of marketing begins with planning and designing a product for the consumers. It can also be done while modifying and improving an already existing product. For example, now-a-days we find much better soaps and detergent powders than we used to get earlier. Similarly, we have many new products introduced almost on a regular basis.

3. Buying and Assembling:

It involves what to buy, of what quality, how much from whom, when and at what price. People in business buy to increase sales or to decrease costs. Purchasing agents are much influenced by quality, service and price. The products that the retailers buy for resale are determined by the needs and preferences of their customers. A manufacturer buys raw materials, spare parts, machinery, equipment, etc. for carrying out his production process and other related activities. A wholesaler buys products to resell them to the retailers.

4. Packaging:

Packaging involves putting the goods in attractive packets according to the usage and convenience of consumers. Important considerations to be kept in view in this connection are the size of the package and the type of packaging material used. Goods may be packaged in bottles (plastic or glass), boxes (made of tin, glass, paper, plastic), cans or bags. The size of the package generally varies from a few grams to a few kilograms, one piece to a number of pieces of a product, or in any other suitable quantity in terms of weight, count, length etc. Packaging is also used as a promotional tool as suitable and attractive packaging influences the customers. It may be noted that packaging is different from packing, which refers to putting goods in suitable containers for transportation purposes.

30.State any six responsibilities of consumers.

Answer:- Six responsibilities of consumers:

1. Consumer must Exercise his Right

Under Consumer Protection Act, the consumer is granted various rights such as right to safety, right to choose etc. But these rights will be useful only when the consumer exercises these rights. The consumer must file a complaint be aware of his rights and exercise them whenever required.

2. Cautious Consumer

The consumer should not believe the words of seller blindly. He must insist on getting full information about the goods or services.

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3. Filing Complaints for the Redressal of Genuine Grievances

Most of the time consumer ignores the loss he suffers on purchase of defective good or service. The consumer must file a complaint even for a small loss. This awareness among consumers will make the sellers more conscious to supply quality product.

4. Consumer must be Quality-Conscious

The problems of supply of sub-standard goods, adulterated products and duplicate products can be solved only when the consumer looks for quality marks such as ISI mark, Agmark etc. while purchasing the goods or services.

5. Do not be carried away by Advertisements

The advertisements often exaggerate the qualities or features of product or service. The consumer must compare the actual use of the product with the use shown in advertisement and insist to stop showing exaggerated qualities if required.

6. Insist on Cash Memo

To file a complaint the consumer needs the evidence of purchase, and a cash memo is the proof that the consumer has paid for the goods or service. A seller is bound to give a cash memo even if the buyer does not ask for it.

OR

**‘It is a large scale retail shop where large variety of goods are sold in a single building’.
Identify this type of retail store and state its five merits.**

Answer:- This type of retail store is Departmental Store.

Five merits of departmental store :

1. Convenience of shopping:

Since a large variety of goods are sold under one roof, you need not move from one bazaar to another or from one shop to another to buy goods. It saves your time and effort. Also, for the convenience of the customers these stores provide toilet, restaurant, rest room and telephone service and ATM facility inside the store.

2. Wide choice of products:

A wide variety of products from different manufacturers are sold in these stores. Thus, a customer has a wide choice of goods from which he/ she can select the best product as needed.

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3. Economies of large-scale purchase and sale:

Departmental stores buy goods on a large scale. So it can bypass wholesalers and get the goods directly from the manufacturers. This way it enjoys the benefits of discounts from the manufacturers. Again, due to large volume of sale, the cost of operations of business is also low.

4. Mutual advertisement:

While visiting departmental store customers are often attracted by goods displayed in different departments. Hence, there is a chance that the customers may buy goods other than those they originally had in mind. Thus, each department advertises for other departments.

5. Efficient management:

Since these stores are organised on a large scale basis, they normally employ efficient and competent staff to provide best services to the customers. In spite of these advantages, the departmental stores have certain limitations also.

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This Question Paper consists of 30 questions and 7 printed pages.
इस प्रश्न-पत्र में 30 प्रश्न तथा 7 मुद्रित पृष्ठ हैं।

अनुक्रमांक

Code No.

कोड नं.

SET/सेट

A

BUSINESS STUDIES
व्यावसायिक अध्ययन
(319)

(परीक्षा का दिन व दिनांक)

(निरीक्षकों के हस्ताक्षर)

1. _____

2. _____

General Instructions:

1. Candidate must write his/her Roll Number on the first page of the Question Paper.
2. Please check the Question Paper to verify that the total pages and total number of questions contained in the Question Paper are the same as those printed on the top of the first page. Also check to see that the questions are in sequential order.
3. Making any identification mark in the Answer-Book or writing Roll Number anywhere other than the specified places will lead to disqualification of the candidate.
4. Write your Question Paper code No. **64/OSS/2-A** on the Answer-Book.
5. (a) The Question Paper is in English/Hindi medium only. However, if you wish, you can answer in any one of the languages listed below :
English, Hindi, Urdu, Punjabi, Bengali, Tamil, Malayalam, Kannada, Telugu, Marathi, Oriya, Gujarati, Konkani, Manipuri, Assamese, Nepali, Kashmiri, Sanskrit and Sindhi.
You are required to indicate the language you have chosen to answer in the box provided in the Answer-Book.
- (b) If you choose to write the answer in the language other than Hindi and English, the responsibility for any errors/ mistakes in understanding the question will be yours only.

સામાન્ય અનુદેશ :

1. परीक्षार्थी प्रश्न-पत्र के पहले पृष्ठ पर अपना अनुक्रमांक अवश्य लिखें।
2. कृपया प्रश्न-पत्र को जाँच लें कि प्रश्न-पत्र के कुल पृष्ठों तथा प्रश्नों की उतनी ही संख्या है जितनी प्रथम पृष्ठ के सबसे ऊपर छपी है। इस बात की जाँच भी कर लें कि प्रश्न क्रमिक रूप में हैं।
3. उत्तर-पुस्तिका में पहचान-चिह्न बनाने अथवा निर्दिष्ट स्थानों के अतिरिक्त कहीं भी अनुक्रमांक लिखने पर परीक्षार्थी को अयोग्य ठहराया जायेगा।
4. अपनी उत्तर-पुस्तिका पर प्रश्न-पत्र की कोड संख्या **64/OSS/2-A** लिखें।
5. (क) प्रश्न-पत्र केवल हिंदी/अंग्रेजी में है। फिर भी, यदि आप चाहें तो नीचे दी गई किसी एक भाषा में उत्तर दे सकते हैं :
अंग्रेजी, हिंदी, उर्दू, पंजाबी, बँगला, तमिल, मलयालम, कन्नड़, तेलुगु, मराठी, उड़िया, गुजराती, कोंकणी, मणिपुरी, असमिया, नेपाली, कश्मीरी, संस्कृत और सिंधी।
कृपया उत्तर-पुस्तिका में दिए गए बॉक्स में लिखें कि आप किस भाषा में उत्तर लिख रहे हैं।
- (ख) यदि आप हिंदी एवं अंग्रेजी के अतिरिक्त किसी अन्य भाषा में उत्तर लिखते हैं तो प्रश्न को समझने में होने वाली त्रुटियों/गलतियों की जिम्मेदारी केवल आपकी होगी।

1



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BUSINESS STUDIES

व्यावसायिक अध्ययन

(319)

Time : 3 Hours]

[Maximum Marks : 100

समय : 3 घण्टे]

[पूर्णांक : 100

- Note :**
- (i) All questions are **compulsory**. There is no overall choice, however, alternative choices are given in some questions. In such questions, you have to attempt only one choice.
 - (ii) Marks allotted are indicated against each question.
 - (iii) Each question from Question Nos. 1 to 10 has four alternatives - (A), (B), (C) and (D) out of which one is most appropriate. Choose the correct answer among the four alternatives and write it in your answer-book against the number of the question. No extra time is allotted for attempting multiple-choice questions.

- निर्देश :**
- (i) सभी प्रश्नों के उत्तर दें। पूर्ण प्रश्न-पत्र में विकल्प नहीं हैं, फिर भी कुछ प्रश्नों में आंतरिक विकल्प हैं। ऐसे सभी प्रश्नों में आपको एक ही विकल्प का उत्तर देना है।
 - (ii) प्रत्येक प्रश्न के सामने उसके अंक दर्शाए गए हैं।
 - (iii) प्रश्न संख्या 1 से 10 तक के प्रत्येक प्रश्न में चार विकल्प - (A), (B), (C) तथा (D) दिए गए हैं, जिनमें से एक सबसे उपयुक्त है। चारों विकल्पों में से सही उत्तर चुनें तथा अपनी उत्तर-पुस्तिका में प्रश्न संख्या के सामने उत्तर लिखें। बहु-विकल्पी प्रश्नों के लिए अतिरिक्त समय नहीं दिया जाएगा।

1. This principle of management states that placement of man and materials should be properly made : 1
- (A) Unity of Command (B) Unity of Direction
(C) Scalar Chain (D) Order
- प्रबंध का यह सिद्धान्त उल्लेख करता है कि श्रम और सामग्री दोनों की उचित व्यवस्था होनी चाहिए :
- (A) आदेश की एकता (B) निर्देश की एकता
(C) सोपान शृंखला (D) समुचित व्यवस्था
2. Under functional foremanship who among the following has to ensure that output agrees to the standard of quality set by the planning department : 1
- (A) Inspector (B) Speed Boss
(C) Gang Boss (D) Time and Cost Clerk
- कार्यानुसार संगठन के अन्तर्गत निम्न में से कौन यह सुनिश्चित करता है कि उत्पादन योजना विभाग द्वारा स्थापित गुणवत्ता मानकों के अनुरूप है :
- (A) निरीक्षक (B) गति नायक
(C) टोली नायक (D) समय एवं लागत लिपिक



3. Which of the following type of organisation is managed by officially appointed managers ? 1

- (A) Informal (B) Formal
(C) Both (A) and (B) (D) None of the above

निम्न में से किस प्रकार के संगठन का प्रबंध अधिकारिक रूप से नियुक्त किए गए प्रबंधकों द्वारा किया जाता है ?

- (A) अनौपचारिक (B) औपचारिक
(C) दोनों (A) तथा (B) (D) उपरोक्त में से कोई नहीं

4. This function of management helps in getting right people, for the right job and at the right time : 1

- (A) Planning (B) Organising (C) Staffing (D) Directing

प्रबंध का यह कार्य उचित समय पर, उचित पद के लिए तथा उचित लोगों को प्राप्त करने में सहायता प्रदान करता है :

- (A) नियोजन (B) संगठन (C) नियुक्तिकरण (D) निर्देशन

5. The maturity period of this money market instrument ranges from 15 days to one year : 1

- (A) Call Money (B) Treasury Bill
(C) Commercial Paper (D) Certificate of Deposit

इस मुद्रा बाजार प्रपत्र की परिपक्वता अवधि 15 दिन से एक वर्ष होती है :

- (A) मांग मुद्रा (B) ट्रेजरी बिल
(C) वाणिज्यिक प्रपत्र (D) जमा प्रमाणपत्र

6. A contract whereby one can use the assets of the other with due permission of the owner on payment of rent without purchasing them is called : 1

- (A) Foreign Investment (B) Lease Finance
(C) Retention of Profit (D) Cash Credit

एक ऐसा अनुबंध जिसके अन्तर्गत एक व्यक्ति किसी अन्य व्यक्ति की परिसम्पत्तियों का उपयोग मालिक की सहमति से उन्हें क्रय किये बिना किराया भुगतान करके कर सकता है, कहलाता है :

- (A) विदेशी निवेश (B) पट्टा पर वित्तीयन
(C) लाभों का संचय (D) नगद साख



7. The function of marketing that involves collection and analysis of facts relevant to various aspects of marketing is called : 1

- (A) Product Planning and Development
- (B) Marketing Research
- (C) Standardisation and Grading
- (D) Promotion of the Product

विपणन का वह कार्य जिसमें विपणन से संबंधित विभिन्न पहलुओं के लिए तथ्यों का संग्रहण और विश्लेषण सम्मिलित है, कहलाता है :

- (A) उत्पाद योजना और विकास
- (B) विपणन शोध
- (C) मानकीकरण और श्रेणीकरण
- (D) उत्पाद का संवर्धन

8. Which of the following is not an element of marketing mix ? 1

- (A) Publicity (B) Product (C) Promotion (D) Price

निम्न में से कौन-सा विपणन मिश्र का एक घटक नहीं है?

- (A) प्रचार (B) उत्पाद (C) प्रवर्तन (D) मूल्य

9. Which of the following methods of pricing is used for introduction of new products ? 1

- (A) Competition Based Pricing (B) Demand Based Pricing
- (C) Cost Based Pricing (D) Objective Based Pricing

निम्न में से मूल्यनिर्धारण की कौन सी विधि नए उत्पादों को बाज़ार में उतारने के लिए उपयोग की जाती है?

- (A) प्रतियोगिता आधारित मूल्यनिर्धारण (B) मांग आधारित मूल्यनिर्धारण
- (C) लागत आधारित मूल्यनिर्धारण (D) लक्ष्य आधारित मूल्यनिर्धारण

10. Under which of the following Consumer Right a consumer has a right to receive knowledge and skill to become informed consumer ? 1

- (A) Right to be informed (B) Right to choose
- (C) Right to be heard (D) Right to consumer education

निम्न में से किस उपभोक्ता अधिकार के अन्तर्गत एक उपभोक्ता को एक सूचित उपभोक्ता बनने के लिए ज्ञान तथा कौशल प्राप्त करने का अधिकार है?

- (A) सूचना पाने का अधिकार (B) चयन का अधिकार
- (C) सुनवाई का अधिकार (D) उपभोक्ता शिक्षा का अधिकार



11. Name the function of management that harmonises group efforts so as to achieve common objectives. Also list any five characteristics of this function. 3
प्रबंध के उस कार्य का नाम दीजिए जो समान उद्देश्यों की प्राप्ति के लिए समूह के प्रयत्नों में एकरूपता लाता है। इस कार्य की किन्हीं पाँच विशेषताओं की सूची भी दीजिए।
12. Name and explain the concept in organising that refers to the systematic effort to delegate authority at all levels of management and in all departments. 3
संगठन की उस अवधारणा का नाम दीजिए तथा समझाइए जिसका अर्थ उन क्रमबद्ध प्रयत्नों से है जिनके द्वारा प्रबंधन के सभी स्तरों और समस्त विभागों में अधिकार अंतरण होता है।
13. Explain the importance of business finance by giving any three points. 3
कोई तीन बिन्दु देते हुए व्यवसायिक वित्त के लाभों को समझाइए।
14. Distinguish between 'advertising' and 'publicity' on the following basis : 3
(a) Payment (b) Identified Sponsor (c) Purpose
'विज्ञापन' एवं 'प्रचार' में निम्न के आधार पर अन्तर दीजिए :
(a) भुगतान (b) निश्चित पहचान के प्रायोजक (c) लक्ष्य
15. Describe the various types of products on the basis of tangibility. 3
मूर्तरूपता के आधार पर विभिन्न प्रकार के उत्पादों का वर्णन कीजिए।
16. Explain any four points that highlights the nature of principles of management. 4
प्रबंध के सिद्धान्तों की प्रकृति पर प्रकाश डालने वाली किन्हीं चार बिन्दुओं को समझाइए।
17. State any four benefits of training to employees. 4
कर्मचारियों को प्रशिक्षण के किन्हीं चार लाभों का उल्लेख कीजिए।
18. Explain the need for business finance with the help of any four points. 4
किन्हीं चार बिन्दुओं की सहायता से व्यवसायिक वित्त की आवश्यकता को समझाइए।
19. Explain 'Awareness Programmes' as means of Consumer Protection. 4
उपभोक्ता संरक्षण के साधनों के रूप में 'जागरूकता कार्यक्रमों' को समझाइए।
20. 'Wholesalers and retailers provide useful services to both producers and consumers'. In the light of this statement explain the role of middleman in the Chain of distribution. 4
'थोक विक्रेता एवं फुटकर विक्रेता उत्पादकों एवं उपभोक्ताओं दोनों को उपयोगी सेवाएँ प्रदान करते हैं।' इस कथन के प्रकाश में वितरण शृंखला में मध्यस्थों की भूमिका को समझाइए।



21. Explain 'Work Studies' as techniques of scientific management. 5
वैज्ञानिक प्रबंध, की विधियों के रूप में 'कार्य अध्ययनों' को समझाइए।
22. State any five points of importance of communication. 5
संप्रेषण के महत्व के किन्हीं पाँच बिन्दुओं का उल्लेख कीजिए।
23. With the help of any five points explain the role of small business in India. 5
किन्हीं पाँच बिन्दुओं की सहायता से भारत में लघु उद्योग की भूमिका को समझाइए।
24. Explain any five objectives of 'Marketing'. 5
'विपणन' के किन्हीं पाँच उद्देश्यों को समझाइए।
25. Explain any five points of importance of external trade. 5
बाह्य व्यापार के महत्व के किन्हीं पाँच बिन्दुओं को समझाइए।
26. Is management a 'Science' ? Explain. 6
क्या प्रबंध एक 'विज्ञान' है? समझाइए।

OR / अथवा

The three levels of management taken together form the 'hierarchy of management'. Explain the functions, positions and relations of different levels of management with the help of a diagram.

प्रबंध के तीनों स्तर संयुक्त रूप से 'प्रबंध के सोपान' बनाते हैं। एक चित्र की सहायता से प्रबंध के विभिन्न स्तरों के कार्यों, पदों एवं सम्बन्धों को समझाइए।

27. 'Planning is of great importance to management. In spite of this fact it suffers from many limitations'. Explain any three such limitations. 6
'प्रबंध के लिए नियोजन का अत्यधिक महत्व है। इस के बावजूद इसकी बहुत सी सीमाएँ हैं।' ऐसी किन्हीं तीन सीमाओं को समझाइए।

OR / अथवा

'Directing is management in action'. In the light of this statement state any six points of importance of directing function of management.

'क्रियाशील प्रबंध ही निर्देशन है।' इस कथन के प्रकाश में निर्देशन के महत्व के किन्हीं छः बिन्दुओं का उल्लेख कीजिए।



28. 'Some people regard speculation as nothing but gambling and consider it as an evil' ? Do you agree with this statement ? Give reason in support of your answer by clearly stating the meaning of speculation. 6

‘कुछ लोग सट्टेबाजी को और कुछ नहीं बल्कि जुआ समझते हैं और इसे एक दोष मानते हैं’। क्या आप इस कथन से सहमत हैं? सट्टेबाजी के अर्थ का स्पष्ट रूप से उल्लेख करते हुए अपने उत्तर के समर्थन में कारण दीजिए।

OR / अथवा

‘The amount of working capital requirements varies from business to business and from period to period.’ In the light of this statement explain any four factors affecting the working capital requirements of business.

‘कार्यशील पूँजी की आवश्यकताएं एक व्यवसाय से दूसरे व्यवसाय एवं एक अवधि से दूसरी अवधि में भिन्न होती हैं’। इस कथन के प्रकाश में एक व्यवसाय की कार्यशील पूँजी की आवश्यकता को प्रभावित करने वाले किन्हीं चार कारकों को समझाइए।

29. 'The marketing concept is characterised according to the philosophy of the producer'. Explain any four such marketing philosophies. 6

‘विपणन अवधारणा उत्पादक के दर्शन के आधार पर चलती है।’ ऐसी किन्हीं चार विपणन अवधारणाओं को समझाइए।

OR / अथवा

‘Advertising today benefits not only the business houses who manufacture the products, but also the consumers and the society’. Explain how ?

‘आज विज्ञापन से न केवल उत्पादकों को लाभ है, बल्कि ग्राहकों और समाज के लिए भी इसके लाभ हैं।’ समझाइए कैसे?

30. 'Franchise is a form of retailing wherein two parties enter into an agreement in which one party authorises others to sell on produce and sell specified goods and services'. In the light of this statement state any six characteristics of franchise. 6

‘फ्रैंचाइज एक प्रकार का फुटकर व्यापार अनुबंध है जिसमें दो पक्ष एक समझौता करते हैं, जिसमें एक पक्ष दूसरे पक्ष को निर्धारित वस्तुओं अथवा सेवाओं को बेचने अथवा उत्पादन कर बेचने के लिए अधिकृत करता है।’ इस कथन के प्रकाश में फ्रैंचाइज की किन्हीं छः विशेषताओं का उल्लेख कीजिए।

OR / अथवा

State any six roles that consumer organisations perform to protect the consumers from being exploited from business.

उपभोक्ता संगठनों द्वारा उपभोक्ताओं को व्यवसाय से होने वाले शोषण से संरक्षण हेतु निष्पादित की जानेवाली किन्हीं छः भूमिकाओं का उल्लेख कीजिए।

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BUSINESS STUDIES (319)

1. This principle of management states that placement of man and materials should be properly made :

(A) Unity of Command
(B) Unity of Direction
(C) Scalar Chain
(D) Order

Answer: (D) Order

2. Under functional foremanship who among the following has to ensure that output agrees to the standard of quality set by the planning department:

(A) Inspector
(B) Speed Boss
(C) Gang Boss
(D) Time and Cost Clerk

Answer: (A) Inspector

3. Which of the following type of organisation is managed by officially appointed managers?

(A) Informal
(B) Formal
(C) Both (A) and (B)
(D) None of the above

Answer: (B) Formal

4. This function of management helps in getting right people, for the right job and at the right time:

(A) Planning
(B) Organising
(C) Staffing
(D) Directing

Answer: (C) Staffing

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5. The maturity period of this money market instrument ranges from 15 days to one year:

(A) Call Money
(B) Treasury Bill
(C) Commercial Paper
(D) Certificate of Deposit

Answer: (C) Commercial Paper

6. A contract whereby one can use the assets of the other with due permission of the owner on payment of rent without purchasing them is called:

(A) Foreign Investment
(B) Lease Finance
(C) Retention of Profit
(D) Cash Credit

Answer: (B) Lease Finance

7. The function of marketing that involves collection and analysis of facts relevant to various aspects of marketing is called:

(A) Product Planning and Development
(B) Marketing Research
(C) Standardisation and Grading
(D) Promotion of the Product

Answer: (B) Marketing Research

8. Which of the following is not an element of marketing mix?

(A) Publicity
(B) Product
(C) Promotion
(D) Price

Answer: (A) Publicity

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9. Which of the following methods of pricing is used for introduction of new products?

- (A) Competition Based Pricing
- (B) Demand Based Pricing
- (C) Cost Based Pricing
- (D) Objective Based Pricing

Answer: (B) Demand Based Pricing

10. Under which of the following Consumer Right a consumer has a right to receive knowledge and skill to become informed consumer?

- (A) Right to be informed
- (B) Right to choose
- (C) Right to be heard
- (D) Right to consumer education

Answer: (D) Right to consumer education

11. Name the function of management that harmonises group efforts so as to achieve common objectives. Also list any five characteristics of this function.

Answer: Function of Management: Coordination

Characteristics of Coordination:

1. **Integrates Group Efforts:** It ensures unity of action across departments.
2. **Ensures Unity of Action:** Aligns individual goals with organizational objectives.
3. **Continuous Process:** It is ongoing and occurs at all levels of management.
4. **Pervasive Function:** Present in every activity and department of the organization.
5. **Goal-Oriented:** Aims to achieve common organizational objectives

12. Name and explain the concept in organising that refers to the systematic effort to delegate authority at all levels of management and in all departments.

Answer: Concept in Organising: Decentralisation

Explanation:

Decentralisation refers to the systematic effort to delegate authority to the lowest levels of management and across all departments. It allows decision-making power to be distributed throughout the organization, ensuring that managers and employees at various levels have the autonomy to make decisions related to their responsibilities. This enhances flexibility, improves efficiency, and encourages innovation

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13. Explain the importance of business finance by giving any three points.

Answer: Importance of Business Finance:

1. **Smooth Functioning:** Business finance ensures the availability of funds for day-to-day operations, helping the business to function without interruptions.
2. **Growth and Expansion:** It provides the necessary capital to invest in new opportunities, increase production capacity, and expand into new markets.
3. **Crisis Management:** Adequate finance helps businesses handle unforeseen challenges and financial crises effectively

14. Distinguish between 'advertising' and 'publicity' on the following basis:

- (a) Payment
- (b) Identified Sponsor
- (c) Purpose

Answer:

Basis	Advertising	Publicity
(a) Payment	Paid form of promotion by the organization.	Free of cost; not paid by the organization.
(b) Identified Sponsor	The sponsor is clearly identified.	No specific sponsor is identified.
(c) Purpose	Aims to promote products or services positively.	Provides information; may not always be positive.

15. Describe the various types of products on the basis of tangibility.

Answer: Types of Products on the Basis of Tangibility:

1. **Tangible Products:** These are physical goods that can be seen, touched, and measured. Examples include books, clothes, and electronic devices.
2. **Intangible Products:** These are services that cannot be physically touched but can be experienced. Examples include education, healthcare, and insurance.
3. **Mixed Products:** These involve a combination of goods and services, where both tangible and intangible elements are present. Examples include restaurants (food and service) and mobile phones (device and warranty)

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16. Explain any four points that highlight the nature of principles of management.

Answer: Nature of Principles of Management:

1. **Universal Applicability:** Management principles are applicable to all types of organizations, regardless of size or nature, such as business, government, or education.
2. **General Guidelines:** These principles provide broad and general guidelines for managerial decision-making and behavior, rather than strict rules.
3. **Formed by Practice and Experimentation:** The principles are developed through observation, practice, and experimentation over time by experienced managers.
4. **Flexible:** They are not rigid and can be modified to suit the specific needs and situations of an organization

17. State any four benefits of training to employees.

Answer: Benefits of Training to Employees:

1. **Skill Enhancement:** Training helps employees improve their existing skills and acquire new ones, increasing their efficiency.
2. **Increased Productivity:** By learning effective techniques and processes, employees can contribute to higher organizational productivity.
3. **Better Career Growth Opportunities:** Training enhances employees' potential for promotions and career advancements.
4. **Improved Job Satisfaction:** Employees feel more confident and satisfied when they perform tasks efficiently due to proper training

18. Explain the need for business finance with the help of any four points.

Answer: Need for Business Finance:

1. **Initial Capital Requirement:** Finance is essential for starting a business to purchase assets, acquire resources, and cover initial expenses.
2. **Day-to-Day Operations:** It ensures smooth functioning by meeting working capital requirements, such as paying wages and purchasing raw materials.
3. **Business Expansion:** Finance is required for growth, such as expanding production capacity, entering new markets, or launching new products.
4. **Crisis Management:** Adequate finance helps businesses handle unforeseen events and maintain stability during financial crises

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19. Explain 'Awareness Programmes' as means of Consumer Protection.

Answer:

Awareness Programmes as Means of Consumer Protection:

Awareness programmes aim to educate consumers about their rights, responsibilities, and the protection mechanisms available.

1. **Workshops and Seminars:** These are organized to inform consumers about unfair trade practices and the rights available to them.
2. **Media Campaigns:** Television, radio, and newspapers are used to spread awareness about consumer rights and legal protections.
3. **Publications:** Pamphlets and brochures are distributed to educate consumers about common malpractices and how to avoid them.
4. **Government and NGO Initiatives:** Various consumer protection bodies conduct awareness drives to empower consumers against exploitation

20. 'Wholesalers and retailers provide useful services to both producers and consumers'. In the light of this statement explain the role of middlemen in the chain of distribution.

Answer:

Role of Middlemen in the Chain of Distribution:

1. To Producers:

- i. **Market Reach:** Middlemen help producers distribute goods widely, reaching more consumers.
- ii. **Storage and Warehousing:** They store goods, reducing producers' burden of maintaining stock.
- iii. **Market Information:** Middlemen provide feedback about market demand, consumer preferences, and competition.

2. To Consumers:

- i. **Availability of Goods:** Middlemen ensure that goods are available to consumers at convenient locations.
- ii. **Variety of Products:** They offer a range of goods, giving consumers multiple choices.
- iii. **Affordable Prices:** By buying in bulk, middlemen reduce costs, making goods more affordable

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21. Explain 'Work Studies' as techniques of scientific management.

Answer:

Work Studies as Techniques of Scientific Management:

Work studies are techniques of scientific management aimed at improving efficiency and productivity. They involve analyzing and standardizing various aspects of work processes.

1. **Time Study:** Determines the standard time required to complete a task by observing and measuring time taken by efficient workers. It helps in fixing fair work standards and planning workloads.
2. **Motion Study:** Analyzes the movements involved in performing a task. Unnecessary motions are eliminated to reduce fatigue and improve efficiency.
3. **Method Study:** Focuses on finding the best way of performing a job by analyzing and improving work methods. It aims to optimize the use of resources and time.
4. **Fatigue Study:** Identifies the causes of worker fatigue and determines the rest intervals needed to maintain efficiency.
5. **Standardization and Simplification:** Ensures uniformity in tools, materials, and procedures, reducing variability and increasing productivity

22. State any five points of importance of communication.

Answer:

Importance of Communication:

1. **Facilitates Coordination:** Communication helps in coordinating efforts among various departments and employees, ensuring organizational goals are achieved.
2. **Aids Decision-Making:** Effective communication provides relevant information to managers, enabling them to make informed decisions.
3. **Boosts Motivation:** Clear and transparent communication motivates employees by making them feel involved and informed about organizational matters.
4. **Promotes Teamwork:** It fosters mutual understanding and collaboration among employees, enhancing teamwork and efficiency.
5. **Ensures Smooth Functioning:** Effective communication minimizes misunderstandings and conflicts, ensuring the smooth functioning of the organization

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23. With the help of any five points explain the role of small business in India.

Answer:

Role of Small Business in India:

1. **Employment Generation:** Small businesses provide significant employment opportunities, especially in rural and semi-urban areas, reducing unemployment.
2. **Support to Large Industries:** They supply raw materials, intermediate goods, and services to large industries, playing a critical role in the industrial supply chain.
3. **Regional Development:** By promoting industries in rural and backward areas, small businesses help in reducing regional imbalances and promoting development.
4. **Export Contribution:** Many small businesses contribute to India's export sector, earning valuable foreign exchange for the country.
5. **Encouragement to Entrepreneurship:** Small businesses encourage self-reliance by promoting entrepreneurship and innovation among individuals

24. Explain any five objectives of 'Marketing'.

Answer:

Objectives of Marketing:

1. **Customer Satisfaction:** Marketing aims to identify and fulfill customer needs and preferences, ensuring their satisfaction.
2. **Profit Generation:** It helps in achieving the organization's profit goals by increasing sales and reducing costs through effective strategies.
3. **Market Development:** Marketing focuses on expanding the market by identifying and entering new segments and geographical areas.
4. **Creation of Demand:** Through promotional activities, marketing stimulates demand for products and services, encouraging sales growth.
5. **Building Brand Image:** Marketing helps in establishing a positive reputation and strong brand identity in the minds of customers

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25. Explain any five points of importance of external trade.

Answer:

Importance of External Trade:

1. **Promotes Specialisation:** External trade allows countries to focus on producing goods where they have a comparative advantage, improving efficiency and expertise.
2. **Improves Standard of Living:** By importing goods that are unavailable or expensive domestically, external trade provides consumers access to a variety of quality products.
3. **Enhances Competition:** It fosters competition among domestic and foreign producers, leading to better quality products at competitive prices.
4. **Generates Employment Opportunities:** External trade stimulates industrial, agricultural, and commercial activities, creating jobs in various sectors.
5. **Economic Growth:** By increasing the volume of exports and imports, external trade contributes to the overall economic growth and development of a nation

26. Is management a 'Science'? Explain.

Answer:

Is Management a Science?

Management can be considered a science based on the following characteristics:

1. **Systematic Body of Knowledge:** Like science, management has a well-defined body of knowledge consisting of principles, theories, and techniques derived from studies and observations.
2. **Principles Based on Experimentation:** The principles of management are developed through repeated experimentation and observation in practical situations.
3. **Universally Applicable Principles:** Management principles, like scientific laws, are applicable across different organizations and situations with some degree of flexibility.
4. **Cause and Effect Relationship:** Management principles establish cause-and-effect relationships, such as effective planning leading to better outcomes.
5. **Predictability:** Management theories, when applied correctly, can predict certain outcomes, similar to scientific predictions.

However, management is not an exact science as it deals with human behavior, which is unpredictable and varies across individuals and situations

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27. 'Planning is of great importance to management. Inspite of this fact it suffers from many limitations'. Explain any three such limitations.

Answer:

Limitations of Planning:

1. **Time-Consuming Process:** Planning requires extensive analysis and decision-making, which consumes significant time. This can delay immediate actions and make planning less effective in dynamic situations.
2. **Lack of Flexibility:** Once a plan is created, it often becomes rigid, making it difficult for organizations to adapt to unexpected changes in the environment or unforeseen circumstances.
3. **Costly Process:** Planning involves the expenditure of resources, such as time, money, and manpower. The need for specialized personnel and detailed analysis can make planning an expensive activity

28. 'Some people regard speculation as nothing but gambling and consider it as an evil'. Do you agree with this statement? Give reason in support of your answer by clearly stating the meaning of speculation.

Answer:

Speculation and Its Analysis:

Meaning of Speculation:

Speculation refers to the act of buying or selling goods, shares, or commodities with the expectation of making a profit from future price changes. It involves taking calculated risks based on market trends and forecasts.

Analysis:

Speculation is not inherently gambling or an evil. While gambling relies entirely on chance without any logical basis, speculation involves studying market trends, analyzing data, and making informed decisions. It plays an important role in stabilizing markets by balancing supply and demand and providing liquidity.

Reasons Supporting Speculation:

1. **Market Liquidity:** Speculators bring liquidity to markets, ensuring smoother transactions for traders and investors.
2. **Price Stabilization:** By predicting market trends, speculators help stabilize prices by buying when prices are low and selling when they are high.
3. **Economic Contribution:** Speculation can drive investments and development by reallocating resources to areas with high growth potential.

Thus, while speculation carries risks, it is not equivalent to gambling and serves an important function in the economic system

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29. 'The marketing concept is characterised according to the philosophy of the producer'.
Explain any four such marketing philosophies.

Answer:

Marketing Philosophies:

1. Production Concept:

- Focus: High production efficiency and wide distribution.
- Philosophy: Consumers prefer products that are easily available and affordable. Producers prioritize mass production and cost reduction.

2. Product Concept:

- Focus: Superior quality and features.
- Philosophy: Consumers value products that offer the best quality, performance, and features. Producers concentrate on continuous product improvement.

3. Selling Concept:

- Focus: Aggressive selling and promotion.
- Philosophy: Consumers will not buy enough of the product unless it is heavily promoted and sold through persuasive techniques.

4. Marketing Concept:

- Focus: Customer satisfaction.
- Philosophy: Success depends on understanding and fulfilling customer needs better than competitors. Producers design and market products based on consumer preferences

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30. 'Franchise is a form of retailing wherein two parties enter into an agreement in which one party authorises others to sell on produce and sell specified goods and services'. In the light of this statement state any six characteristics of franchise.

Answer:

Characteristics of Franchise:

1. **Agreement Between Two Parties:** Franchise is based on a legal agreement between the franchisor (the owner of the brand) and the franchisee (the individual or business purchasing the rights).
2. **Authorization to Sell Goods and Services:** The franchisor grants the franchisee the right to produce, market, or sell specified goods and services under its trademark or brand name.
3. **Use of Established Brand Name:** The franchisee benefits from using the franchisor's well-established brand name and reputation.
4. **Payment of Fees:** The franchisee pays a fee or a percentage of the sales revenue as royalty to the franchisor for using its brand and support systems.
5. **Standardized Operations:** The franchisor provides guidelines for maintaining consistency in quality, service, and operations across all franchise units.
6. **Support and Training:** The franchisor offers training and ongoing support to the franchisee in areas like management, marketing, and operations

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अनुक्रमांक

Code No. 63/OSS/1
कोड नं.

SET/सेट

A

BUSINESS STUDIES

व्यावसायिक अध्ययन

(319)

Day and Date of Examination

(परीक्षा का दिन व दिनांक)

Signature of Invigilators

(निरीक्षकों के हस्ताक्षर)

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सामान्य अनुदेश :

- 1 परीक्षार्थी प्रश्न-पत्र के पहले पृष्ठ पर अपना अनुक्रमांक अवश्य लिखें ।
- 2 कृपया प्रश्न-पत्र को जाँच लें कि प्रश्न-पत्र के कुल पृष्ठों तथा प्रश्नों की उतनी ही संख्या है जितनी प्रथम पृष्ठ के सबसे ऊपर छपी है । इस बात की जाँच भी कर लें कि प्रश्न क्रमिक रूप में हैं ।
- 3 उत्तर-पुस्तिका में पहचान-चिह्न बनाने अथवा निर्दिष्ट स्थानों के अतिरिक्त कहीं भी अनुक्रमांक लिखने पर परीक्षार्थी को अयोग्य ठहराया जायेगा ।
- 4 अपनी उत्तर-पुस्तिका पर प्रश्न-पत्र का कोड नं. **63/OSS/1, सेट-A** लिखें ।
- 5 (क) प्रश्न-पत्र केवल हिंदी/अंग्रेजी माध्यम में है । फिर भी, यदि आप चाहें तो नीचे दी गई किसी एक भाषा में उत्तर दे सकते हैं :
अंग्रेजी, हिंदी, उर्दू, पंजाबी, बंगला, तमिल, मलयालम, कन्नड़, तेलुगु, मराठी, उड़िया, गुजराती, कोंकणी, मणिपुरी, असमिया, नेपाली, कश्मीरी, संस्कृत और सिंधी ।
कृपया उत्तर-पुस्तिका में दिए गए बॉक्स में लिखें कि आप किस भाषा में उत्तर लिख रहे हैं ।
(ख) यदि आप हिंदी एवं अंग्रेजी के अतिरिक्त किसी अन्य भाषा में उत्तर लिखते हैं तो प्रश्न को समझने में होने वाली त्रुटियों / गलतियों की जिम्मेदारी केवल आपकी होगी ।

63/OSS/1-319-A]

1



[Contd...

Unnati Educations

9899436384, 9654279279

BUSINESS STUDIES

व्यावसायिक अध्ययन

(319)

Time : 3 Hours]

[Maximum Marks : 100

समय : 3 घण्टे]

[पूर्णांक : 100

- Note :** (i) *All questions are compulsory. There is no overall choice, however, alternative choices are given in some questions. In such questions, you have to attempt only one choice.*
- (ii) Marks allotted are indicated against each question.
- (iii) Each question from Question Nos. 1 to 10 has four alternatives — (A), (B), (C) and (D), out of which one is most appropriate. Choose the correct answer among the four alternatives and write it in your answer-book against the number of the question. No Extra time is allotted for attempting multiple-choice questions.

- निर्देश :** (i) सभी प्रश्नों के उत्तर दें। पूर्ण प्रश्न-पत्र में विकल्प नहीं हैं, फिर भी कुछ प्रश्नों में आंतरिक विकल्प हैं। ऐसे सभी प्रश्नों में आपको एक ही विकल्प का उत्तर देना है।
- (ii) प्रत्येक प्रश्न के अंक उसके सामने दिए गए हैं।
- (iii) प्रश्न संख्या 1 से 10 तक के प्रत्येक प्रश्न में चार विकल्प — (A), (B), (C) और (D) दिए गए हैं, जिनमें एक सही है। चारों विकल्पों में से सही उत्तर चुनें तथा अपनी उत्तर-पुस्तिका में प्रश्न संख्या के सामने उत्तर लिखें। बहु-विकल्पी प्रश्नों के लिए अतिरिक्त समय नहीं दिया जाएगा।

- 1 Name the technique of scientific management which suggested higher wages who produced standard output or more and lower payment for those who fail to product standard output. 1

- (A) Differential piece Rate Plan
(B) Work studies
(C) Functional organization
(D) Standardization

वैज्ञानिक प्रबन्ध की उस तकनीक का नाम बताइए जो यह सुझाव देती है कि जो प्रमापित उत्पादन या इससे अधिक उत्पादन करेंगे उन्हें ऊंची दर से और जो प्रमापित कार्य से कम उत्पादन करेंगे उन्हें निम्न दर से मज़दूरी दी जायेगी।

- (A) विभेदात्मक कार्य आधारित पारिश्रमिक पद्धति
(B) कार्य-अध्ययन
(C) कार्यानुसार संगठन
(D) प्रमापीकरण



2 Identify the function of management which aims to ensure the performance of work in accordance with the plans. 1

- (A) Planning (B) Organizing
(C) Directing (D) Controlling

प्रबन्ध के उस कार्य की पहचान कीजिए जिसका उद्देश्य योजनाओं के अनुरूप कार्य निष्पादन का आश्वासन देता है ।

- (A) नियोजन (B) संगठन
(C) निर्देशन (D) नियन्त्रण

3 Different steps in the process of organizing are given below : 1

- (1) Granting Authority
(2) Grouping activities
(3) Identification of activities
(4) Assignment of responsibilities
(5) Establishing Relationship

Identify the correct sequence of the above stated steps.

संगठन प्रक्रिया के विभिन्न चरण नीचे दिए गए हैं ।

- (1) अधिकार का बंटवारा
(2) गतिविधियों का समूह बनाना
(3) गतिविधियों की पहचान
(4) जिम्मेदारियों का निर्धारण
(5) संबंध स्थापित करना

उपरोक्त वर्णित चरणों का सही क्रम पहचानिए ।

- (A) 1-2-3-4-5 (B) 4-3-2-1-5
(C) 3-1-4-2-5 (D) 3-2-4-1-5

4 How many level of needs are there as per Maslow's Need Hierarchic theory ? 1

मैस्लो के पदानुक्रम आवश्यक सिद्धान्त के अनुसार आवश्यकताओं के कितने स्तर होते हैं ?

- (A) 3 (B) 4
(C) 5 (D) 6



5 Debenture is known :

1

- (A) As fixed capital of the company (B) As ownership Capital of the company
(C) As working capital of the company (D) As debt Capital of the company

ऋणपत्र को जाना जाता है :

- (A) कम्पनी की स्थायी पूंजी के रूप में (B) कम्पनी की स्वामित्व पूंजी के रूप में
(C) कम्पनी की कार्यशील पूंजी के रूप में (D) कम्पनी की ऋणपूंजी के रूप में

6 Amount of funds invested in current assets is known as :

1

- (A) Fixed capital of the company
(B) Capital structure of the company
(C) Working capital of the company
(D) Financial planning of the company

चालू सम्पत्तियों में निवेशित कोष की राशि कहलाती है :

- (A) कम्पनी की स्थायी पूंजी
(B) कम्पनी का पूंजी ढांचा
(C) कम्पनी की कार्यशील पूंजी
(D) कम्पनी की वित्तीय योजना

7 Identify the channel of distribution where producer bypass the chain of middlemen and approach the consumers directly to sell the goods.

1

- (A) Zero stage channel (B) One stage channel
(C) Two stage channel (D) Three stage channel

वितरण के उस माध्यम को पहचानिए जिसमें उत्पादक वस्तुएं बेचने के लिए मध्यस्थों की शृंखला की उपेक्षा करके सीधे उपभोक्ताओं से सम्पर्क करता है ।

- (A) शून्य स्तरीय वितरण माध्यम (B) एक स्तरीय वितरण माध्यम
(C) द्विस्तरीय वितरण माध्यम (D) तीन स्तरीय वितरण माध्यम



8 Airtight containers protects the product from moisture. The component of product mix highlighted is : 1

- (A) Branding (B) Labelling
(C) Packaging (D) None of the above

‘वायु-रोधक कंटेनर उत्पाद को नमी से सुरक्षा प्रदान करते हैं’ उत्पाद-मिश्र के जिस घटक पर प्रकाश डाला गया है वह है :

- (A) ब्रान्डिंग (B) लेबलिंग
(C) पैकेजिंग (D) उपरोक्त में से कोई नहीं

9 Which of the following do not come under fixed shop-small scale retailers ? 1

- (A) General Stores (B) Single-line stores
(C) Speciality stores (D) Itinerant retailers

निम्नलिखित में से कौन सा छोटे पैमाने पर – स्थायी दुकान फुटकर व्यापार के अन्तर्गत नहीं आता ?

- (A) साधारण स्टोर (B) एक ही प्रकार की वस्तुओं के स्टोर
(C) विशेष वस्तुओं के स्टोर (D) पुरानी वस्तुओं की फुटकर दुकानें

10 When consumer service cells have been set up by manufacturers to attend to consumer complaints and take appropriate steps for their redressal, it becomes a part of : 1

- (A) Right to be informed (B) Right to be heard
(C) Right to seek Redressal (D) Right to consumer education

जब उत्पादकों द्वारा उपभोक्ताओं की शिकायतों को सुनने और उन्हें दूर करने के लिए उचित कदम उठाने के लिए उपभोक्ता सेवा-कक्ष स्थापित किए जाते हैं, तो यह भाग होता है :

- (A) सूचना पाने के अधिकार का (B) सुनवाई के अधिकार का
(C) शिकायत निवारण के अधिकार का (D) उपभोक्ता शिक्षा के अधिकार का



11 Rishi has recently joined AMV Ltd. a company manufacturing refrigerators. 3

He not only defined the objectives of the organization but also formulates the policies to achieve these objectives.

(A) Identify the level of management at which Rishi has joined the organization.

(B) Also name the other two levels of management and one major function to be performed at these two levels.

रिषि अभी-अभी एक कम्पनी एएमवी (AMV) लिमिटेड में कार्य करना आरम्भ किया है, जो रेफ्रिजरेटर्स का उत्पादन करती है। वह न केवल संगठन के उद्देश्यों को परिभाषित करता है अपितु साथ ही इन उद्देश्यों को प्राप्त करने के लिए नीतियां भी बनाता है।

(A) प्रबन्ध के उस स्तर की पहचान कीजिए जिस पर इस संगठन में रिषि ने कार्य करना आरम्भ किया है।

(B) प्रबन्ध के अन्य दो स्तरों के नाम बताइए तथा इन दोनों स्तरों पर निष्पादित किए जाने वाला एक-एक मुख्य कार्य भी बताइए।

12 Wellness Pharmacy Pvt. Ltd. is engaged in manufacturing and distribution of medicines. 3

The company knows that due to Covid-19 pandemic the demand of its medicines will increase. So it has set up an objective of increasing its sales turnover by 40%. To achieve this objective it gathered the information that most of the doctors are recommending this medicine and a lot of opportunity is still available in the market. By doing so Wellness Pharmacy Pvt. Ltd. had completed the two steps in the planning process.

Identify the steps the company had completed and explain the next step in this process.

वैलनैस फार्मसी प्राइवेट लिमिटेड दवाईयों के उत्पादन एवं वितरण में संलग्न है। कम्पनी जानती है कि कोविड-19 महामारी के कारण इसकी दवाईयों की माँग बढ़ेगी। अतः इसने अपने विक्रय आवर्त को 40% तक बढ़ाने का उद्देश्य निर्धारित किया। इस उद्देश्य को प्राप्त करने के लिए उसने यह सूचना एकत्रित की कि अधिकांश डाक्टर्स इस दवाई की सलाह देते हैं और बाजार में अभी भी बहुत से सुअवसर उपलब्ध हैं।

ऐसा करके वैलनैस फार्मसी प्राइवेट लिमिटेड ने नियोजन प्रक्रिया के दो चरणों को पूरा किया है।

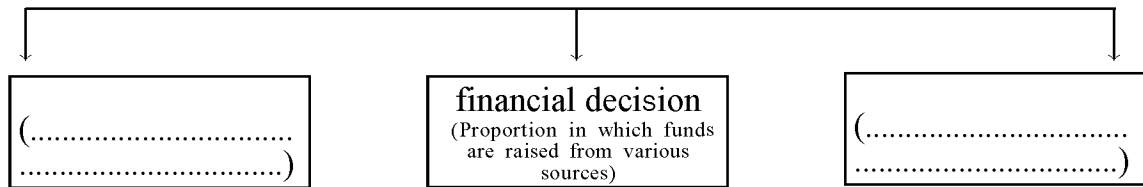
उन चरणों को पहचानिए जिन्हें कम्पनी ने पूरा किया है और इस प्रक्रिया के अगले चरण को समझाइए।



13 Complete the following flow chart :

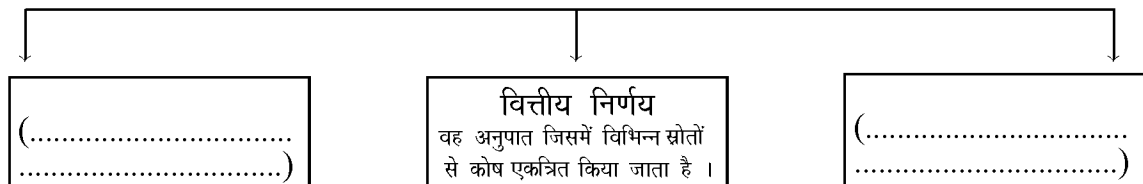
3

_____, financial and _____ decision



निम्नलिखित प्रवाह चार्ट को पूरा कीजिए ।

_____, वित्तीय एवं _____ निर्णय



OR / अथवा

State any three objectives of financial planning.

वित्तीय नियोजन के किन्हीं तीन उद्देश्यों का उल्लेख कीजिए ।

14 Identify and state the component of product mix which is used as an identification of a product in the form of a name, sign, symbol or design.

3

Also state two other components of product mix.

उत्पाद-मिश्र के उस घटक को पहचानिए एवं उसका उल्लेख कीजिए जिसका प्रयोग एक नाम, संकेत, चिन्ह या डिजाइन के रूप में एक उत्पाद की पहचान करने के लिए उपयोग किया जाता है । उत्पाद-मिश्र के दो अन्य घटकों का उल्लेख भी कीजिए ।

15 'Consumer Protection is in the interest of business itself.' In the light of this statement state any three points of importance of consumer protection from the point of view of a business.

3

‘उपभोक्ता संरक्षण स्वयं व्यवसाय के हित में है ।’ इस कथन के संदर्भ में व्यवसाय के दृष्टिकोण से उपभोक्ता संरक्षण के महत्व के किन्हीं तीन बिन्दुओं का उल्लेख कीजिए ।



16 Reema is a successful manager because she knows as per changing situations how principles of management are modified and applied. 4

(A) Identify the nature of principles of management highlighted in the above lines.

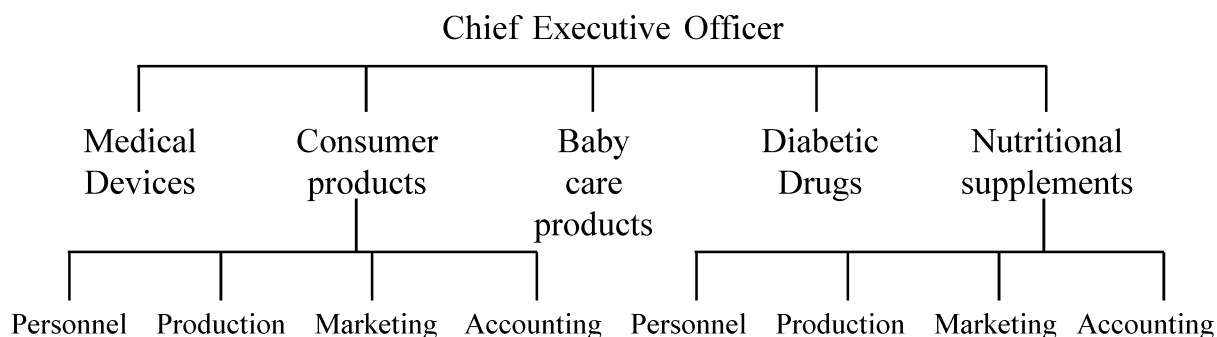
(B) Explain three other characteristics of the nature of principles of management other than the one in (A) explain in the above lines.

रीमा एक सफल प्रबन्धक है क्योंकि वह जानती है कि बदलती हुई परिस्थितियों में प्रबन्ध के सिद्धान्तों को कैसे संशोधित एवं प्रयुक्त किया जाता है ।

(A) उपरोक्त पंक्तियों में प्रकाशित प्रबंध के सिद्धान्तों की प्रकृति को पहचानिए ।

(B) उपरोक्त पंक्तियों में समझाई गई विशेषता के अतिरिक्त प्रबन्ध के सिद्धान्तों की इस प्रकृति की तीन अन्य विशेषताएं समझाइए ।

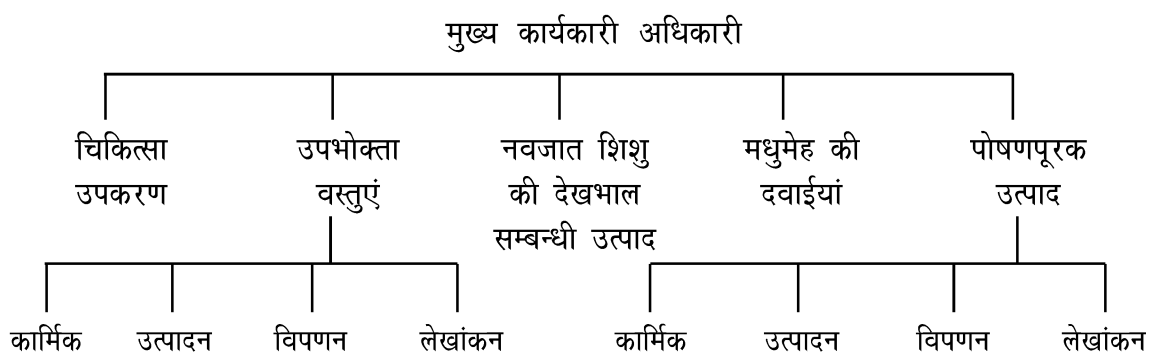
17 A Pharmaceutical company has the following organization structure. 4



(A) Identify and explain the type of organization structure followed by the Company.

(B) State one merit and one limitation of the structure identified in (A) above.

एक दवा बनाने वाली कम्पनी का संगठन ढांचा निम्न प्रकार है –



(A) कम्पनी द्वारा अपनाए गए संगठन ढांचे के प्रकार को पहचानिए एवं समझाइए ।

(B) उपरोक्त (A) में पहचान गए ढांचे का कोई एक लाभ व एक सीमा का उल्लेख कीजिए ।



18 Explain the following money market instruments : 2+2=4

(i) Certificate of deposit

(ii) Commercial paper

मुद्रा बाज़ार के निम्नलिखित प्रलेखों को समझाइए :

(i) जमा प्रमाण पत्र

(ii) वाणिज्यिक पत्र

19 Explain 'Single-line stores' and 'speciality stores' as fixed shop retailers. 2+2=4

स्थायी दुकान फुटकर व्यापार के रूप में 'एक ही प्रकार की वस्तुओं का स्टोर' तथा 'विशेष वस्तुओं का स्टोर' को समझाइए ।

20 Pushpak stores is a large scale retail shop where a large variety of goods are sold 4

in a single building. The entire building is divided into a number of departments. In each department specific type of goods like stationery goods, electronic goods, garments, jewellery etc. are made available.

(A) Identify the type of retail trade done by Pushpak stores.

(B) State any three limitations of this type of retail trade.

पुष्पक स्टोर्स एक बड़े पैमाने की फुटकर दुकान है जिसमें विभिन्न प्रकार की वस्तुएं एक ही भवन में बेची जाती हैं । प्रत्येक विभाग में विशेष प्रकार की वस्तुओं जैसे स्टेशनरी का सामान, इलेक्ट्रॉनिक का सामान, कपड़े, आभूषण इत्यादि उपलब्ध कराए जाते हैं ।

(A) पुष्पक स्टोर्स द्वारा किये जा रहे फुटकर व्यापार के प्रकार को पहचानिए ।

(B) इस प्रकार के फुटकर व्यापार की किन्हीं तीन सीमाओं का उल्लेख कीजिए ।

21 Explain 'work studies' as a technique of scientific management. 5

वैज्ञानिक प्रबन्ध की एक तकनीक के रूप में 'कार्य अध्ययन' को समझाइए ।



22 Explain the steps in the process of controlling function of management. 5

प्रबन्ध के नियन्त्रण कार्य की प्रक्रिया के चरणों को समझाइए ।

23 Differentiate between equity shares and preference shares on the basis of 5

- (a) Choice
- (b) Payment of dividend
- (c) Return on capital
- (d) Voting rights
- (e) Accumulation on dividend

‘समता अंशों’ एवं ‘पूर्वाधिकारी अंशों’ में निम्नलिखित आधारों पर अन्तर्भेद कीजिए :

- (a) चुनाव
- (b) लाभांश का भुगतान
- (c) पूंजी पर प्रतिफल
- (d) वोट देने का अधिकार
- (e) लाभांश का संचय

24 Marketing is important for the business, the consumers as well as for the society. 5

Explain how by giving any five points.

‘विपणन व्यवसाय के लिए, उपभोक्ताओं के लिए और साथ ही समाज के लिए महत्वपूर्ण है ।’

कोई पांच बिन्दु देते हुए समझाइए कैसे ?

25 State any five difficulties faced by the buyers and sellers engaged in external trade. 1×5=5

बाह्य व्यापार में संलग्न क्रेताओं एवं विक्रेताओं द्वारा सामना की जाने वाली किन्हीं पांच कठिनाईयों का उल्लेख कीजिए ।



- 26 Name the concept of management which harmonizes the efforts of different department to achieve common objectives. Also explain any five features of this concept. 6

प्रबन्ध की उस अवधारणा का नाम बताइए जो समान उद्देश्य की प्राप्ति के लिए विभिन्न विभागों के प्रयासों में एकरूपता लाती है । इस अवधारणा की किन्हीं पाँच विशेषताओं को भी समझाइए ।

OR / अथवा

Objectives are end results towards which all managerial efforts and organizational activities are directed. In the light of the statement explain any five objectives of management.

‘उद्देश्य वह अंतिम परिणाम होते हैं जिनकी ओर सभी प्रबन्धकीय प्रयासों तथा संगठनात्मक क्रियाओं को निर्देशित किया जाता है ।’ इस कथन के संदर्भ में प्रबन्ध के किन्हीं पांच उद्देश्यों को समझाइए ।

- 27 Selection is the process of choosing the most suitable candidates. State the steps of the selection process. 6

‘चयन सबसे उपयुक्त अभ्यर्थी के चुनाव की प्रक्रिया है ।’ चयन प्रक्रिया के चरणों का उल्लेख कीजिए ।

OR / अथवा

Why is the employee training necessary in an organization ? State any six reasons. ‘किसी संगठन में कर्मचारियों का प्रशिक्षण क्यों आवश्यक होता है ?’ किन्हीं छः कारणों का उल्लेख कीजिए ।

- 28 Public deposits are very popular and convenient method of raising short term and medium term finance. Explain any four merits of this method. 6

‘सार्वजनिक जमा अल्पावधि एवं मध्यावधि वित्त एकत्र करने की बहुत लोकप्रिय एवं सुविधाजनक विधि है’ । इस विधि के कोई चार लाभ समझाइए ।

OR / अथवा

As per Companies Act, 1956, companies are required to transfer a part of their profits in reserves which is known as 'Retention of Profit'. As a source of long term finance it has many benefits but still many limitations too. State any three benefits and three limitations of Retention of Profit.

कम्पनी अधिनियम 1956 के अनुसार कम्पनियों के लिए लाभों का कुछ भाग संचयों में आवश्यक रूप में हस्तान्तरित करना होता है जिसे ‘लाभों का संचय’ नाम से जाना जाता है । लम्बी अवधि वित्त के स्रोत के रूप में इसके कई लाभ हैं किन्तु कई हानियाँ भी हैं। लाभों के संचय के किन्हीं तीन लाभों एवं तीन सीमाओं (हानियों) का उल्लेख कीजिए ।



- 29 Price of the product should be neither high nor too low as it affects the sales volume and profitability. Hence various factors are taken into consideration while determining the price of a product. Explain any four such factors. 6

उत्पाद का मूल्य न तो अधिक होना चाहिए और न ही बहुत कम क्योंकि यह विक्रय की मात्रा एवं लाभप्रदता को प्रभावित करता है। अतः एक उत्पाद का मूल्य निर्धारित करते समय बहुत से कारकों को ध्यान में रखा जाता है। ऐसे किन्हीं चार कारकों को समझाइए।

OR / अथवा

The route which the product follows from manufacture to the consumers involves certain costs. This affects the price of the product and profits. Hence the manufacturer has to take into consideration certain factors before finalizing the channels of distribution. Explain any four such factors which affects the choice of distribution channel.

उत्पादक से उपभोक्ता तक उत्पाद जिस मार्ग से जाता है उसमें बहुत सी लागतें निहित होती हैं। यह उत्पाद के मूल्य और लाभों को प्रभावित करती है। अतः वितरण के माध्यम का चयन करने से पहले कुछ कारकों को ध्यान में रखा जाता है। ऐसे किन्हीं चार कारकों को समझाइए।

- 30 Maha Footwears Ltd. is a company having 200 shops at different places of the country. All the 200 shops having the same name, same decoration and they are dealing in the same type of products with same price. All sales are made strictly on the cash basis. 6

(a) Identify the type of retail trade.

(b) State five merits of this type of retail trade identified in part (a) above.

महा फुटवियर्स लिमिटेड एक कम्पनी है जिसकी देश में विभिन्न स्थानों पर 200 दुकानें हैं। सभी 200 दुकानों का एक जैसा नाम है, एक जैसी साज़-सज़्जा है तथा वे एक ही प्रकार की वस्तुओं में व एक ही मूल्य पर लेन-देन करती हैं। समस्त बिक्री सिर्फ नगद आधार पर की जाती है।

(a) फुटकर व्यापार के प्रकार को पहचानिए।

(b) उपरोक्त भाग (a) में पहचाने गए फुटकर व्यापार के प्रकार के किन्हीं पाँच लाभों का उल्लेख कीजिए।

OR / अथवा

Rekha purchased one kg of pure Deshi Ghee from a shopkeeper. After using it she had a doubt that it is adulterated. She sent it for a laboratory test which confirmed that the ghee is adulterated. State any six reliefs available to Rekha, if she complaints and the consumer court is satisfied about the genuineness of the complaint.

रेखा ने एक दुकानदार से 1 किलो शुद्ध देशी घी खरीदा। खरीदने के बाद उसे शक हुआ कि यह मिलावट वाला है। उसने इसे एक प्रयोगशाला परीक्षण के लिए भेजा जिसने यह पुष्टि कर दी कि घी मिलावट वाला है।

यदि उपभोक्ता अदालत शिकायत की यथार्थता से संतुष्ट है तो रेखा के शिकायत करने पर उसे प्राप्त होने वाली किन्हीं छः राहतों का उल्लेख कीजिए।



This Question Paper consists of **30** questions and **12** printed pages.
इस प्रश्न-पत्र में **30** प्रश्न तथा **12** मुद्रित पृष्ठ हैं ।

Roll No.

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अनुक्रमांक

Code No. **63/OSS/1**
कोड नं.

SET/सेट

B

BUSINESS STUDIES

व्यावसायिक अध्ययन

(319)

Day and Date of Examination

(परीक्षा का दिन व दिनांक)

Signature of Invigilators

(निरीक्षकों के हस्ताक्षर)

1. _____
2. _____

General Instructions :

- 1 Candidate must write his/her Roll Number on the first page of the Question Paper.
- 2 Please check the Question Paper to verify that the total pages and total number of questions contained in the Question Paper are the same as those printed on the top of the first page. Also check to see that the questions are in sequential order.
- 3 Making any identification mark in the Answer-Book or writing Roll Number anywhere other than the specified places will lead to disqualification of the candidate.
- 4 Write your Question Paper Code No. **63/OSS/1, Set-B** on the Answer-Book.
- 5 (a) The Question Paper is in English/Hindi medium only. However, if you wish, you can answer in any one of the languages listed below :
English, Hindi, Urdu, Punjabi, Bengali, Tamil, Malayalam, Kannada, Telugu, Marathi, Oriya, Gujarati, Konkani, Manipuri, Assamese, Nepali, Kashmiri, Sanskrit and Sindhi.
You are required to indicate the language you have chosen to answer in the box provided in the Answer-Book.
(b) If you choose to write the answer in the language other than Hindi and English, the responsibility for any errors/mistakes in understanding the question will be yours only.

सामान्य अनुदेश :

- 1 परीक्षार्थी प्रश्न-पत्र के पहले पृष्ठ पर अपना अनुक्रमांक अवश्य लिखें ।
- 2 कृपया प्रश्न-पत्र को जाँच लें कि प्रश्न-पत्र के कुल पृष्ठों तथा प्रश्नों की उतनी ही संख्या है जितनी प्रथम पृष्ठ के सबसे ऊपर छपी है । इस बात की जाँच भी कर लें कि प्रश्न क्रमिक रूप में हैं ।
- 3 उत्तर-पुस्तिका में पहचान-चिह्न बनाने अथवा निर्दिष्ट स्थानों के अतिरिक्त कहीं भी अनुक्रमांक लिखने पर परीक्षार्थी को अयोग्य ठहराया जायेगा ।
- 4 अपनी उत्तर-पुस्तिका पर प्रश्न-पत्र का कोड नं. **63/OSS/1, सेट-B** लिखें ।
- 5 (क) प्रश्न-पत्र केवल हिंदी/अंग्रेजी माध्यम में है । फिर भी, यदि आप चाहें तो नीचे दी गई किसी एक भाषा में उत्तर दे सकते हैं :
अंग्रेजी, हिंदी, उर्दू, पंजाबी, बंगला, तमिल, मलयालम, कन्नड़, तेलुगु, मराठी, उड़िया, गुजराती, कोंकणी, मणिपुरी, असमिया, नेपाली, कश्मीरी, संस्कृत और सिंधी ।
कृपया उत्तर-पुस्तिका में दिए गए बॉक्स में लिखें कि आप किस भाषा में उत्तर लिख रहे हैं ।
(ख) यदि आप हिंदी एवं अंग्रेजी के अतिरिक्त किसी अन्य भाषा में उत्तर लिखते हैं तो प्रश्न को समझने में होने वाली त्रुटियों / गलतियों की जिम्मेदारी केवल आपकी होगी ।

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1



[Contd...

Unnati Educations

9899436384, 9654279279

BUSINESS STUDIES

व्यावसायिक अध्ययन

(319)

Time : 3 Hours]

[Maximum Marks : 100

समय : 3 घण्टे]

[पूर्णांक : 100

- Note :**
- (i) *All questions are compulsory. There is no overall choice, however, alternative choices are given in some questions. In such questions, you have to attempt only one choice.*
 - (ii) Marks allotted are indicated against each question.
 - (iii) Each question from Question Nos. 1 to 10 has four alternatives — (A), (B), (C) and (D), out of which one is most appropriate. Choose the correct answer among the four alternatives and write it in your answer-book against the number of the question. No Extra time is allotted for attempting multiple-choice questions.

- निर्देश :**
- (i) सभी प्रश्नों के उत्तर दें। पूर्ण प्रश्न-पत्र में विकल्प नहीं हैं, फिर भी कुछ प्रश्नों में आंतरिक विकल्प हैं। ऐसे सभी प्रश्नों में आपको एक ही विकल्प का उत्तर देना है।
 - (ii) प्रत्येक प्रश्न के अंक उसके सामने दिए गए हैं।
 - (iii) प्रश्न संख्या 1 से 10 तक के प्रत्येक प्रश्न में चार विकल्प — (A), (B), (C) और (D) दिए गए हैं, जिनमें एक सही है। चारों विकल्पों में से सही उत्तर चुनें तथा अपनी उत्तर-पुस्तिका में प्रश्न संख्या के सामने उत्तर लिखें। बहु-विकल्पी प्रश्नों के लिए अतिरिक्त समय नहीं दिया जाएगा।

1 Which of the following statement describes the principle of 'Division of Work' ? 1

- (A) Work should be divided into compact jobs to be assigned to individuals which leads to specialization.
- (B) Subordinates should respect their superiors.
- (C) Managers should be kind and just to workers.
- (D) A subordinate should work under the supervision of one superior only.

निम्नलिखित में से कौन सा कथन 'कार्य-विभाजन' के सिद्धान्त का वर्णन करता है ?

- (A) कार्य का विभाजन छोटे-छोटे भागों में करके इस प्रकार व्यक्तियों को सौंपा जाना चाहिए जिससे विशिष्टीकरण को बढ़ावा मिले।
- (B) अधीनस्थों को अपने वरिष्ठ अधिकारियों का सम्मान करना चाहिए।
- (C) प्रबन्धकों को अपने कर्मचारियों के प्रति दयालु एवं न्यायपूर्ण होना चाहिए।
- (D) एक अधीनस्थ का पर्यवेक्षण केवल एक ही अध्यक्ष के अधीन होना चाहिए।

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2



[Contd...

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2 Identify the principles of Management in which workers are encouraged to develop 1

and carry out their plans for improvements in the organization.

- (A) Discipline (B) Order
(C) Equity (D) Initiative

प्रबन्ध के उस सिद्धान्त को पहचानिए जिसमें कर्मचारियों को संगठन में सुधार करने के लिए अपनी योजनाओं को विकसित करने एवं उन्हें लागू करने के लिए प्रेरित किया जाता है ।

- (A) अनुशासन (B) व्यवस्था
(C) समता (D) पहल-क्षमता

3 Debenture is known : 1

- (A) As fixed capital of the company (B) As ownership Capital of the company
(C) As working capital of the company (D) As debt Capital of the company

ऋणपत्र को जाना जाता है :

- (A) कम्पनी की स्थायी पूंजी के रूप में (B) कम्पनी की स्वामित्व पूंजी के रूप में
(C) कम्पनी की कार्यशील पूंजी के रूप में (D) कम्पनी की ऋणपूंजी के रूप में

4 How many level of needs are there as per Maslow's Need Hierarchic theory ? 1

मैस्लो के पदानुक्रम आवश्यक सिद्धान्त के अनुसार आवश्यकताओं के कितने स्तर होते हैं ?

- (A) 3 (B) 4
(C) 5 (D) 6



- 5 Different steps in the process of organizing are given below : 1
- (1) Granting Authority
 - (2) Grouping activities
 - (3) Identification of activities
 - (4) Assignment of responsibilities
 - (5) Establishing Relationship
- Identify the correct sequence of the above stated steps.
संगठन प्रक्रिया के विभिन्न चरण नीचे दिए गए हैं ।
- (1) अधिकार का बंटवारा
 - (2) गतिविधियों का समूह बनाना
 - (3) गतिविधियों की पहचान
 - (4) जिम्मेदारियों का निर्धारण
 - (5) संबंध स्थापित करना
- उपरोक्त वर्णित चरणों का सही क्रम पहचानिए ।
- (A) 1-2-3-4-5
 - (B) 4-3-2-1-5
 - (C) 3-1-4-2-5
 - (D) 3-2-4-1-5
- 6 Identify the channel of distribution where producer bypass the chain of middlemen and approach the consumers directly to sell the goods. 1
- (A) Zero stage channel
 - (B) One stage channel
 - (C) Two stage channel
 - (D) Three stage channel
- वितरण के उस माध्यम को पहचानिए जिसमें उत्पादक वस्तुएं बेचने के लिए मध्यस्थों की शृंखला की उपेक्षा करके सीधे उपभोक्ताओं से सम्पर्क करता है ।
- (A) शून्य स्तरीय वितरण माध्यम
 - (B) एक स्तरीय वितरण माध्यम
 - (C) द्विस्तरीय वितरण माध्यम
 - (D) तीन स्तरीय वितरण माध्यम
- 7 Amount of funds invested in current assets is known as : 1
- (A) Fixed capital of the company
 - (B) Capital structure of the company
 - (C) Working capital of the company
 - (D) Financial planning of the company
- चालू सम्पत्तियों में निवेशित कोष की राशि कहलाती है :
- (A) कम्पनी की स्थायी पूंजी
 - (B) कम्पनी का पूंजी ढांचा
 - (C) कम्पनी की कार्यशील पूंजी
 - (D) कम्पनी की वित्तीय योजना



8 Which element of marketing mix make the goods available to consumers at a place where they conveniently make purchase ? 1

- (A) Product (B) Price
(C) Place (D) Promotion

विपणन-मिश्र का कौन सा घटक वस्तुओं को उपभोक्ताओं के लिए उस स्थान पर उपलब्ध कराता है जहाँ वे उसे आसानी से क्रय कर सकते हैं ?

- (A) उत्पाद (B) मूल्य
(C) स्थान (D) प्रवर्तन

9 When the firm of a country imports goods for the purpose of exporting the same to the firms of some other country with or without making any change, it is known as : 1

- (A) Import Trade (B) Internal Trade
(C) Entrepot trade (D) Export Trade

जब किसी एक देश की फर्म किसी दूसरे देश की फर्मों से वस्तुओं का आयात परिवर्तन के साथ अथवा बिना किसी परिवर्तन किए किसी अन्य देश को निर्यात करने के उद्देश्य से करती है तो वह कहलाता है :

- (A) आयात व्यापार (B) आन्तरिक व्यापार
(C) पुनर्निर्यात व्यापार (D) निर्यात व्यापार

10 Which of the following statement is correct in respect of composition of individual machinery set up under the Consumer Protection Act, 1986 ? 1

- (A) District forum consists of a president and three other members.
(B) State Commission consists of a President and not less than two other members, one of whom shall be a woman.
(C) National Commission consists of a President and not less than four other members, two of whom shall be women.
(D) National Commission consists of a President and not less than five other members.

उपभोक्ता संरक्षण अधिनियम, 1986 के अन्तर्गत गठित न्यायिक मशीनरी की संरचना के सम्बन्ध में निम्नलिखित में से कौन सा कथन सही है ?

- (A) जिला फोरम में एक प्रधान तथा तीन अन्य सदस्य होते हैं ।
(B) राज्य कमीशन में एक प्रधान तथा कम से कम दो अन्य सदस्य होते हैं जिनमें से एक महिला होगी ।
(C) राष्ट्रीय कमीशन में एक प्रधान तथा कम से कम चार अन्य सदस्य होते हैं, जिनमें से दो महिलाएं होगी ।
(D) राष्ट्रीय कमीशन में एक प्रधान तथा कम से कम पाँच अन्य सदस्य होते हैं ।



- 11 Wellness Pharmacy Pvt. Ltd. is engaged in manufacturing and distribution of medicines. 3

The company knows that due to Covid-19 pandemic the demand of its medicines will increase. So it has set up an objective of increasing its sales turnover by 40%. To achieve this objective it gathered the information that most of the doctors are recommending this medicine and a lot of opportunity is still available in the market. By doing so Wellness Pharmacy Pvt. Ltd. had completed the two steps in the planning process.

Identify the steps the company had completed and explain the next step in this process.

वैलनैस फार्मसी प्राइवेट लिमिटेड दवाईयों के उत्पादन एवं वितरण में संलग्न है । कम्पनी जानती है कि कोविड-19 महामारी के कारण इसकी दवाईयों की माँग बढ़ेगी । अतः इसने अपने विक्रय आवर्त को 40% तक बढ़ाने का उद्देश्य निर्धारित किया । इस उद्देश्य को प्राप्त करने के लिए उसने यह सूचना एकत्रित की कि अधिकांश डाक्टर्स इस दवाई की सलाह देते हैं और बाजार में अभी भी बहुत से सुअवसर उपलब्ध हैं ।

ऐसा करके वैलनैस फार्मसी प्राइवेट लिमिटेड ने नियोजन प्रक्रिया के दो चरणों को पूरा किया है ।

उन चरणों को पहचानिए जिन्हें कम्पनी ने पूरा किया है और इस प्रक्रिया के अगले चरण को समझाइए ।

- 12 Rishi has recently joined AMV Ltd. a company manufacturing refrigerators. 3

He not only defined the objectives of the organization but also formulates the policies to achieve these objectives.

(A) Identify the level of management at which Rishi has joined the organization.

(B) Also name the other two levels of management and one major function to be performed at these two levels.

रिषि अभी-अभी एक कम्पनी एएमवी (AMV) लिमिटेड में कार्य करना आरम्भ किया है, जो रेफ्रिजरेटर्स का उत्पादन करती है । वह न केवल संगठन के उद्देश्यों को परिभाषित करता है अपितु साथ ही इन उद्देश्यों को प्राप्त करने के लिए नीतियां भी बनाता है ।

(A) प्रबन्ध के उस स्तर की पहचान कीजिए जिस पर इस संगठन में रिषि ने कार्य करना आरम्भ किया है ।

(B) प्रबन्ध के अन्य दो स्तरों के नाम बताइए तथा इन दोनों स्तरों पर निष्पादित किए जाने वाला एक-एक मुख्य कार्य भी बताइए ।



- 13 Explain 'Investment decision' and 'Dividend decision' as types of financial decisions. 3

वित्तीय निर्णयों के प्रकार के रूप में 'निवेश निर्णय' तथा 'लाभांश निर्णय' को समझाइए ।

OR / अथवा

State any three essential elements of a sound financial plan.

एव अच्छी वित्तीय योजना के किन्हीं तीन आवश्यक तत्वों का उल्लेख कीजिए ।

- 14 Identify and state the component of product mix which is used as an identification of a product in the form of a name, sign, symbol or design. Also state two other components of product mix. 3

उत्पाद-मिश्र के उस घटक को पहचानिए एवं उसका उल्लेख कीजिए जिसका प्रयोग एक नाम, संकेत, चिन्ह या डिजाइन के रूप में एक उत्पाद की पहचान करने के लिए उपयोग किया जाता है । उत्पाद-मिश्र के दो अन्य घटकों का उल्लेख भी कीजिए ।

- 15 'Consumer Protection Act was passed to protect consumers'. State any three points of importance of Consumer Protection from the point of view of consumers. 3

‘उपभोक्ता संरक्षण अधिनियम उपभोक्ताओं की सुरक्षा के लिए पारित किया गया था’ । उपभोक्ताओं के दृष्टिकोण से उपभोक्ता संरक्षण के महत्व के किन्हीं तीन बिन्दुओं का उल्लेख कीजिए ।

- 16 Pushpak stores is a large scale retail shop where a large variety of goods are sold in a single building. The entire building is divided into a number of departments. In each department specific type of goods like stationery goods, electronic goods, garments, jewellery etc. are made available. 4

(A) Identify the type of retail trade done by Pushpak stores.

(B) State any three limitations of this type of retail trade.

पुष्पक स्टोर्स एक बड़े पैमाने की फुटकर दुकान है जिसमें विभिन्न प्रकार की वस्तुएं एक ही भवन में बेची जाती हैं । प्रत्येक विभाग में विशेष प्रकार की वस्तुओं जैसे स्टेशनरी का सामान, इलैक्ट्रॉनिक का सामान, कपड़े, आभूषण इत्यादि उपलब्ध कराए जाते हैं ।

(A) पुष्पक स्टोर्स द्वारा किये जा रहे फुटकर व्यापार के प्रकार को पहचानिए ।

(B) इस प्रकार के फुटकर व्यापार की किन्हीं तीन सीमाओं का उल्लेख कीजिए ।



- 17 Explain 'Single-line stores' and 'speciality stores' as fixed shop retailers. 2+2=4

स्थायी दुकान फुटकर व्यापार के रूप में 'एक ही प्रकार की वस्तुओं का स्टोर' तथा 'विशेष वस्तुओं का स्टोर' को समझाइए ।

- 18 Explain the following money market instruments. 4

(A) Call Money

(B) Treasury Bill

मुद्रा बाजार के निम्नलिखित प्रलेखों को समझाइए :

(A) याचना राशि

(B) ट्रेजरी बिल

- 19 Reema is a successful manager because she knows as per changing situations how principles of management are modified and applied. 4

(A) Identify the nature of principles of management highlighted in the above lines.

(B) Explain three other characteristics of the nature of principles of management other than the one in (A) explain in the above lines.

रीमा एक सफल प्रबन्धक है क्योंकि वह जानती है कि बदलती हुई परिस्थितियों में प्रबन्ध के सिद्धान्तों को कैसे संशोधित एवं प्रयुक्त किया जाता है ।

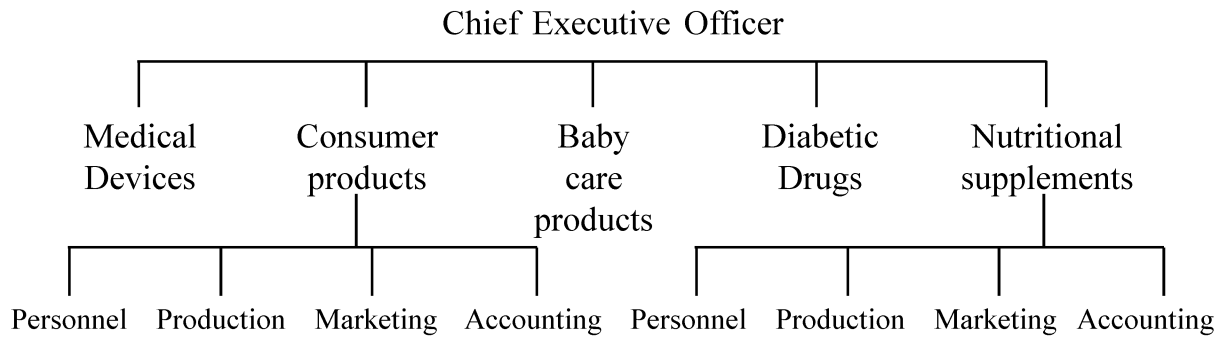
(A) उपरोक्त पंक्तियों में प्रकाशित प्रबंध के सिद्धान्तों की प्रकृति को पहचानिए ।

(B) उपरोक्त पंक्तियों में समझाई गई विशेषता के अतिरिक्त प्रबन्ध के सिद्धान्तों की इस प्रकृति की तीन अन्य विशेषताएँ समझाइए ।



20 A Pharmaceutical company has the following organization structure.

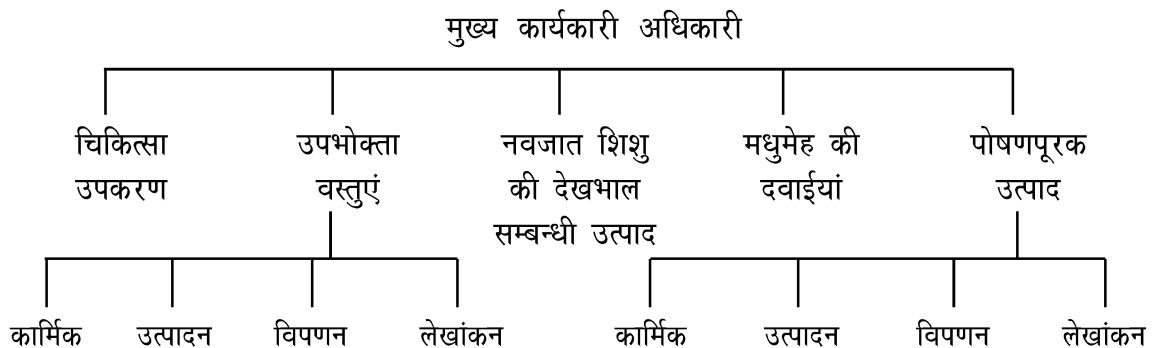
4



(A) Identify and explain the type of organization structure followed by the Company.

(B) State one merit and one limitation of the structure identified in (A) above.

एक दवा बनाने वाली कम्पनी का संगठन ढांचा निम्न प्रकार है –



(A) कम्पनी द्वारा अपनाए गए संगठन ढांचे के प्रकार को पहचानिए एवं समझाइए ।

(B) उपरोक्त (A) में पहचान गए ढांचे का कोई एक लाभ व एक सीमा का उल्लेख कीजिए ।

21 Explain the steps in the process of controlling function of management.

5

प्रबन्ध के नियन्त्रण कार्य की प्रक्रिया के चरणों को समझाइए ।

22 Explain 'work studies' as a technique of scientific management.

5

वैज्ञानिक प्रबन्ध की एक तकनीक के रूप में 'कार्य अध्ययन' को समझाइए ।



- 23 Differentiate between 'shares' and 'debentures' on basis of : 5
 (A) Status (B) Nature of Return on Investment
 (C) Risk
 'अंश' एवं 'ऋणपत्रों' में निम्नलिखित आधार पर अन्तर्भेद कीजिए :
 (A) स्थिति (B) निवेश पर आय की प्रकृति
 (C) जोखिम
- 24 Explain the following terms related to marketing : 5
 (A) Market (B) Marketer
 (C) Customer
 विपणन से सम्बन्धित निम्नलिखित शब्दावली को समझाइए :
 (A) बाज़ार (B) विपणनकर्ता
 (C) उपभोक्ता
- 25 State any five difficulties faced by the buyers and sellers engaged in external trade. 1×5=5
 बाह्य व्यापार में संलग्न क्रेताओं एवं विक्रेताओं द्वारा सामना की जाने वाली किन्हीं पांच कठिनाईयों का उल्लेख कीजिए ।
- 26 Maha Footwears Ltd. is a company having 200 shops at different places of the country. 6
 All the 200 shops having the same name, same decoration and they are dealing in the same type of products with same price. All sales are made strictly on the cash basis.
 (a) Identify the type of retail trade.
 (b) State five merits of this type of retail trade identified in part (a) above.
 महा फुटवियर्स लिमिटेड एक कम्पनी है जिसकी देश में विभिन्न स्थानों पर 200 दुकानें हैं । सभी 200 दुकानों का एक जैसा नाम है, एक जैसी साज़-सज़्जा है तथा वे एक ही प्रकार की वस्तुओं में व एक ही मूल्य पर लेन-देन करती हैं । समस्त बिक्री सिर्फ नगद आधार पर की जाती है ।
 (a) फुटकर व्यापार के प्रकार को पहचानिए ।
 (b) उपरोक्त भाग (a) में पहचाने गए फुटकर व्यापार के प्रकार के किन्हीं पाँच लाभों का उल्लेख कीजिए ।

OR / अथवा

Rekha purchased one kg of pure Deshi Ghee from a shopkeeper. After using it she had a doubt that it is adulterated. She sent it for a laboratory test which confirmed that the ghee is adulterated. State any six reliefs available to Rekha, if she complaints and the consumer court is satisfied about the genuineness of the complaint.

रेखा ने एक दुकानदार से 1 किलो शुद्ध देशी घी खरीदा । खरीदने के बाद उसे शक हुआ कि यह मिलावट वाला है । उसने इसे एक प्रयोगशाला परीक्षण के लिए भेजा जिसने यह पुष्टि कर दी कि घी मिलावट वाला है ।

यदि उपभोक्ता अदालत शिकायत की यथार्थता से संतुष्ट है तो रेखा के शिकायत करने पर उसे प्राप्त होने वाली किन्हीं छः राहतों का उल्लेख कीजिए ।



- 27 Selection is the process of choosing the most suitable candidates. State the steps of the selection process. 6

‘चयन सबसे उपयुक्त अभ्यार्थी के चुनाव की प्रक्रिया है ।’ चयन प्रक्रिया के चरणों का उल्लेख कीजिए ।

OR / अथवा

Why is the employee training necessary in an organization ? State any six reasons.
‘किसी संगठन में कर्मचारियों का प्रशिक्षण क्यों आवश्यक होता है ?’ किन्हीं छः कारणों का उल्लेख कीजिए ।

- 28 Name the concept of management which harmonizes the efforts of different department to achieve common objectives. Also explain any five features of this concept. 6

प्रबन्ध की उस अवधारणा का नाम बताइए जो समान उद्देश्य की प्राप्ति के लिए विभिन्न विभागों के प्रयासों में एकरूपता लाती है । इस अवधारणा की किन्हीं पाँच विशेषताओं को भी समझाइए ।

OR / अथवा

Objectives are end results towards which all managerial efforts and organizational activities are directed. In the light of the statement explain any five objectives of management.

‘उद्देश्य वह अंतिम परिणाम होते हैं जिनकी ओर सभी प्रबन्धकीय प्रयासों तथा संगठनात्मक क्रियाओं को निर्देशित किया जाता है ।’ इस कथन के संदर्भ में प्रबन्ध के किन्हीं पाँच उद्देश्यों को समझाइए ।

- 29 Public deposits are very popular and convenient method of raising short term and medium term finance. Explain any four merits of this method. 6

‘सार्वजनिक जमा अल्पावधि एवं मध्यावधि वित्त एकत्र करने की बहुत लोकप्रिय एवं सुविधाजनक विधि है’ । इस विधि के कोई चार लाभ समझाइए ।

OR / अथवा

As per Companies Act, 1956, companies are required to transfer a part of their profits in reserves which is known as 'Retention of Profit'. As a source of long term finance it has many benefits but still many limitations too. State any three benefits and three limitations of Retention of Profit.

कम्पनी अधिनियम 1956 के अनुसार कम्पनियों के लिए लाभों का कुछ भाग संचयों में आवश्यक रूप में हस्तान्तरित करना होता है जिसे ‘लाभों का संचय’ नाम से जाना जाता है । लम्बी अवधि वित्त के स्रोत के रूप में इसके कई लाभ हैं किन्तु कई हानियाँ भी हैं । लाभों के संचय के किन्हीं तीन लाभों एवं तीन सीमाओं (हानियों) का उल्लेख कीजिए ।



- 30** Price of the product should be neither high nor too low as it affects the sales volume and profitability. Hence various factors are taken into consideration while determining the price of a product. Explain any four such factors. **6**

उत्पाद का मूल्य न तो अधिक होना चाहिए और न ही बहुत कम क्योंकि यह विक्रय की मात्रा एवं लाभप्रदता को प्रभावित करता है । अतः एक उत्पाद का मूल्य निर्धारित करते समय बहुत से कारकों को ध्यान में रखा जाता है । ऐसे किन्हीं चार कारकों को समझाइए ।

OR / अथवा

The route which the product follows from manufacture to the consumers involves certain costs. This affects the price of the product and profits. Hence the manufacturer has to take into consideration certain factors before finalizing the channels of distribution. Explain any four such factors which affects the choice of distribution channel.

उत्पादक से उपभोक्ता तक उत्पाद जिस मार्ग से जाता है उसमें बहुत सी लागतें निहित होती है । यह उत्पाद के मूल्य और लाभों को प्रभावित करती है । अतः वितरण के माध्यम का चयन करने से पहले कुछ कारकों को ध्यान में रखा जाता है । ऐसे किन्हीं चार कारकों को समझाइए ।



This Question Paper consists of 30 questions and 12 printed pages.
इस प्रश्न-पत्र में 30 प्रश्न तथा 12 मुद्रित पृष्ठ हैं ।

Roll No.

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अनुक्रमांक

Code No. 63/OSS/1
कोड नं.

SET/सेट

C

BUSINESS STUDIES

व्यावसायिक अध्ययन

(319)

Day and Date of Examination

(परीक्षा का दिन व दिनांक)

Signature of Invigilators

(निरीक्षकों के हस्ताक्षर)

1. _____
2. _____

General Instructions :

- 1 Candidate must write his/her Roll Number on the first page of the Question Paper.
- 2 Please check the Question Paper to verify that the total pages and total number of questions contained in the Question Paper are the same as those printed on the top of the first page. Also check to see that the questions are in sequential order.
- 3 Making any identification mark in the Answer-Book or writing Roll Number anywhere other than the specified places will lead to disqualification of the candidate.
- 4 Write your Question Paper Code No. **63/OSS/1, Set-C** on the Answer-Book.
- 5 (a) The Question Paper is in English/Hindi medium only. However, if you wish, you can answer in any one of the languages listed below :
English, Hindi, Urdu, Punjabi, Bengali, Tamil, Malayalam, Kannada, Telugu, Marathi, Oriya, Gujarati, Konkani, Manipuri, Assamese, Nepali, Kashmiri, Sanskrit and Sindhi.
You are required to indicate the language you have chosen to answer in the box provided in the Answer-Book.
(b) If you choose to write the answer in the language other than Hindi and English, the responsibility for any errors/mistakes in understanding the question will be yours only.

सामान्य अनुदेश :

- 1 परीक्षार्थी प्रश्न-पत्र के पहले पृष्ठ पर अपना अनुक्रमांक अवश्य लिखें ।
- 2 कृपया प्रश्न-पत्र को जाँच लें कि प्रश्न-पत्र के कुल पृष्ठों तथा प्रश्नों की उतनी ही संख्या है जितनी प्रथम पृष्ठ के सबसे ऊपर छपी है । इस बात की जाँच भी कर लें कि प्रश्न क्रमिक रूप में हैं ।
- 3 उत्तर-पुस्तिका में पहचान-चिह्न बनाने अथवा निर्दिष्ट स्थानों के अतिरिक्त कहीं भी अनुक्रमांक लिखने पर परीक्षार्थी को अयोग्य ठहराया जायेगा ।
- 4 अपनी उत्तर-पुस्तिका पर प्रश्न-पत्र का कोड नं. **63/OSS/1, सेट-C** लिखें ।
- 5 (क) प्रश्न-पत्र केवल हिंदी/अंग्रेजी माध्यम में है । फिर भी, यदि आप चाहें तो नीचे दी गई किसी एक भाषा में उत्तर दे सकते हैं :
अंग्रेजी, हिंदी, उर्दू, पंजाबी, बंगला, तमिल, मलयालम, कन्नड़, तेलुगु, मराठी, उड़िया, गुजराती, कोंकणी, मणिपुरी, असमिया, नेपाली, कश्मीरी, संस्कृत और सिंधी ।
कृपया उत्तर-पुस्तिका में दिए गए बॉक्स में लिखें कि आप किस भाषा में उत्तर लिख रहे हैं ।
(ख) यदि आप हिंदी एवं अंग्रेजी के अतिरिक्त किसी अन्य भाषा में उत्तर लिखते हैं तो प्रश्न को समझने में होने वाली त्रुटियों / गलतियों की जिम्मेदारी केवल आपकी होगी ।

63/OSS/1-319-C]

1



[Contd...

Unnati Educations

9899436384, 9654279279

BUSINESS STUDIES

व्यावसायिक अध्ययन

(319)

Time : 3 Hours]

[Maximum Marks : 100

समय : 3 घण्टे]

[पूर्णांक : 100

- Note :**
- (i) *All* questions are compulsory. There is no overall choice, however, alternative choices are given in some questions. In such questions, you have to attempt only one choice.
 - (ii) Marks allotted are indicated against each question.
 - (iii) Each question from Question Nos. **1** to **10** has four alternatives — (A), (B), (C) and (D), out of which one is most appropriate. Choose the correct answer among the four alternatives and write it in your answer-book against the number of the question. No Extra time is allotted for attempting multiple-choice questions.

- निर्देश :**
- (i) सभी प्रश्नों के उत्तर दें। पूर्ण प्रश्न-पत्र में विकल्प नहीं हैं, फिर भी कुछ प्रश्नों में आंतरिक विकल्प हैं। ऐसे सभी प्रश्नों में आपको एक ही विकल्प का उत्तर देना है।
 - (ii) प्रत्येक प्रश्न के अंक उसके सामने दिए गए हैं।
 - (iii) प्रश्न संख्या 1 से 10 तक के प्रत्येक प्रश्न में चार विकल्प — (A), (B), (C) और (D) दिए गए हैं, जिनमें एक सही है। चारों विकल्पों में से सही उत्तर चुनें तथा अपनी उत्तर-पुस्तिका में प्रश्न संख्या के सामने उत्तर लिखें। बहु-विकल्पी प्रश्नों के लिए अतिरिक्त समय नहीं दिया जाएगा।

- 1** Google is continuously busy in adding new features in its search engine to remain ahead of changes made by other competing search engines. **1**

The following objective of management being reflected in the statement is :

- (A) It aims at optimum utilization of resources
- (B) It ensures fair Return on Capital
- (C) It increases productivity
- (D) It meets challenges of the changing environment

गूगल अपने सर्च इंजन में बहुत सी नई विशेषताएं लगातार जोड़ने में व्यस्त है ताकि वह अन्य सर्च इंजन में बदलाव लाने वाली प्रतियोगी संस्थाओं से आगे रहे। इस कथन में प्रबन्ध के निम्नलिखित उद्देश्य पर प्रकाश पड़ता है :

- (A) इसका उद्देश्य संसाधनों का अनुकूलतम उपयोग है।
- (B) यह पूंजी पर उचित प्रतिफल का आश्वासन देता है।
- (C) यह उत्पादकता को बढ़ाता है।
- (D) यह परिवर्तित वातावरण की चुनौतियों का सामना करने में मदद करता है।



2 Through this process, a manager synchronizes the activities of different departments. Identify the concept. 1

- (A) Controlling (B) Planning
(C) Organization (D) Coordination

‘इस प्रक्रिया के द्वारा प्रबन्धक विभिन्न विभागों की क्रियाओं में सामन्जस्य स्थापित करता है ।’
अवधारणा को पहचानिए ।

- (A) नियन्त्रण (B) नियोजन
(C) संगठन (D) समन्वय

3 Amount of funds invested in current assets is known as : 1

- (A) Fixed capital of the company
(B) Capital structure of the company
(C) Working capital of the company
(D) Financial planning of the company

चालू सम्पत्तियों में निवेशित कोष की राशि कहलाती है :

- (A) कम्पनी की स्थायी पूंजी
(B) कम्पनी का पूंजी ढांचा
(C) कम्पनी की कार्यशील पूंजी
(D) कम्पनी की वित्तीय योजना

4 Debenture is known : 1

- (A) As fixed capital of the company (B) As ownership Capital of the company
(C) As working capital of the company (D) As debt Capital of the company

ऋणपत्र को जाना जाता है :

- (A) कम्पनी की स्थायी पूंजी के रूप में (B) कम्पनी की स्वामित्व पूंजी के रूप में
(C) कम्पनी की कार्यशील पूंजी के रूप में (D) कम्पनी की ऋणपूंजी के रूप में



5 The type of plan in which expected results are expressed in numerical terms is : 1

- (A) Policy (B) Methods
(C) Strategy (D) Budget

योजना का वह प्रकार जिसमें संभावित परिणामों को संख्यात्मक शब्दों में व्यक्त किया जाता है :

- (A) नीति (B) विधियां
(C) रणनीति (D) बजट

6 The communication between Production Manager and Marketing Manager is an example of : 1

- (A) Diagonal Communication (B) Upward Communication
(C) Downward Communication (D) Horizontal Communication

उत्पादन प्रबन्धक एवं विपणन प्रबन्धक के बीच सम्प्रेषण उदाहरण है :

- (A) तिरछा सम्प्रेषण (B) उपर की ओर सम्प्रेषण
(C) नीचे की ओर सम्प्रेषण (D) समतल सम्प्रेषण

7 Woodland company sells its product like shoes, wallets apparels etc. through its own stores. These stores are known as : 1

- (A) General Stores (B) Single line stores
(C) Speciality stores (D) Secondhand goods shop

वुडलैंड कम्पनी अपने उत्पाद जैसे जूते, कपड़े इत्यादि अपने स्टोर्स के माध्यम से बेचती है ।
ये स्टोर्स जाने जाते हैं :

- (A) साधारण स्टोर्स (B) एक ही प्रकार की वस्तुओं के स्टोर्स
(C) विशेष वस्तुओं के स्टोर्स (D) पुरानी वस्तुओं की दुकान



8 When consumer service cells have been set up by manufacturers to attend to consumer complaints and take appropriate steps for their redressal, it becomes a part of : 1

- (A) Right to be informed (B) Right to be heard
(C) Right to seek Redressal (D) Right to consumer education

जब उत्पादकों द्वारा उपभोक्ताओं की शिकायतों को सुनने और उन्हें दूर करने के लिए उचित कदम उठाने के लिए उपभोक्ता सेवा-कक्ष स्थापित किए जाते हैं, तो यह भाग होता है :

- (A) सूचना पाने के अधिकार का (B) सुनवाई के अधिकार का
(C) शिकायत निवारण के अधिकार का (D) उपभोक्ता शिक्षा के अधिकार का

9 Airtight containers protects the product from moisture. The component of product mix highlighted is : 1

- (A) Branding (B) Labelling
(C) Packaging (D) None of the above

‘वायु-रोधक कंटेनर उत्पाद को नमी से सुरक्षा प्रदान करते हैं’ उत्पाद-मिश्र के जिस घटक पर प्रकाश डाला गया है वह है :

- (A) ब्रान्डिंग (B) लेबलिंग
(C) पैकेजिंग (D) उपरोक्त में से कोई नहीं

10 Which of the following do not come under fixed shop-small scale retailers ? 1

- (A) General Stores (B) Single-line stores
(C) Speciality stores (D) Itinerant retailers

निम्नलिखित में से कौन सा छोटे पैमाने पर – स्थायी दुकान फुटकर व्यापार के अन्तर्गत नहीं आता ?

- (A) साधारण स्टोर (B) एक ही प्रकार की वस्तुओं के स्टोर
(C) विशेष वस्तुओं के स्टोर (D) पुरानी वस्तुओं की फुटकर दुकानें



- 11 Ajay is working in XYZ Ltd. His routine work is to assign jobs to workers. 3
(A) Identify the level of management at which Ajay is working.
(B) State two other functions of the level of management identified in (A) above.
अजय एक्सवाइजैड लिमिटेड में कार्यरत है । उसका दैनिक कार्य कर्मचारियों को कार्य सौंपना है ।
(A) प्रबन्ध के उस स्तर की पहचान कीजिए जिस पर अजय कार्यरत है ।
(B) उपरोक्त (A) में पहचाने गए प्रबन्ध के स्तर पर किए जाने वाले दो अन्य कार्यों का उल्लेख कीजिए ।
- 12 'Consumer Protection is in the interest of business itself.' In the light of this 3
statement state any three points of importance of consumer protection from the point
of view of a business.
'उपभोक्ता संरक्षण स्वयं व्यवसाय के हित में है ।' इस कथन के संदर्भ में व्यवसाय के दृष्टिकोण
से उपभोक्ता संरक्षण के महत्व के किन्हीं तीन बिन्दुओं का उल्लेख कीजिए ।
- 13 Explain any two factors that determines the fixed capital requirements of a company. 3
ऐसे दो कारकों को समझाइए जो स्थायी पूंजी आवश्यकताओं को निर्धारित करते हैं ।
- 14 Wellness Pharmacy Pvt. Ltd. is engaged in manufacturing and distribution of medicines. 3
The company knows that due to Covid-19 pandemic the demand of its medicines will
increase. So it has set up an objective of increasing its sales turnover by 40%. To
achieve this objective it gathered the information that most of the doctors are
recommending this medicine and a lot of opportunity is still available in the market.
By doing so Wellness Pharmacy Pvt. Ltd. had completed the two steps in the planning
process.
Identify the steps the company had completed and explain the next step in this process.
वैलनैस फार्मसी प्राइवेट लिमिटेड दवाईयों के उत्पादन एवं वितरण में संलग्न है । कम्पनी जानती
है कि कोविड-19 महामारी के कारण इसकी दवाईयों की माँग बढ़ेगी । अतः इसने अपने विक्रय
आवर्त को 40% तक बढ़ाने का उद्देश्य निर्धारित किया । इस उद्देश्य को प्राप्त करने के लिए
उसने यह सूचना एकत्रित की कि अधिकांश डाक्टर्स इस दवाई की सलाह देते हैं और बाजार
में अभी भी बहुत से सुअवसर उपलब्ध हैं ।
ऐसा करके वैलनैस फार्मसी प्राइवेट लिमिटेड ने नियोजन प्रक्रिया के दो चरणों को पूरा किया है ।
उन चरणों को पहचानिए जिन्हें कम्पनी ने पूरा किया है और इस प्रक्रिया के अगले चरण को समझाइए ।



- 15 Identify and state the component of product mix which is used as an identification of a product in the form of a name, sign, symbol or design. Also state two other components of product mix. 3

उत्पाद-मिश्र के उस घटक को पहचानिए एवं उसका उल्लेख कीजिए जिसका प्रयोग एक नाम, संकेत, चिन्ह या डिजाइन के रूप में एक उत्पाद की पहचान करने के लिए उपयोग किया जाता है । उत्पाद-मिश्र के दो अन्य घटकों का उल्लेख भी कीजिए ।

- 16 Pushpak stores is a large scale retail shop where a large variety of goods are sold in a single building. The entire building is divided into a number of departments. In each department specific type of goods like stationery goods, electronic goods, garments, jewellery etc. are made available. 4

(A) Identify the type of retail trade done by Pushpak stores.

(B) State any three limitations of this type of retail trade.

पुष्पक स्टोर्स एक बड़े पैमाने की फुटकर दुकान है जिसमें विभिन्न प्रकार की वस्तुएं एक ही भवन में बेची जाती हैं । प्रत्येक विभाग में विशेष प्रकार की वस्तुओं जैसे स्टेशनरी का सामान, इलेक्ट्रॉनिक का सामान, कपड़े, आभूषण इत्यादि उपलब्ध कराए जाते हैं ।

(A) पुष्पक स्टोर्स द्वारा किये जा रहे फुटकर व्यापार के प्रकार को पहचानिए ।

(B) इस प्रकार के फुटकर व्यापार की किन्हीं तीन सीमाओं का उल्लेख कीजिए ।

- 17 The marketing manager of A Ltd. selling generators has been asked to achieve the sales target of 100 generators per day. He assigns this tasks to 10 sales persons working under him and also gives them authority to perform the task and at the same time make them accountable. 4

(A) Identify the concept discussed in the above para.

(B) Also state the important elements of the concept identified in part (A).

ए लिमिटेड के विपणन प्रबन्धक को जो जनरेटर्स की बिक्री करती है प्रतिदिन 100 जनरेटर्स की बिक्री का लक्ष्य दिया गया । उसने अपने अन्तर्गत कार्य करने वाले 10 विक्रयकर्ताओं को यह कार्य सौंप दिया और उन्हें यह कार्य निष्पादित करने का अधिकार भी दे दिया तथा साथ ही उन्हें उत्तरदायी भी बना दिया ।

(A) उपरोक्त अनुच्छेद में चर्चित अवधारणा को पहचानिए ।

(B) साथ ही भाग (A) में पहचान गई अवधारणा से मुख्य घटकों का उल्लेख भी कीजिए ।



- 18 Explain 'Single-line stores' and 'speciality stores' as fixed shop retailers. 2+2=4

स्थायी दुकान फुटकर व्यापार के रूप में 'एक ही प्रकार की वस्तुओं का स्टोर' तथा 'विशेष वस्तुओं का स्टोर' को समझाइए ।

- 19 Reema is a successful manager because she knows as per changing situations how 4

principles of management are modified and applied.

(A) Identify the nature of principles of management highlighted in the above lines.

(B) Explain three other characteristics of the nature of principles of management other than the one in (A) explain in the above lines.

रीमा एक सफल प्रबन्धक है क्योंकि वह जानती है कि बदलती हुई परिस्थितियों में प्रबन्ध के सिद्धान्तों को कैसे संशोधित एवं प्रयुक्त किया जाता है ।

(A) उपरोक्त पंक्तियों में प्रकाशित प्रबंध के सिद्धान्तों की प्रकृति को पहचानिए ।

(B) उपरोक्त पंक्तियों में समझाई गई विशेषता के अतिरिक्त प्रबन्ध के सिद्धान्तों की इस प्रकृति की तीन अन्य विशेषताएं समझाइए ।

- 20 Explain the following money market instruments : 2+2=4

(i) Certificate of deposit

(ii) Commercial paper

मुद्रा बाजार के निम्नलिखित प्रलेखों को समझाइए :

(i) जमा प्रमाण पत्र

(ii) वाणिज्यिक पत्र



- 21 State any five difficulties faced by the buyers and sellers engaged in external trade. 1×5=5

बाह्य व्यापार में संलग्न क्रेताओं एवं विक्रेताओं द्वारा सामना की जाने वाली किन्हीं पांच कठिनाईयों का उल्लेख कीजिए ।

- 22 Give the meaning of controlling. Explain the relationship between planning and controlling. 5

‘नियन्त्रण’ का अर्थ दीजिए । नियोजन एवं नियन्त्रण के सम्बन्ध को समझाइए ।

- 23 Give the meaning of preference shares. Also explain any two types of Preference Shares. 5

पूर्वाधिकारी अंशों का अर्थ दीजिए । पूर्वाधिकारी अंशों के किन्हीं दो प्रकारों को समझाइए ।

- 24 Explain ‘work studies’ as a technique of scientific management. 5

वैज्ञानिक प्रबन्ध की एक तकनीक के रूप में ‘कार्य अध्ययन’ को समझाइए ।

- 25 Marketing is important for the business, the consumers as well as for the society. Explain how by giving any five points. 5

‘विपणन व्यवसाय के लिए, उपभोक्ताओं के लिए और साथ ही समाज के लिए महत्वपूर्ण है ।’ कोई पांच बिन्दु देते हुए समझाइए कैसे ?



26 Maha Footwears Ltd. is a company having 200 shops at different places of the country. 6

All the 200 shops having the same name, same decoration and they are dealing in the same type of products with same price. All sales are made strictly on the cash basis.

(a) Identify the type of retail trade.

(b) State five merits of this type of retail trade identified in part (a) above.

महा फुटवियर्स लिमिटेड एक कम्पनी है जिसकी देश में विभिन्न स्थानों पर 200 दुकानें हैं। सभी 200 दुकानों का एक जैसा नाम है, एक जैसी साज़-सज़्जा है तथा वे एक ही प्रकार की वस्तुओं में व एक ही मूल्य पर लेन-देन करती हैं। समस्त बिक्री सिर्फ नगद आधार पर की जाती है।

(a) फुटकर व्यापार के प्रकार को पहचानिए।

(b) उपरोक्त भाग (a) में पहचाने गए फुटकर व्यापार के प्रकार के किन्हीं पाँच लाभों का उल्लेख कीजिए।

OR / अथवा

Rekha purchased one kg of pure Deshi Ghee from a shopkeeper. After using it she had a doubt that it is adulterated. She sent it for a laboratory test which confirmed that the ghee is adulterated. State any six reliefs available to Rekha, if she complaints and the consumer court is satisfied about the genuineness of the complaint.

रेखा ने एक दुकानदार से 1 किलो शुद्ध देशी घी खरीदा। खरीदने के बाद उसे शक हुआ कि यह मिलावट वाला है। उसने इसे एक प्रयोगशाला परीक्षण के लिए भेजा जिसने यह पुष्टि कर दी कि घी मिलावट वाला है।

यदि उपभोक्ता अदालत शिकायत की यथार्थता से संतुष्ट है तो रेखा के शिकायत करने पर उसे प्राप्त होने वाली किन्हीं छः राहतों का उल्लेख कीजिए।

27 Price of the product should be neither high nor too low as it affects the sales volume 6

and profitability. Hence various factors are taken into consideration while determining the price of a product. Explain any four such factors.

उत्पाद का मूल्य न तो अधिक होना चाहिए और न ही बहुत कम क्योंकि यह विक्रय की मात्रा एवं लाभप्रदता को प्रभावित करता है। अतः एक उत्पाद का मूल्य निर्धारित करते समय बहुत से कारकों को ध्यान में रखा जाता है। ऐसे किन्हीं चार कारकों को समझाइए।

OR / अथवा



The route which the product follows from manufacture to the consumers involves certain costs. This affects the price of the product and profits. Hence the manufacturer has to take into consideration certain factors before finalizing the channels of distribution. Explain any four such factors which affects the choice of distribution channel.

उत्पादक से उपभोक्ता तक उत्पाद जिस मार्ग से जाता है उसमें बहुत सी लागतें निहित होती हैं । यह उत्पाद के मूल्य और लाभों को प्रभावित करती है । अतः वितरण के माध्यम का चयन करने से पहले कुछ कारकों को ध्यान में रखा जाता है । ऐसे किन्हीं चार कारकों को समझाइए ।

- 28 Name the concept of management which harmonizes the efforts of different department to achieve common objectives. Also explain any five features of this concept. 6

प्रबन्ध की उस अवधारणा का नाम बताइए जो समान उद्देश्य की प्राप्ति के लिए विभिन्न विभागों के प्रयासों में एकरूपता लाती है । इस अवधारणा की किन्हीं पाँच विशेषताओं को भी समझाइए ।

OR / अथवा

Objectives are end results towards which all managerial efforts and organizational activities are directed. In the light of the statement explain any five objectives of management.

‘उद्देश्य वह अंतिम परिणाम होते हैं जिनकी ओर सभी प्रबन्धकीय प्रयासों तथा संगठनात्मक क्रियाओं को निर्देशित किया जाता है ।’ इस कथन के संदर्भ में प्रबन्ध के किन्हीं पाँच उद्देश्यों को समझाइए ।

- 29 Selection is the process of choosing the most suitable candidates. State the steps of the selection process. 6

‘चयन सबसे उपयुक्त अभ्यर्थी के चुनाव की प्रक्रिया है ।’ चयन प्रक्रिया के चरणों का उल्लेख कीजिए ।

OR / अथवा

Why is the employee training necessary in an organization ? State any six reasons.

‘किसी संगठन में कर्मचारियों का प्रशिक्षण क्यों आवश्यक होता है ?’ किन्हीं छः कारणों का उल्लेख कीजिए ।



30 Public deposits are very popular and convenient method of raising short term and medium term finance. Explain any four merits of this method.

6

‘सार्वजनिक जमा अल्पावधि एवं मध्यावधि वित्त एकत्र करने की बहुत लोकप्रिय एवं सुविधाजनक विधि है’ । इस विधि के कोई चार लाभ समझाइए ।

OR / अथवा

As per Companies Act, 1956, companies are required to transfer a part of their profits in reserves which is known as 'Retention of Profit'. As a source of long term finance it has many benefits but still many limitations too. State any three benefits and three limitations of Retention of Profit.

कम्पनी अधिनियम 1956 के अनुसार कम्पनियों के लिए लाभों का कुछ भाग संचयों में आवश्यक रूप में हस्तान्तरित करना होता है जिसे ‘लाभों का संचय’ नाम से जाना जाता है । लम्बी अवधि वित्त के स्रोत के रूप में इसके कई लाभ हैं किन्तु कई हानियाँ भी हैं। लाभों के संचय के किन्हीं तीन लाभों एवं तीन सीमाओं (हानियों) का उल्लेख कीजिए ।





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BUSINESS STUDIES (319)

1. Name the technique of scientific management which suggested higher wages who produced standard output or more and lower payment for those who fail to produce standard output.

- (A) Differential piece Rate Plan
- (B) Work studies
- (C) Functional organization
- (D) Standardization

Answer: (A) Differential piece Rate Plan

2. Identify the function of management which aims to ensure the performance of work in accordance with the plans.

- (A) Planning
- (B) Organizing
- (C) Directing
- (D) Controlling

Answer: (D) Controlling

3. Different steps in the process of organizing are given below:

- 1. Granting Authority
- 2. Grouping Activities
- 3. Identification of Activities
- 4. Assignment of Responsibilities
- 5. Establishing Relationship

Identify the correct sequence of the above-stated steps.

- (A) 1-2-3-4-5
- (B) 4-3-2-1-5
- (C) 3-1-4-2-5
- (D) 3-2-4-1-5

Answer: (D) 3-2-4-1-5

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4. How many levels of needs are there as per Maslow's Need Hierarchy theory?

- (A) 3
- (B) 4
- (C) 5
- (D) 6

Answer: (C) 5

5. Debenture is known:

- (A) As fixed capital of the company
- (B) As ownership capital of the company
- (C) As working capital of the company
- (D) As debt capital of the company

Answer: (D) As debt capital of the company

6. Amount of funds invested in current assets is known as:

- (A) Fixed capital of the company
- (B) Capital structure of the company
- (C) Working capital of the company
- (D) Financial planning of the company

Answer: (C) Working capital of the company

7. Identify the channel of distribution where producers bypass the chain of middlemen and approach the consumers directly to sell the goods.

- (A) Zero stage channel
- (B) One stage channel
- (C) Two stage channel
- (D) Three stage channel

Answer: (A) Zero stage channel

8. Airtight containers protect the product from moisture. The component of the product mix highlighted is:

- (A) Branding
- (B) Labelling
- (C) Packaging
- (D) None of the above

Answer: (C) Packaging

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9. Which of the following do not come under fixed shop-small scale retailers?

- (A) General Stores
- (B) Single-line Stores
- (C) Speciality Stores
- (D) Itinerant Retailers

Answer: (D) Itinerant Retailers

10. When consumer service cells have been set up by manufacturers to attend to consumer complaints and take appropriate steps for their redressal, it becomes a part of:

- (A) Right to be Informed
- (B) Right to be Heard
- (C) Right to Seek Redressal
- (D) Right to Consumer Education

Answer: (C) Right to Seek Redressal

11. Rishi has recently joined AMV Ltd., a company manufacturing refrigerators. He not only defined the objectives of the organization but also formulates the policies to achieve these objectives.

- (A) Identify the level of management at which Rishi has joined the organization.
- (B) Also name the other two levels of management and one major function to be performed at these two levels.

Answer:

(A) Rishi has joined the **Top-Level Management**, which is responsible for setting the overall objectives of the organization and formulating policies to achieve these objectives.

(B) The other two levels of management are:

1. **Middle-Level Management:** This level translates the organizational objectives into departmental goals, coordinates activities across departments, and ensures the implementation of policies laid down by the top management. They act as a link between the top and lower levels.
2. **Lower-Level Management:** Also known as supervisory management, they oversee daily operations, directly manage workers, ensure tasks are completed efficiently, and maintain discipline and motivation among employees

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12. Wellness Pharmacy Pvt. Ltd. is engaged in manufacturing and distribution of medicines. The company knows that due to the Covid-19 pandemic the demand for its medicines will increase. So it has set up an objective of increasing its sales turnover by 40%. To achieve this objective it gathered the information that most of the doctors are recommending this medicine and a lot of opportunity is still available in the market. By doing so, Wellness Pharmacy Pvt. Ltd. had completed the two steps in the planning process. Identify the steps the company had completed and explain the next step in this process.

Answer:

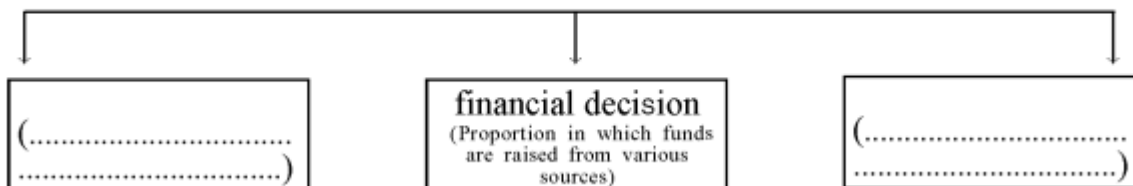
The steps completed by Wellness Pharmacy Pvt. Ltd. in the planning process are:

1. **Establishment of Objectives:** Setting the goal of increasing sales turnover by 40%.
2. **Establishing Planning Premises:** Gathering information that doctors are recommending their medicine and identifying opportunities in the market.

Next Step: The next step in the planning process is **Development of Alternative Courses of Action**, where the company identifies various strategies to achieve its objectives. For example, they may consider increasing production capacity, launching promotional campaigns, expanding distribution channels, or offering discounts to enhance sales

13. Complete the following flow chart:

_____, financial and _____ decision



Answer:

Investment, financial and dividend decision

Investment Decision	Decisions related to the allocation of funds in various assets or projects to maximize returns.
Financial Decision	Proportion in which funds are raised from various sources, such as debt and equity.
Dividend Decision	Decisions regarding the distribution of profits to shareholders or reinvestment in the business.

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OR

State any three objectives of financial planning.

Answer:

The three objectives of financial planning are:

1. **Ensuring Availability of Funds:** Financial planning aims to ensure that adequate funds are available at the right time to meet business needs, such as working capital and long-term investments.
2. **Proper Utilization of Funds:** It ensures that funds are allocated to the best possible uses to avoid wastage and maximize returns, thereby enhancing overall efficiency.
3. **Financial Stability and Growth:** Financial planning helps maintain stability by balancing risk and profitability, ensuring smooth operations, and supporting the business's growth and expansion goals in the long run

14. Identify and state the component of the product mix which is used as an identification of a product in the form of a name, sign, symbol, or design.
Also, state two other components of the product mix.

Answer:

The component of the product mix used for identification in the form of a name, sign, symbol, or design is **Branding**. Branding helps to distinguish a product from others in the market and creates recognition, loyalty, and trust among consumers.

Two other components of the product mix are:

1. **Packaging:** It involves designing and creating containers or wrappers for a product to protect it, make it convenient for use, and enhance its appeal. It also plays a vital role in promoting the product.
2. **Labeling:** This includes providing essential information about the product, such as its contents, usage, safety instructions, and legal details. Labeling helps consumers make informed decisions and complies with regulatory requirements

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**BUSINESS STUDIES (319) : SOLVED EXAM PAPER
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15. "Consumer Protection is in the interest of business itself."

In the light of this statement, state any three points of importance of consumer protection from the point of view of a business.

Answer:

"Consumer Protection is in the interest of business itself" because it fosters trust, loyalty, and goodwill among consumers, which are crucial for sustainable growth.

1. **Long-term Interest of Business:** Protecting consumers ensures customer satisfaction, leading to repeat sales, a loyal customer base, and positive word-of-mouth promotion, which are essential for long-term profitability.
2. **Business Uses Society's Resources:** Businesses depend on society for resources and have a responsibility to safeguard consumer interests by offering quality goods and services, thereby strengthening their credibility.
3. **Avoidance of Legal Problems:** Adhering to consumer protection laws helps businesses avoid legal disputes, fines, and penalties, ensuring smooth operations and preserving their reputation in the market

16. Reema is a successful manager because she knows as per changing situations how principles of management are modified and applied.

(A) Identify the nature of principles of management highlighted in the above lines.

(B) Explain three other characteristics of the nature of principles of management other than the one in (A) explained in the above lines.

Answer:

(A) The nature of principles of management highlighted is "**Flexibility**." Principles of management are not rigid rules; they can be modified and adapted according to the changing needs of the business environment.

(B) Three other characteristics of the nature of principles of management are:

1. **Universal Applicability:** These principles are applicable to all types of organizations, irrespective of size, nature, or location.
2. **General Guidelines:** They provide a broad framework for decision-making and action rather than specific instructions.
3. **Formed by Practice and Experimentation:** Management principles are developed through years of observation, experimentation, and analysis of successful managerial practices.

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17. A Pharmaceutical company has the following organization structure:



- (A) Identify and explain the type of organization structure followed by the Company.
(B) State one merit and one limitation of the structure identified in (A) above.

Answer:

(A) The type of organization structure followed by the company is **Divisional Structure**. This structure organizes activities based on product lines, with separate divisions for Medical Devices, Consumer Products, Baby Care Products, Diabetic Drugs, and Nutritional Supplements. Each division has its own functional departments like Personnel, Production, Marketing, and Accounting, ensuring specialization and focus.

(B)

Merit: Product Specialization – This structure allows each division to focus on its specific product line, leading to better performance and expertise.

Limitation: Duplication of Resources – Functional departments like Marketing and Accounting are replicated in each division, increasing costs and resource usage.

18. Explain the following money market instruments:

- (i) Certificate of deposit
(ii) Commercial paper

Answer:

(i) **Certificate of Deposit:** It is an unsecured, negotiable short-term instrument issued by commercial banks and financial institutions to individuals, corporations, and companies. It is issued at a discount to face value and is transferable by endorsement and delivery. The maturity period ranges from 7 days to one year.

(ii) **Commercial Paper:** It is an unsecured, short-term promissory note issued by large and creditworthy companies to meet their working capital requirements. It is issued at a discount to its face value and has a maturity period ranging from 15 days to 1 year. It is a flexible, cost-effective instrument for raising funds.

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19. Explain 'Single-line stores' and 'Speciality stores' as fixed shop retailers.

Answer:

Single-line Stores: These are fixed shop retailers that deal in a single line or category of products, such as clothing, footwear, or electronics. They provide a wide variety of items within the chosen product line, catering to customers' specific needs. For example, a shoe store offering various types and brands of footwear.

Specialty Stores: These retailers focus on a specific product or service category and cater to a particular segment of customers. They offer a deep assortment of products in the chosen category, ensuring high specialization. For instance, a store selling only children's toys or high-end watches is a specialty store.

20. Pushpak stores is a large-scale retail shop where a large variety of goods are sold in a single building.

The entire building is divided into a number of departments. In each department, specific types of goods like stationery goods, electronic goods, garments, jewellery, etc., are made available.

(A) Identify the type of retail trade done by Pushpak stores.

(B) State any three limitations of this type of retail trade.

Answer:

(A) The type of retail trade done by Pushpak stores is "**Departmental Store.**" It is a large-scale retail establishment where a variety of goods are sold under one roof, with the building divided into separate departments for specific product categories like garments, electronics, stationery, and jewellery.

(B) Three limitations of departmental stores are:

1. **High Operating Costs:** Maintaining multiple departments under one roof requires significant investment in infrastructure, staff, and maintenance.
2. **High Prices:** Due to higher operating costs, the prices of goods in departmental stores are often higher compared to other retail formats.
3. **Distance from Residential Areas:** These stores are typically located in central areas, making it inconvenient for customers living far away.

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21. Explain 'work studies' as a technique of scientific management.

Answer:

Work Studies: Work studies are an essential technique of scientific management, focusing on improving efficiency and productivity. It involves a detailed analysis of all aspects of a job to identify the best way to perform tasks. Work studies consist of the following components:

1. **Method Study:** This aims to find the most efficient way of completing a task by eliminating unnecessary movements and operations.
2. **Time Study:** It determines the standard time required to complete a job, helping to set performance standards and improve productivity.
3. **Motion Study:** This involves observing and analyzing the movements of workers and machines to eliminate wasteful motions and ensure smoother workflows.
4. **Fatigue Study:** It focuses on reducing worker fatigue by determining the amount and frequency of rest intervals required for maintaining efficiency.

These studies help in achieving maximum output with minimum resources by standardizing work processes and optimizing resource use.

22. Explain the steps in the process of controlling function of management.

Answer:

The steps in the process of the **controlling function of management** are:

1. **Setting Performance Standards:** Establishing clear and measurable standards against which actual performance will be evaluated. These standards can be quantitative (e.g., production targets) or qualitative (e.g., customer satisfaction levels).
2. **Measuring Actual Performance:** Monitoring and measuring actual performance through reports, observations, or performance metrics to compare it with the set standards.
3. **Comparing Performance with Standards:** Evaluating the actual performance against the established standards to identify deviations, if any.
4. **Analyzing Deviations:** Determining the causes of deviations and classifying them as significant or minor. Special attention is given to critical deviations that affect organizational goals.
5. **Taking Corrective Actions:** Implementing corrective measures to address deviations and prevent them in the future. This ensures that performance aligns with the set standards.

This systematic approach ensures that organizational objectives are achieved effectively and efficiently.

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**BUSINESS STUDIES (319) : SOLVED EXAM PAPER
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23. Differentiate between equity shares and preference shares on the basis of:

- (a) Choice
- (b) Payment of dividend
- (c) Return on capital
- (d) Voting rights
- (e) Accumulation on dividend

Answer:

Basis	Equity Shares	Preference Shares
Choice	Optional for investors seeking higher risk and returns.	Preferred by those seeking stable returns with lower risk.
Payment of Dividend	Paid only after preference shareholders are paid.	Priority in dividend payment over equity shareholders.
Return on Capital	Paid last during liquidation after debts and preference shares.	Paid before equity shareholders during liquidation.
Voting Rights	Equity shareholders have voting rights in company matters.	Generally, no voting rights except in special circumstances.
Accumulation on Dividend	Dividends do not accumulate if not declared.	Cumulative preference shares accumulate unpaid dividends.

24. Marketing is important for the business, the consumers as well as for the society. Explain how by giving any five points.

Answer:

Marketing is important for the business, consumers, and society due to the following reasons:

- For the Business:** Marketing helps businesses identify consumer needs, develop products accordingly, and ensure their efficient distribution, ultimately leading to increased sales and profits.
- For the Consumers:** It provides consumers with information about available products, their features, and prices, helping them make informed purchase decisions.
- For Society:** Marketing creates employment opportunities by involving a large workforce in advertising, distribution, and sales processes, contributing to economic growth.
- Promotes Innovation:** Businesses are encouraged to innovate and improve their products and services to meet consumer expectations, benefiting the society as a whole.
- Improved Standard of Living:** By making a variety of products available at competitive prices, marketing enhances consumers' access to quality goods, raising their standard of living.

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**BUSINESS STUDIES (319) : SOLVED EXAM PAPER
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25. State any five difficulties faced by the buyers and sellers engaged in external trade.

Answer:

Five difficulties faced by buyers and sellers engaged in external trade are:

1. **Language Barriers:** Differences in language can lead to miscommunication and misunderstanding between buyers and sellers in different countries.
2. **Transportation Issues:** Long distances and lack of efficient transport systems may cause delays and increase the cost of goods.
3. **Legal Formalities:** External trade involves compliance with multiple legal and regulatory formalities, such as customs duties, tariffs, and documentation, which can be complex and time-consuming.
4. **Currency Fluctuations:** Changes in currency exchange rates can impact the cost of goods and profitability, creating financial risks for both buyers and sellers.
5. **Cultural Differences:** Variations in customs, traditions, and business practices may create challenges in negotiation, product adaptation, and consumer behavior.

26. Name the concept of management which harmonizes the efforts of different departments to achieve common objectives. Also explain any five features of this concept.

Answer:

The concept of management that harmonizes the efforts of different departments to achieve common objectives is "**Coordination.**"

Features of Coordination:

1. **Integrates Group Efforts:** Coordination brings together the efforts of individuals and departments, ensuring they work towards a common goal rather than conflicting objectives.
2. **Ensures Unity of Action:** It ensures that the activities of different departments align with the overall organizational objectives, eliminating duplication and conflicts.
3. **Continuous Process:** Coordination is not a one-time activity; it is an ongoing process that operates at every level of management and throughout all functions.
4. **Pervasive Function:** Coordination is required across all levels of management and in all departments, irrespective of the type or size of the organization.
5. **Deliberate Function:** It does not occur automatically but is a conscious effort by the management to align activities and resolve differences.

By facilitating synchronization between departments and employees, coordination ensures efficiency and effectiveness in achieving organizational goals

OR

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Objectives are end results towards which all managerial efforts and organizational activities are directed.

In the light of the statement, explain any five objectives of management.

Answer:

Objectives of management are the desired end results towards which all organizational efforts are directed. The five key objectives of management are:

1. **Organizational Objectives:** Management ensures that the organization achieves its primary goals, such as profit maximization, growth, and market expansion, while maintaining efficiency in operations and optimal resource utilization.
2. **Social Objectives:** Management aims to fulfill its social responsibility by providing quality products, adopting ethical practices, protecting the environment, and contributing to the welfare of society.
3. **Economic Objectives:** Management focuses on increasing productivity, reducing costs, and achieving financial stability to ensure the organization's long-term success.
4. **Employee Objectives:** Management strives to meet the needs and aspirations of employees by providing fair wages, safe working conditions, and opportunities for growth and development.
5. **Customer Satisfaction:** By ensuring the availability of quality goods and services at reasonable prices, management aims to satisfy customer needs, which in turn fosters brand loyalty and repeat business.

These objectives collectively guide managerial actions and align the organization's efforts toward sustained growth and development

27. Selection is the process of choosing the most suitable candidates. State the steps of the selection process.

Answer:

The steps of the **selection process** are:

1. **Preliminary Screening:** This is the initial step to eliminate unqualified applicants. Applications and resumes are reviewed to shortlist candidates meeting the basic qualifications.
2. **Application Form:** Shortlisted candidates fill out an application form providing details about their qualifications, experience, and personal information for further evaluation.
3. **Selection Tests:** Various tests, such as aptitude, personality, or technical skills tests, are conducted to assess the suitability of candidates for the job role.
4. **Interview:** Selected candidates are called for interviews to evaluate their knowledge, skills, attitude, and alignment with organizational requirements.
5. **Reference and Background Checks:** References provided by candidates are contacted to verify their credentials and background, ensuring authenticity and reliability.

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6. **Medical Examination:** Candidates undergo medical tests to ensure they are physically and mentally fit for the job.
7. **Final Selection and Offer:** The most suitable candidates are given the offer letter detailing terms of employment. Once accepted, they are onboarded.

This systematic process ensures that the best candidate is selected for the job.

OR

Why is employee training necessary in an organization? State any six reasons.

Answer:

Employee training is essential in an organization for the following reasons:

1. **Improves Efficiency and Productivity:** Training enhances employees' skills and knowledge, enabling them to perform their tasks more efficiently, leading to higher productivity.
2. **Enhances Adaptability:** In a rapidly changing business environment, training helps employees adapt to new technologies, processes, and work methods.
3. **Reduces Errors and Accidents:** Proper training minimizes mistakes and workplace accidents, ensuring better safety and accuracy in job performance.
4. **Boosts Employee Morale:** Training shows that the organization values its employees, increasing their job satisfaction and motivation.
5. **Facilitates Growth and Development:** Training provides opportunities for employees to upgrade their skills, supporting their career advancement and personal growth.
6. **Helps in Retention:** Providing training programs fosters loyalty, as employees feel invested in and are more likely to stay with the organization.

Training benefits both the organization and employees by improving performance, reducing turnover, and maintaining competitiveness in the market.

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28. Public deposits are very popular and convenient methods of raising short-term and medium-term finance.

Explain any four merits of this method.

Answer:

The merits of public deposits as a method of raising short-term and medium-term finance are:

1. **Simple and Convenient:** Public deposits are easy to raise as they involve fewer formalities compared to loans from financial institutions. The process is straightforward, making it a popular choice for businesses.
2. **Cost-Effective:** The interest rate on public deposits is generally lower than the rate charged by banks and financial institutions, reducing the overall cost of borrowing.
3. **No Dilution of Control:** Unlike equity financing, raising funds through public deposits does not affect the ownership or control of the company, allowing the existing management to retain control.
4. **Flexibility:** Public deposits provide flexibility as the funds can be utilized for various short-term and medium-term needs, such as working capital or project financing.

These advantages make public deposits an attractive option for businesses to meet their financial requirements efficiently and cost-effectively.

OR

As per Companies Act, 1956, companies are required to transfer a part of their profits to reserves, which is known as 'Retention of Profit'. As a source of long-term finance, it has many benefits but still many limitations too. State any three benefits and three limitations of Retention of Profit.

Answer:

Benefits of Retention of Profit:

1. **Cost-Effective:** Retained profits are an internal source of finance, meaning there is no need to pay interest or issue shares, reducing overall costs.
2. **No Dilution of Control:** Using retained earnings does not involve issuing new equity, allowing existing shareholders to maintain their control over the company.
3. **Financial Stability:** Retention of profit strengthens the company's reserves, providing financial stability and a buffer for future needs or uncertainties.

Limitations of Retention of Profit:

1. **Opportunity Cost:** Retaining profits instead of distributing them as dividends may displease shareholders, as they lose out on immediate returns.
2. **Limited Availability:** Retained earnings depend on the profitability of the company and may not always be sufficient for large-scale projects.
3. **Overcapitalization Risk:** Excessive retention of profits may lead to inefficient use of resources and reduced returns on equity, impacting overall performance.

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These factors highlight the dual nature of retained profits as a source of finance

29. Price of the product should be neither high nor too low as it affects the sales volume and profitability. Hence various factors are taken into consideration while determining the price of a product. Explain any four such factors.

Answer:

Four factors considered while determining the price of a product are:

1. **Cost of Production:** The price must cover the total cost of production, including fixed and variable costs, to ensure profitability. Pricing below cost can lead to losses.
2. **Demand for the Product:** The price is influenced by the demand. High demand allows higher pricing, while low demand may necessitate lower pricing to attract customers.
3. **Competition in the Market:** Prices must be competitive with similar products in the market to attract customers. Excessively high prices may drive customers to competitors.
4. **Government Regulations:** Certain products are subject to price controls or regulations. Companies must ensure their pricing complies with legal and ethical standards.

These factors ensure a balance between profitability and customer satisfaction while maintaining competitiveness

OR

The route which the product follows from manufacture to the consumers involves certain costs. This affects the price of the product and profits. Hence the manufacturer has to take into consideration certain factors before finalizing the channels of distribution. Explain any four such factors which affect the choice of distribution channel.

Answer:

Four factors affecting the choice of distribution channel are:

1. **Nature of the Product:** Perishable goods require shorter channels for quick delivery, while durable and standardized products can use longer channels.
2. **Market Characteristics:** Products targeted at a wide geographical area or diverse customer base require longer channels, whereas concentrated markets may prefer direct distribution.
3. **Financial Resources of the Company:** A company with strong financial resources can establish its own distribution network, while smaller firms may rely on intermediaries.
4. **Cost of Distribution:** The cost involved in using a particular channel, including transportation and commissions, influences the choice. Lower-cost channels are preferred to ensure competitive pricing and higher profitability.

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These factors ensure an efficient and cost-effective distribution system, aligning with the product's nature, market demands, and the company's financial capability.

30. Maha Footwears Ltd. is a company having 200 shops at different places of the country. All the 200 shops having the same name, same decoration, and they are dealing in the same type of products with the same price. All sales are made strictly on the cash basis.

(a) Identify the type of retail trade.

(b) State five merits of this type of retail trade identified in part (a) above.

Answer:

(a) The type of retail trade is "**Chain Stores**" or "**Multiple Shops.**" These are retail outlets owned and operated by a single organization, having the same name, uniform decoration, and dealing in standardized products.

(b) Five merits of Chain Stores are:

1. **Economies of Scale:** Centralized purchasing and bulk buying reduce costs, enabling the company to offer products at competitive prices.
2. **Standardization:** Uniformity in name, products, and pricing ensures consistency across all outlets, enhancing customer trust.
3. **Cash Sales Only:** By operating on a cash basis, chain stores eliminate credit risks and ensure smooth cash flow.
4. **Convenience for Customers:** Customers can purchase standardized products from any location with the assurance of uniform quality and price.
5. **Efficient Management:** Centralized control enables better supervision, consistency in policies, and uniform customer service.

These features make chain stores a reliable and efficient retail trade format

OR

Rekha purchased one kg of pure Deshi Ghee from a shopkeeper.

After using it, she had a doubt that it is adulterated. She sent it for a laboratory test which confirmed that the ghee is adulterated. State any six reliefs available to Rekha if she complains and the consumer court is satisfied about the genuineness of the complaint.

Answer:

If the consumer court is satisfied with Rekha's complaint about the adulterated ghee, the following six reliefs are available to her:

1. **Refund of Price:** The shopkeeper can be directed to refund the full price paid by Rekha for the adulterated ghee.
2. **Replacement of Product:** Rekha may be provided with a replacement for the adulterated ghee with a pure and unadulterated product.

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3. **Compensation for Loss:** The court may award compensation for any loss or harm suffered by Rekha due to the adulterated product.
4. **Discontinuation of Unfair Practices:** The shopkeeper may be directed to stop selling adulterated ghee to prevent harm to other consumers.
5. **Payment of Legal Costs:** Rekha may be reimbursed for the costs incurred in filing and pursuing the complaint.
6. **Penalty or Fine:** The shopkeeper may be fined or penalized to discourage such practices in the future.

These reliefs ensure Rekha's rights as a consumer are protected and deter unfair trade practices.

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This Question Paper consists of 30 questions and 7 printed pages.
इस प्रश्न-पत्र के अंतर्गत 30 प्रश्न तथा 7 मुद्रित पृष्ठ हैं।

Roll No.

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अनुक्रमांक

Code No. **62/OSS/2**
कोड नं.

BUSINESS STUDIES
व्यावसायिक अध्ययन
(319)

Set/सेट **A**

Day and Date of Examination
परीक्षा का दिन व दिनांक

Signature of Invigilators
निरीक्षकों के हस्ताक्षर

1. _____
2. _____

General Instructions :

- Candidate must write his/her Roll Number on the first page of the Question Paper.
- Please check the Question Paper to verify that the total pages and total number of questions contained in the Question Paper are the same as those printed on the top of the first page. Also check to see that the questions are in sequential order.
- Making any identification mark in the Answer-Book or writing Roll Number anywhere other than the specified places will lead to disqualification of the candidate.
- Write your Question Paper Code No. **62/OSS/2-A** on the Answer-Book.
- (a) The Question Paper is in English/Hindi medium only. However, if you wish, you can answer in any one of the languages listed below :
English, Hindi, Urdu, Punjabi, Bengali, Tamil, Malayalam, Kannada, Telugu, Marathi, Oriya, Gujarati, Konkani, Manipuri, Assamese, Nepali, Kashmiri, Sanskrit and Sindhi.
You are required to indicate the language you have chosen to answer in the box provided in the Answer-Book.
(b) If you choose to write the answer in the language other than Hindi and English, the responsibility for any errors/mistakes in understanding the question will be yours only.

सामान्य अनुदेश :

- परीक्षार्थी प्रश्न-पत्र के पहले पृष्ठ पर अपना अनुक्रमांक अवश्य लिखें।
- कृपया प्रश्न-पत्र को जाँच लें कि प्रश्न-पत्र के कुल पृष्ठों तथा प्रश्नों की उतनी ही संख्या है जितनी प्रथम पृष्ठ के सबसे ऊपर छपी है। इस बात की जाँच भी कर लें कि प्रश्न क्रमिक रूप में हैं।
- उत्तर-पुस्तिका में पहचान-चिह्न बनाने अथवा निर्दिष्ट स्थानों के अतिरिक्त कहीं भी अनुक्रमांक लिखने पर परीक्षार्थी को अयोग्य ठहराया जायेगा।
- अपनी उत्तर-पुस्तिका पर प्रश्न-पत्र की कोड संख्या **62/OSS/2-A** लिखें।
- (क) प्रश्न-पत्र केवल हिंदी/अंग्रेजी में है। फिर भी, यदि आप चाहें तो नीचे दी गई किसी एक भाषा में उत्तर दे सकते हैं :
अंग्रेजी, हिंदी, उर्दू, पंजाबी, बँगला, तमिल, मलयालम, कन्नड़, तेलुगु, मराठी, उड़िया, गुजराती, कोंकणी, मणिपुरी, असमिया, नेपाली, कश्मीरी, संस्कृत और सिंधी।
कृपया उत्तर-पुस्तिका में दिए गए बॉक्स में लिखें कि आप किस भाषा में उत्तर लिख रहे हैं।
(ख) यदि आप हिंदी एवं अंग्रेजी के अतिरिक्त किसी अन्य भाषा में उत्तर लिखते हैं तो प्रश्न को समझने में होने वाली त्रुटियों/गलतियों की जिम्मेदारी केवल आपकी होगी।

62/OSS/2-319-A]

1



[Contd...

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BUSINESS STUDIES
व्यावसायिक अध्ययन
(319)

Time : 3 Hours]

[Maximum Marks : 100

समय : 3 घण्टे]

[पूर्णांक : 100

- Note :**
- (i) All questions are **compulsory**.
 - (ii) Marks allotted are indicated against each question.
 - (iii) Each question from Question Nos. 1 to 10 has four alternative - (A), (B), (C) and (D) out of which one is most appropriate. Choose the correct answer among the four alternatives and write it in your answer-book against the number of the question. No extra time is allotted for attempting multiple choice questions.

- निर्देश :**
- (i) सभी प्रश्नों के उत्तर दीजिए।
 - (ii) प्रत्येक प्रश्न के सामने उसके अंक लिखें गए हैं।
 - (iii) प्रश्न संख्या 1 से 10 तक के प्रत्येक प्रश्न में चार विकल्प - (A), (B), (C) तथा (D) हैं, जिनमें से एक सबसे उपयुक्त हैं। चारों विकल्पों में से सही उत्तर चुने तथा अपनी उत्तर-पुस्तिका में प्रश्न संख्या के सामने उत्तर लिखें। बहुविकल्पी प्रश्नों के लिये अतिरिक्त समय नहीं दिया जायेगा।

1. Which of the following is an objective of management ? 1
- (A) Optimum utilisation of resources (B) Stability and growth
(C) Attainment of goals (D) Work for healthy environment
- निम्न में से कौन-सा प्रबन्ध का उद्देश्य है ?
- (A) संसाधनों का अनुकूलतम उपयोग (B) स्थिरता एवं वृद्धि
(C) उद्देश्यों की पूर्ति (D) स्वस्थ पर्यावरण के लिए कार्य
2. The process by which a manager synchronised the activity of different departments is : 1
- (A) Organising (B) Co-ordination
(C) Planning (D) Staffing
- प्रक्रिया जिसके द्वारा प्रबन्धक सभी विभागों की क्रियाओं को संचालित करता है वह है :
- (A) संगठन (B) समन्वय
(C) नियोजन (D) नियुक्तिकरण



3. Which of the following plan is expressed in financial terms ? 1
(A) Strategy (B) Rule (C) Policy (D) Budget
निम्न में से कौन-सी योजना वित्तीय रूप में स्पष्ट की जाती है ?
(A) मोर्चाबन्दी (B) नियम (C) नीति (D) बजट
4. When communication is from superiors to subordinates it is called : 1
(A) Upward communication (B) Diagonal communication
(C) Horizontal communication (D) Downward communication
जब उच्चाधिकारी से अधीनस्थों को सम्प्रेषण किया जाता है तो इसे कहते हैं :
(A) ऊपर की ओर सम्प्रेषण (B) तिरछा सम्प्रेषण
(C) समतल सम्प्रेषण (D) नीचे की ओर सम्प्रेषण
5. A unit in service sector with an investment upto ₹ 10 lakh is called : 1
(A) Small enterprise (B) Medium enterprise
(C) Micro enterprise (D) Large enterprise
सेवा क्षेत्र की इकाई जिसमें ₹ 10 लाख तक का निवेश हो कहलाता है :
(A) लघु उद्यम (B) मध्यम उद्यम
(C) सूक्ष्म उद्यम (D) बड़े उद्यम
6. 'Call money' is an instrument of : 1
(A) Money Market (B) Capital Market
(C) Share Market (D) None of the above
याचना राशि प्रलेख है :
(A) मुद्रा बाजार का (B) पूंजी बाजार का
(C) शेयर बाजार का (D) उपरोक्त में से कोई नहीं
7. Which of the following is true about modern concept of marketing ? 1
(A) Ultimate goal is maximisation of sales
(B) Ultimate goal is consumers satisfaction
(C) Main focus is on product
(D) Pricing the product keeping in mind earning maximum profit
निम्न में से विपणन की आधुनिक अवधारणा के सम्बन्ध में क्या सत्य है ?
(A) एकमात्र लक्ष्य है अधिक से अधिक बिक्री करना
(B) एकमात्र लक्ष्य है ग्राहक की संतुष्टि
(C) मुख्य केन्द्र बिन्दु उत्पाद है
(D) अधिकतम लाभ कमाना को ध्यान में रखकर मूल्य निर्धारण करना



8. Paid form of non personal presentation and promotion of goods and services is called : 1
(A) Publicity (B) Salesmanship
(C) Advertising (D) Sales promotion
अवैयक्तिक प्रस्तुतीकरण का भुगतान का स्वरूप एवं वस्तु एवं सेवाओं का प्रवर्तन कहलाता है :
(A) प्रचार (B) विक्रय-कला
(C) विज्ञापन (D) विक्रय प्रवर्तन
9. The letter issued by the importers bank in favour of the exporter which enable the exporter to get immediate payment is called : 1
(A) Letter of hypothecation (B) Letter of credit
(C) Letter of advice (D) Demand draft
आयातक के बैंक द्वारा निर्यातक के पक्ष में जारी किया गया पत्र जिसके आधार पर निर्यातक तुरन्त भुगतान प्राप्त कर सकता है कहलाता है :
(A) बंधक पत्र (B) साख पत्र
(C) सूचना पत्र (D) माँग पत्र
10. If the compensation claim is ₹ 50 lakh the complaint can be filled before : 1
(A) District Forum (B) State Commission
(C) National Commission (D) Supreme Court
यदि क्षति पूर्ति का दावा ₹ 50 लाख है तो शिकायत जहाँ दर्ज कराई जा सकती है वह है :
(A) जिला फोरम (B) राज्य कमीशन
(C) राष्ट्रीय कमीशन (D) उच्चतम न्यायालय
11. Explain 'Unity of command' as a principle of management. 3
प्रबन्ध के एक सिद्धांत के रूप में 'आदेश की एकता' को समझाइए।
12. State any two points that highlights the importance of Leadership. 3
नेतृत्व के महत्व पर प्रकाश डालने वाले किन्हीं दो बिन्दुओं का उल्लेख कीजिए।
13. Give the meaning of Secured Debentures and Unsecured Debentures. 3
'सुरक्षित ऋणपत्रों' और 'असुरक्षित ऋणपत्रों' का अर्थ दीजिए।
14. What is meant by 'Tangible goods and Intangible goods' ? Give one example of each. 3
'मूर्त वस्तुओं' एवं 'अमूर्त वस्तुओं' का क्या अर्थ है? प्रत्येक का एक-एक उदाहरण दीजिए।
15. State any three services offered by retailers to wholesalers. 3
फुटकर विक्रेताओं द्वारा थोक विक्रेताओं को प्रदान की जाने वाली किन्हीं तीन सेवाओं का उल्लेख कीजिए।



16. Explain any two points that highlights the nature of principles of Management. 4
प्रबन्ध के सिद्धांतों की प्रकृति पर प्रकाश डालने वाले किन्हीं दो बिन्दुओं को समझाइए।
17. There is a general thinking that only financial incentives motivate the employees. But there are non-financial incentives also that are equally important to motivate employees. State any four such incentives. 4
एक सामान्य अवधारणा है कि केवल वित्तीय अभिप्रेरक (प्रेरणा) कर्मचारियों को अभिप्रेरित करते हैं। वास्तव में गैर-वित्तीय अभिप्रेरक (प्रेरणा) भी कर्मचारियों को अभिप्रेरित करने के लिए समान रूप से महत्वपूर्ण है। ऐसे किन्हीं चार गैर-वित्तीय अभिप्रेरकों (प्रेरणाओं) का उल्लेख कीजिए।
18. Vikram Brothers approached a commercial bank for grant of short-term loan. Though bank is satisfied with their credit worthiness but still it demands security of same assets. Describe any two such assets that bank may accept as security. 4
विक्रम ब्रदर्स ने अल्प अवधि ऋण के लिए एक बैंक को सम्पर्क किया। यद्यपि बैंक उनकी व्यक्तिगत साख से संतुष्ट है फिर भी वह जमानत के रूप में कुछ संपत्तियों की मांग करते हैं। ऐसी किन्हीं दो सम्पत्तियों का वर्णन कीजिए जो बैंक को जमानत के रूप में स्वीकार्य होंगी।
19. Maya Agro Products Ltd. manufactures devices that help in producing manure and energy from dung of cows and buffalos. Suggest the media of advertising suitable for selling these products. Also give reasons in support of your suggestion. 4
माया एग्रो उत्पाद लिमिटेड ऐसे उपकरण बनाती है जो गाय, भैंस के गोबर से खाद एवं ऊर्जा के उत्पादन में सहायक हैं। इन उत्पादों की बिक्री के लिए उपयुक्त विज्ञापन माध्यम का सुझाव दीजिए। अपने सुझाव के समर्थन में कारण भी दीजिए।
20. Explain the formalities to be completed by clearing agent before sending letter of advice to the importer. 4
निकासी एजेंट द्वारा आयातक को सूचना पत्र भेजने से पूर्व पूरी की जाने वाली औपचारिकताओं का वर्णन कीजिए।
21. State any five points that highlights the importance of Co-ordination. 5
समन्वय के महत्व पर प्रकाश डालने वाले किन्हीं पाँच बिन्दुओं का उल्लेख कीजिए।
22. State any five functions performed by supervisors. 5
पर्यवेक्षक द्वारा निष्पादित किए जाने वाले किन्हीं पाँच कार्यों का उल्लेख कीजिए।



23. Some people says that stock exchanges are harmful to the society because of it promotes speculation on the other hand some people explains the advantages provided by these to the society. Explain any five such advantages of stock exchanges to the society. 5

कुछ लोगों का कहना है कि स्टॉक एक्सचेंज समाज को हानि पहुँचाते हैं क्योंकि यह सट्टे को प्रोत्साहित करते हैं। जबकि दूसरी ओर कुछ लोग समाज को इनके द्वारा प्रदान किए गए लाभों की व्याख्या करते हैं। स्टॉक एक्सचेंज द्वारा समाज को प्रदान किए जाने वाले ऐसे किन्हीं पाँच लाभों को समझाइए।

24. Explain any two factors taken into consideration while fixing the price of a product. 5

एक उत्पाद का मूल्य निर्धारित करते समय ध्यान में रखे जाने वाले किन्हीं दो तत्वों को समझाइए।

25. Gunakshi purchased a scooty from Amogh Auto Dealers for ₹ 80,000. After a month it started picking up trouble in running. The dealer refuses to exchange the scooty or return the money. Where and how can Gunakshi file a complaint to get redressal of her grievance ? 5

गुणाक्षी ने ₹ 80,000 में अमोघ ऑटो डीलर्स से एक स्कूटी खरीदी। एक महीने के पश्चात इसके चलने में समस्या आने लगी। डीलर इस स्कूटी के बदले दूसरी स्कूटी देने अथवा पैसे वापिस करने से मना कर दिया। गुणाक्षी अपनी शिकायत निवारण हेतु कहाँ शिकायत दर्ज करा सकती है तथा उसकी प्रक्रिया क्या होगी ?

26. Explain 'functional foremanship' as a technique of scientific management. 6

वैज्ञानिक प्रबन्ध की एक तकनीक के रूप में “कार्यानुसार संगठन” को समझाइए।

OR / अथवा

Is management a science ? Explain.

क्या प्रबन्ध एक विज्ञान है ? समझाइए।

27. What is meant by 'Delegation' ? State any four points of distinction between delegation and decentralization. 6

‘अन्तरण’ का क्या अर्थ है ? अन्तरण एवं विकेन्द्रीयकरण के बीच अंतर के किन्हीं चार बिन्दुओं का उल्लेख कीजिए।

OR / अथवा

What is meant by 'Controlling' ? State the various steps in controlling process.

‘नियंत्रण’ से क्या अभिप्राय है ? नियंत्रण प्रक्रिया के विभिन्न चरणों का उल्लेख कीजिए।

28. While doing financial management a company has to take certain decisions. Explain these decisions. 6

वित्तीय प्रबन्ध करते समय एक कम्पनी को कुछ निर्णय लेने होते हैं। इन निर्णयों को समझाइए।

OR / अथवा

Explain any three factors that affects the fixed capital requirements of a company.

एक कम्पनी की स्थायी पूंजी आवश्यकताओं को प्रभावित करने वाले किन्हीं तीन तत्वों को समझाइए।



29. "In order to optimize the product requirements by the consumers importance should be given to the elements of product mix". Briefly explain these elements. 6

‘ग्राहकों के लिए उत्पाद आवश्यकता की अनुकूलतम पूर्ति हेतु उत्पाद मिश्र के तत्वों पर ध्यान देना चाहिए। इन तत्वों को संक्षेप में समझाइए।

OR / अथवा

Promotion is a persuasive communication and serves as a reminder to the buyers. Keeping in mind these facts explain any three elements of promotion mix.

प्रवर्तन एक प्रेरित करने वाला सम्प्रेषण है जो खरीददारों को उत्पाद की याद दिलाता रहता है। इस तथ्यों को ध्यान में रखते हुए प्रवर्तन मिश्र के किन्हीं तीन तत्वों को समझाइए।

30. Explain any six functions of wholesalers. 6

थोक विक्रेता के किन्हीं छः कार्यों को समझाइए।

OR / अथवा

Explain the various types of small scale fixed shop retailing.

छोटे पैमाने की स्थायी दुकानों के विभिन्न प्रकारों को संक्षेप में समझाइए।

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BUSINESS STUDIES
(319)

1. Which of the following is an objective of management? 1

- (A) Optimum utilisation of resources
- (B) Stability and growth
- (C) Attainment of goals
- (D) Work for healthy environment

Answer

(C) Attainment of goals

The primary objective of management is to ensure the attainment of organizational goals effectively and efficiently.

2. The process by which a manager synchronised the activity of different departments is : 1

- (A) Organising
- (B) Co-ordination
- (C) Planning
- (D) Staffing

Answer

(B) Co-ordination

Co-ordination is the process by which a manager ensures that the activities of different departments or units are synchronized to achieve organizational goals effectively.

3. Which of the following plan is expressed in financial terms ? 1

- (A) Strategy
- (B) Rule
- (C) Policy
- (D) Budget

Answer

(D) Budget

A **budget** is a plan that is specifically expressed in financial terms, outlining the allocation of resources and expected income and expenses over a period of time.

4. When communication is from superiors to subordinates it is called : 1

- (A) Upward communication
- (B) Diagonal communication
- (C) Horizontal communication
- (D) Downward communication

Answer

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(D) Downward communication

When communication flows from superiors to subordinates, it is referred to as **downward communication**, as it moves from higher levels of authority to lower levels within the organization.

5. A unit in service sector with an investment upto ` 10 lakh is called : 1

- (A) Small enterprise
- (B) Medium enterprise
- (C) Micro enterprise
- (D) Large enterprise

Answer

(C) Micro enterprise

In the service sector, a unit with an investment of up to ₹10 lakh is categorized as a **micro enterprise**, as per the classification under the MSME (Micro, Small, and Medium Enterprises) guidelines.

6. 'Call money' is an instrument of : 1

- (A) Money Market
- (B) Capital Market
- (C) Share Market
- (D) None of the above

Answer

(A) Money Market

Call money is a short-term financial instrument in the **money market**, used by banks and financial institutions to meet their short-term liquidity requirements. It is typically repayable on demand.

7. Which of the following is true about modern concept of marketing ? 1

- (A) Ultimate goal is maximisation of sales
- (B) Ultimate goal is consumers satisfaction
- (C) Main focus is on product
- (D) Pricing the product keeping in mind earning maximum profit

Answer

(B) Ultimate goal is consumers satisfaction

The modern concept of marketing emphasizes **consumer satisfaction** as the ultimate goal. It focuses on understanding and fulfilling customer needs and building long-term relationships rather than just maximizing sales or profits.

8. Paid form of non personal presentation and promotion of goods and services is called : 1

- (A) Publicity
- (B) Salesmanship
- (C) Advertising
- (D) Sales promotion

Answer

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(C) Advertising

Advertising is a paid, non-personal form of presentation and promotion of goods, services, or ideas by an identified sponsor.

9. The letter issued by the importers bank in favour of the exporter which enable the exporter to get immediate payment is called :

- (A) Letter of hypothecation
- (B) Letter of credit
- (C) Letter of advice
- (D) Demand draft

Answer

(B) Letter of credit

A **letter of credit** is a document issued by the importer's bank in favor of the exporter, guaranteeing payment to the exporter upon fulfilling the specified terms and conditions. It helps the exporter receive immediate payment.

10. If the compensation claim is ` 50 lakh the complaint can be filled before : 1

- (A) District Forum
- (B) State Commission
- (C) National Commission
- (D) Supreme Court

Answer

(B) State Commission

Under the Consumer Protection Act, a compensation claim exceeding ₹20 lakh but not more than ₹1 crore can be filed before the **State Commission**.

11. Explain 'Unity of command' as a principle of management.

Answer

Unity of Command states that each employee should receive orders from only one superior to avoid confusion, conflicting instructions, and ensure accountability, leading to effective and efficient management.

12. State any two points that highlights the importance of Leadership.

Answer

- ☐ **Motivates Employees:** Leadership inspires and motivates employees to achieve organizational goals effectively.
- ☐ **Ensures Coordination:** A good leader harmonizes individual efforts, ensuring effective teamwork and organizational success.

12. State any two points that highlights the importance of Leadership.

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Answer

- ☐ **Guidance:** Leadership provides clear direction and guidance to employees, helping them perform tasks efficiently.
- ☐ **Teamwork:** Effective leadership fosters coordination and teamwork, ensuring organizational goals are achieved smoothly.

13. Give the meaning of Secured Debentures and Unsecured Debentures.

Answer

Secured Debentures: These are debentures backed by a charge on the company's assets, providing security to debenture holders in case of default by the company.

Unsecured Debentures: These debentures are not backed by any charge on the company's assets, relying solely on the company's creditworthiness for repayment.

14. What is meant by 'Tangible goods and Intangible goods' ? Give one example of each.

Answer

Tangible Goods: These are physical items that can be seen, touched, and felt.
Example: Furniture.

Intangible Goods: These are non-physical items that cannot be touched but provide value.
Example: Software.

15. State any three services offered by retailers to wholesalers.

Answer

- ☐ **Market Information:** Retailers provide wholesalers with valuable insights about consumer preferences, trends, and demand.
- ☐ **Distribution Support:** Retailers help in distributing goods to consumers, saving wholesalers the effort of reaching individual buyers.
- ☐ **Sales Promotion:** Retailers actively promote products through displays and marketing, boosting the sales of wholesalers' goods.

16. Explain any two points that highlights the nature of principles of Management.

Answer

- ☐ **Universal Applicability:** Principles of management are applicable to all types of organizations, regardless of their size or nature, ensuring consistency in management practices.
- ☐ **General Guidelines:** These principles provide broad and flexible guidelines to address various management situations rather than offering rigid rules.

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17. There is a general thinking that only financial incentives motivate the employees. But there are non-financial incentives also that are equally important to motivate employees. State any four such incentives.

Answer

- ☐ **Job Security:** Assurance of continued employment motivates employees to perform better.
- ☐ **Recognition:** Acknowledging employees' achievements boosts their morale.
- ☐ **Opportunities for Growth:** Providing avenues for skill enhancement and promotions.
- ☐ **Work Environment:** A positive, comfortable, and supportive workplace encourages better performance.

18. Vikram Brothers approached a commercial bank for grant of short-term loan. Though bank is satisfied with their credit worthiness but still it demands security of same assets. Describe any two such assets that bank may accept as security.

Answer

- ☐ **Inventory:** The bank may accept the borrower's stock of goods or raw materials as security, ensuring repayment in case of default.
- ☐ **Accounts Receivable:** The bank can accept outstanding receivables (amounts owed by customers) as collateral, providing a reliable repayment source.

19. Maya Agro Products Ltd. manufactures devices that help in producing manure and energy from dung of cows and buffalos. Suggest the media of advertising suitable for selling these products. Also give reasons in support of your suggestion.

Answer

Suggested Media: Print Media (Newspapers and Magazines) and Radio.

Reasons:

1. **Targeting Rural Audience:** Print media and radio effectively reach rural areas where such products are most relevant.
 2. **Cost-Effective:** These media are economical for promoting products to a specific demographic.
 3. **Awareness Creation:** They provide detailed information, educating potential buyers about the benefits of the product.
20. Explain the formalities to be completed by clearing agent before sending letter of advice to the importer.

Answer

- ☐ **Verification of Shipping Documents:** Ensure that all shipping documents, such as the bill of lading, invoice, and packing list, are in order.
- ☐ **Customs Clearance:** Complete customs formalities by filing necessary forms and paying applicable duties to get the goods cleared.
- ☐ **Inspection of Goods:** Conduct a thorough inspection of the goods to verify their condition and compliance with the order.

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□ **Payment Confirmation:** Verify that the importer has fulfilled all payment obligations to release the goods.

21. State any five points that highlights the importance of Co-ordination.

Answer

Importance of Co-ordination:

1. **Harmony in Activities:** Co-ordination ensures that all organizational activities and efforts across departments and individuals are harmonized..
2. **Efficient Resource Utilization:** It optimizes the use of resources by avoiding wastage and duplication. Co-ordination ensures that every resource, whether human, financial, or material, is effectively allocated and utilized to achieve maximum output.
3. **Improved Efficiency:** By aligning the efforts of various departments, co-ordination improves the overall efficiency and productivity of the organization.
4. **Goal Achievement:** Co-ordination bridges the gap between individual, departmental, and organizational goals. It ensures that all employees work together towards the common objectives of the organization, fostering unity and collective progress.
5. **Adaptability to Changes:** In a dynamic business environment, co-ordination helps the organization adapt to changes effectively.

22. State any five functions performed by supervisors

Answer

Functions Performed by Supervisors:

1. **Maintaining Discipline:** Supervisors ensure discipline among workers by enforcing organizational rules and regulations.
2. **Providing Guidance:** Supervisors guide workers on how to perform tasks effectively. They explain work processes, provide on-the-job training, and clarify doubts to improve workers' efficiency and productivity.
3. **Ensuring Effective Communication:** Supervisors act as a link between management and workers. They convey management's instructions to employees and share workers' feedback with higher authorities, ensuring a smooth flow of communication.
4. **Monitoring Performance:** Supervisors closely monitor the performance of workers. They ensure that tasks are completed on time and meet the required quality standards.
5. **Motivating Workers:** Supervisors play a critical role in boosting workers' morale. By recognizing their efforts, offering encouragement, and resolving grievances, they create a positive work environment that fosters motivation and teamwork.

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23. Some people says that stock exchanges are harmful to the society because of it promotes speculation on the other hand some people explains the advantages provided by these to the society. Explain any five such advantages of stock exchanges to the society

Answer

Advantages of Stock Exchanges to Society:

1. **Facilitates Capital Formation:** Stock exchanges provide a platform for companies to raise capital by issuing shares to the public. This helps businesses grow and contributes to economic development.
2. **Promotes Investment Opportunities:** Stock exchanges enable individuals to invest their savings in a variety of securities, offering an opportunity to earn returns. This promotes wealth creation and encourages savings.
3. **Liquidity to Investments:** Stock exchanges ensure that securities can be easily bought and sold, providing liquidity to investments. Investors can convert their holdings into cash as needed.
4. **Encourages Economic Growth:** By channelizing funds from investors to businesses, stock exchanges help in the efficient allocation of resources. This contributes to industrial growth and overall economic development.
5. **Transparency and Regulation:** Stock exchanges operate under strict regulations, ensuring transparency and fair trading practices. This builds trust among investors and protects them from fraudulent activities.

24. Explain any two factors taken into consideration while fixing the price of a product.

Answer

Factors Taken into Consideration While Fixing the Price of a Product:

1. Cost of Production:

The cost of production is one of the most critical factors in determining the price of a product. It includes all expenses incurred in manufacturing, such as the cost of raw materials, labor, and overhead costs. The price of the product must cover these costs to ensure that the company does not incur losses.

2. Market Demand:

The demand for a product in the market greatly influences its pricing. If a product is highly demanded and has few substitutes, the company can charge a higher price. Conversely, if the demand is low or there is significant competition, the price must be set competitively to attract buyers.

25. Gunakshi purchased a scooty from Amogh Auto Dealers for 80,000. After a month it started picking up trouble in running. The dealer refuses to exchange the scooty or return the money. Where and how can Gunakshi file a complaint to get redressal of her grievance ?

Answer

Where and How Gunakshi Can File a Complaint:

Gunakshi can file a complaint with the **District Consumer Forum** under the **Consumer Protection Act, 2019**, as the value of the scooty (₹80,000) falls within its jurisdiction (up to ₹1 crore).

Steps to File a Complaint:

1. **Prepare the Complaint:** Write a detailed complaint including her name, the dealer's details, and the issue with the scooty.

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2. **Attach Documents:** Include supporting documents like the purchase bill, warranty card, and communication with the dealer.
 3. **File the Complaint:** Submit the complaint to the District Forum, either online or offline, with the required fee.
 4. **Relief Sought:** Request a refund, replacement, or compensation for inconvenience. The District Forum will address her grievance after reviewing the complaint.
26. Explain 'functional foremanship' as a technique of scientific management.

Answer

Functional Foremanship

Functional foremanship is a technique of **scientific management** introduced by **F.W. Taylor** to improve efficiency and productivity in an organization. It involves dividing the work of supervision into multiple specialized functions and assigning them to different foremen, each an expert in their respective area.

Taylor believed that a single supervisor could not effectively manage all aspects of work due to the complexities involved. Thus, under functional foremanship, there are **eight foremen**, divided into two groups:

1. Planning Function:

- **Route Clerk:** Determines the sequence of operations.
- **Instruction Card Clerk:** Prepares guidelines for workers.
- **Time and Cost Clerk:** Ensures time and cost efficiency.
- **Disciplinarian:** Maintains discipline among workers.

2. Execution Function:

- **Gang Boss:** Ensures proper arrangement of machines and tools.
- **Speed Boss:** Focuses on maintaining the required speed of work.
- **Repair Boss:** Ensures the proper functioning of equipment.
- **Inspector:** Monitors work quality.

OR

Is management a science ? Explain.

Answer

Management as a Science:

Management is a science because it is based on a systematic body of knowledge consisting of principles, theories, and concepts that are universally applicable. These principles, such as division of work, unity of command, and coordination, are derived through observation, experimentation, and analysis. For example, F.W. Taylor's scientific management emphasizes systematic approaches like time study and work study. These principles provide managers with guidelines to improve efficiency and decision-making.

However, management does not have the precision of physical sciences like physics or chemistry because it deals with human behavior, which is unpredictable and varies across situations. While the principles of management are scientifically derived, their application depends on human factors, organizational culture, and environmental conditions.

Thus, management can be classified as a **social science**, combining systematic principles with flexibility to adapt to varying human and organizational needs.

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27. What is meant by 'Delegation' ? State any four points of distinction between delegation and decentralization.

Answer

Delegation:

Delegation is the process by which a manager assigns responsibility, authority, and accountability for specific tasks or decisions to subordinates. It enables effective management by reducing the manager's workload and allowing subordinates to contribute to achieving organizational goals.

Distinction between Delegation and Decentralization:

1.Nature:

- Delegation is the transfer of authority from a superior to a subordinate for specific tasks.
- Decentralization involves systematic delegation of authority at all levels of management.

2.Scope:

- Delegation is limited to specific tasks or functions.
- Decentralization applies to the entire organization.

3.Control:

- In delegation, the manager retains overall control and accountability.
- In decentralization, decision-making authority is spread across different levels.

4.Purpose:

- Delegation aims to reduce the workload of the superior.
- Decentralization focuses on developing managerial skills and increasing organizational efficiency.

OR

What is meant by 'Controlling' ? State the various steps in controlling process.

Answer

Controlling:

Controlling is a managerial function that ensures activities are performed as planned and organizational goals are achieved. It involves setting performance standards, measuring actual performance, comparing it with standards, identifying deviations, and taking corrective actions.

Steps in the Controlling Process:

1.Setting Performance Standards:

- Define clear, measurable, and achievable standards that act as benchmarks for evaluating performance.

2.Measuring Actual Performance:

- Monitor and measure actual performance through observation, reports, or other performance measurement tools.

3.Comparing Performance with Standards:

- Compare the actual performance with the set standards to identify any deviations.

4.Analyzing Deviations:

- Determine the reasons for deviations by analyzing the causes and assessing their impact on organizational goals.

5.Taking Corrective Action:

- Implement necessary changes to eliminate deviations and prevent their recurrence in the future.

6.Follow-Up

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BUSINESS STUDIES (319) : SOLVED EXAM PAPER (OCTOBER 2021)

- Reassess and monitor after implementing corrective actions to ensure the problem is resolved.

28. While doing financial management a company has to take certain decisions. Explain these decisions.

Answer

Financial Decisions in Financial Management:

These decisions are categorized into three main areas:

1. Investment Decisions:

- These decisions involve determining where to allocate funds to generate returns. They include capital budgeting (long-term investments in assets or projects) and working capital management (short-term investments in inventory, receivables, and cash). The goal is to ensure efficient use of resources to maximize returns.

2. Financing Decisions:

- These decisions focus on determining the best sources of funds for the company. It involves deciding the right mix of equity, debt, and retained earnings to finance operations and investments. The company must balance the cost of capital with financial risk to ensure stability.

3. Dividend Decisions:

- These decisions pertain to distributing profits to shareholders versus retaining them for future growth. The company must strike a balance between rewarding shareholders and reinvesting profits to achieve long-term objectives.

OR

Explain any three factors that affects the fixed capital requirements of a company.

Answer

Factors Affecting Fixed Capital Requirements of a Company:

1. Nature of Business:

- The type of business significantly influences fixed capital needs. For example, manufacturing businesses require substantial investments in machinery, plants, and equipment, while service-based businesses may need less fixed capital as they rely more on human resources than physical assets.

2. Scale of Operations:

- Companies operating on a larger scale require higher fixed capital to invest in infrastructure, machinery, and technology to support large-scale production. Conversely, small-scale businesses need relatively less fixed capital.

3. Technology Used:

- The type of technology employed also affects fixed capital requirements. Businesses using advanced or automated technology need significant investment in equipment and systems. On the other hand, businesses relying on labor-intensive methods require less fixed capital.

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29. "In order to optimize the product requirements by the consumers importance should be 6 given to the elements of product mix". Briefly explain these elements.

Answer

Elements of Product Mix include the following:

1.Product Line:

- Refers to a group of related products offered by a company. For example, a cosmetic company may have product lines like skincare, haircare, and makeup. A well-diversified product line meets various consumer needs.

2.Product Length:

- Refers to the total number of products offered by a company across all its product lines. A longer product mix provides consumers with multiple choices and enhances market presence.

3.Product Width:

- Represents the number of product lines a company offers. A wider product mix helps cater to different segments of customers and diversify risks.

4.Product Depth:

- Refers to the variations of products within a product line, such as different sizes, colors, or flavors. Greater depth allows customization and satisfies diverse consumer preferences.

5.Product Consistency:

- Indicates the degree of relatedness between product lines in terms of production, distribution, and use. High consistency ensures brand recognition and operational efficiency.

OR

Promotion is a persuasive communication and serves as a reminder to the buyers. Keeping in mind these facts explain any three elements of promotion mix

Answer

Elements of Promotion Mix

Promotion is a crucial aspect of marketing, involving persuasive communication to inform, influence, and remind buyers. The key elements of the promotion mix include:

1.Advertising:

- A paid form of non-personal communication used to promote goods or services. It is conducted through various media, such as television, newspapers, digital platforms, and radio, to reach a large audience. Advertising helps create awareness and reinforces the product's benefits, influencing buying decisions.

2.Sales Promotion:

- Short-term incentives aimed at stimulating immediate sales. Examples include discounts, coupons, free samples, contests, and buy-one-get-one-free offers. These activities encourage buyers to act quickly, driving sales and brand engagement.

3.Personal Selling:

- A direct, face-to-face interaction between a salesperson and a potential customer to persuade them to buy the product. It is an effective tool for building relationships, addressing specific customer queries, and tailoring the sales pitch to individual needs.

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30. Explain any six functions of wholesalers.

Answer

Functions of Wholesalers

Wholesalers play a vital role in the distribution chain by performing the following functions:

1. Buying and Assembling:

- Wholesalers purchase goods in bulk directly from producers and assemble them for resale. This helps manufacturers focus on production without worrying about selling.

2. Warehousing:

- Wholesalers store goods in their warehouses, ensuring a steady supply to retailers and protecting goods from spoilage, theft, or damage.

3. Distribution:

- They ensure the smooth distribution of goods by supplying them to retailers as per their requirements, bridging the gap between producers and retailers.

4. Risk Bearing:

- Wholesalers assume the risks associated with price fluctuations, product damage, or spoilage during storage and transportation.

5. Financing:

- Wholesalers often provide credit facilities to retailers, enabling them to purchase goods without immediate payment, which helps retailers manage their cash flow.

6. Market Information:

- Wholesalers collect and share market trends, consumer preferences, and demand patterns with producers, helping them make informed production decisions.

OR

Explain the various types of small scale fixed shop retailing.

Answer

Types of Small-Scale Fixed Shop Retailing

1. General Stores:

- These stores offer a wide variety of essential items, such as groceries, toiletries, and daily-use products. They are common in residential areas, providing convenience to local customers.

2. Specialty Stores:

- These shops specialize in specific product categories, such as clothing, footwear, or electronics. They focus on quality and expertise in their niche to attract specific customer segments.

3. Departmental Stores:

- Larger than specialty stores, these shops provide a variety of goods under one roof, often categorized into departments like clothing, home appliances, and cosmetics.

4. Street Vendors/Fixed Kiosks:

- Small-scale shops operating on streets or at fixed kiosks, selling specific products such as snacks, toys, or seasonal goods.

5. Second-Hand Goods Dealers:

- These retailers specialize in selling used items like furniture, books, or electronics at a lower cost, appealing to budget-conscious customers.

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This Question Paper consists of 30 questions and 12 Printed pages.
इस प्रश्न-पत्र में 30 प्रश्न तथा 12 मुद्रित पृष्ठ हैं।

S1. No.

Roll No.
अनुक्रमांक

[illegible]

Code No. **60/OSS/1**
कोड नं. **60/OSS/1**

BUSINESS STUDIES
વ્યાવસાયિક અધ્યયન
(319)

Set /सेट **A**

Day and Date of Examination

(परीक्षा का दिन व दिनांक)

Signature of Invigilators 1.

(निरीक्षकों के हस्ताक्षर)

2.

General Instructions :

1. Candidate must write his/her Roll Number on the first page of the Question Paper.
2. Please check the Question Paper to verify that the total pages and total number of questions contained in the Question Paper are the same as those printed on the top of the first page. Also check to see that the questions are in sequential order.
3. Making any identification mark in the Answer-Book or writing Roll Number anywhere other than the specified places will lead to disqualification of the candidate.
4. Write your Question Paper Code No. **60/OSS/1, Set -A** on the Answer-Book.
5. (a) The Question Paper is in English/Hindi medium only. However, if you wish, you can answer in any one of the languages listed below :
English, Hindi, Urdu, Punjabi, Bengali, Tamil, Malayalam, Kannada, Telugu, Marathi, Oriya, Gujarati, Konkani, Manipuri, Assamese, Nepali, Kashmiri, Sanskrit and Sindhi.
You are required to indicate the language you have chosen to answer in the box provided in the Answer-Book.
- (b) If you choose to write the answer in the language other than Hindi and English, the responsibility for any errors/ mistakes in understanding the question will be yours only.

सामान्य अनुदेश :

1. परीक्षार्थी प्रश्न-पत्र के पहले पृष्ठ पर अपना अनुक्रमांक अवश्य लिखें।
2. कृपया प्रश्न-पत्र को जाँच लें कि प्रश्न-पत्र के कुल पृष्ठों तथा प्रश्नों की उतनी ही संख्या है जितनी प्रथम पृष्ठ के सबसे ऊपर छपी है। इस बात की जाँच भी कर लें कि प्रश्न क्रमिक रूप में हैं।
3. उत्तर-पुस्तिका में पहचान-चिह्न बनाने अथवा निर्दिष्ट स्थानों के अतिरिक्त कहीं भी अनुक्रमांक लिखने पर परीक्षार्थी को अयोग्य ठहराया जायेगा।
4. अपनी उत्तर-पुस्तिका पर प्रश्न-पत्र की कोड संख्या **60/OSS/1, Set - A** लिखें।
5. (क) प्रश्न-पत्र केवल हिंदी/अंग्रेजी माध्यम में है। फिर भी, यदि आप चाहें तो नीचे दी गई किसी एक भाषा में उत्तर दे सकते हैं :
अंग्रेजी, हिंदी, उर्दू, पंजाबी, बंगला, तमिल, मलयालम, कन्नड़, तेलुगु, मराठी, उड़िया, गुजराती, कोंकणी, मणिपुरी, असमिया, नेपाली, कश्मीरी, संस्कृत और सिंधी।
कृपया उत्तर-पुस्तिका में दिए गए बॉक्स में लिखें कि आप किस भाषा में उत्तर लिख रहे हैं।
(ख) यदि आप हिंदी एवं अंग्रेजी के अतिरिक्त किसी अन्य भाषा में उत्तर लिखते हैं तो प्रश्न को समझने में होने वाली त्रुटियों/गलतियों की जिम्मेदारी केवल आपकी होगी।

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[Contd.....

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BUSINESS STUDIES
व्यावसायिक अध्ययन
(319)

Time : 3 Hours]

[Maximum Marks : 100

समय : 3 घण्टे]

[पूर्णांक : 100

- Note :**
- (i) Attempt **All** questions.
 - (ii) Marks allotted are indicated against each question.
 - (iii) Each question from Question Nos. **1** to **10** has four alternatives - (A), (B), (C) and (D) out of which one is most appropriate. Choose the correct answer among the four alternatives and write it in your answer-book against the number of the question. No extra time is allotted for attempting multiple choice questions.

- निर्देश :**
- (i) **सभी** प्रश्नों के उत्तर दीजिए।
 - (ii) प्रत्येक प्रश्न के सामने उसके अंक लिखें गए हैं।
 - (iii) प्रश्न संख्या 1 से 10 तक के प्रत्येक प्रश्न में चार विकल्प - (A), (B), (C) तथा (D) हैं, जिनमें से एक सबसे उपयुक्त हैं। चारों विकल्पों में से सही उत्तर चुने तथा अपनी उत्तर-पुस्तिका में प्रश्न संख्या के सामने उत्तर लिखें। बहुविकल्पी प्रश्नों के लिए अतिरिक्त समय नहीं दिया जायेगा।

1. 'Management is required for every type of organisation' is a / an : [1]

- (A) Characteristic of Management
- (B) Objective of Management
- (C) Importance of Management
- (D) None of the above

‘प्रबन्ध की प्रत्येक प्रकार के संगठन में आवश्यकता होती है’ यह है :

- (A) प्रबन्ध की विशेषता
- (B) प्रबन्ध का उद्देश्य
- (C) प्रबन्ध का महत्व
- (D) उपरोक्त में से कोई नहीं

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2



[Contd.....

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2. Foreman under planning department is :

[1]

- (A) Inspector
- (B) Repair Boss
- (C) Route Clerk
- (D) Speed Boss

नियोजन विभाग के अन्तर्गत फोरमैन है :

- (A) निरीक्षक
- (B) जीर्नोधार नायक
- (C) कार्यक्रम लिपिक
- (D) गति नायक

3. In functional structure of organisation, 'Store' is a sub-unit of :

[1]

- (A) Personnel Department
- (B) Finance Department
- (C) Production Department
- (D) Marketing Department

कार्यात्मक संगठनिक ढाँचे में 'स्टोर' एक उप इकाई है

- (A) कार्मिक विभाग की
- (B) वित्तीय विभाग की
- (C) उत्पादन विभाग की
- (D) विपणन विभाग की



4. Under which method of recruitment candidates are recruited directly from professional or technical institutions. [1]

- (A) Recruitment at the Factory Gate
- (B) Media Advertisements
- (C) Educational institutions
- (D) Employment exchange

भर्ती के कौनसे स्रोत में अभ्यर्थियों की भर्ती सीधे व्यावसायिक या तकनीकी संस्थाओं से की जाती है :

- (A) कारखाने के द्वार पर भर्ती
- (B) मीडिया द्वारा विज्ञापन
- (C) शैक्षणिक संस्थान
- (D) रोजगार कार्यालय

5. The usual source of finance for companies is : [1]

- (A) Own savings
- (B) Commercial Banks
- (C) Capital Market
- (D) Money lenders

सामान्यतः कम्पनियों के वित्त स्रोत हैं :

- (A) स्वयं की बचत
- (B) वाणिज्यिक बैंक
- (C) पूँजी बाज़ार
- (D) साहू कार



6. Which of the following is a merit of equity shares from shareholders point of view : [1]

- (A) Equity share holders get dividend only when the company earns sufficient profits
- (B) There is high speculation in equity shares
- (C) Equity shares can be easily sold in the stock market
- (D) It is suitable for those who do not want to take risk for higher return

निम्न में से कौनसा अंशधारियों के दृष्टिकोण से समता अंशों का एक लाभ है :

- (A) समता अंश धारकों को लाभांश तभी दिया जाएगा जबकि कंपनी को पर्याप्त लाभ हुआ हो
- (B) समता अंशों में बहुत स्ट्रेट बाजी होती है
- (C) समता अंशों को शेयर बाजार में आसानी से बेचा जा सकता है
- (D) यह उनके लिए उचित है जो उच्च प्रव्याय के लिए अधिक जोखिम नहीं उठाना चाहते।

7. Which of the following is not an instrument of Money Market? [1]

- (A) Debentures
- (B) Call Money
- (C) Treasury Bill
- (D) Trade Bill

निम्न में से कौन सा मुद्रा बाजार का प्रलेख नहीं हैं :

- (A) ऋण पत्र
- (B) याचना राशि
- (C) ट्रेजरी बिल
- (D) व्यापारिक विपत्र



8. Which of the following is not a type of market according to area : [1]

- (A) Local Market
- (B) Retail Market
- (C) Regional Market
- (D) Rural Market

निम्नलिखित में से कौन सा 'क्षेत्र के अनुसार' बाज़ार नहीं है :

- (A) स्थानीय बाज़ार
- (B) फुटकर बाज़ार
- (C) क्षेत्रीय बाज़ार
- (D) ग्रामीण बाज़ार

9. For advertisement of fertilizer, tractors etc. the most suitable media of advertising is : [1]

- (A) Radio
- (B) Films
- (C) Television
- (D) News Papers

खाद, ट्रैक्टर आदि के विज्ञापन के लिए विज्ञापन का सर्वाधिक उपयुक्त माध्यम है :

- (A) रेडियो
- (B) फिल्म
- (C) टेलिविज़न
- (D) समाचार पत्र



10. 'Mc Donalds' is an example of

[1]

- (A) Departmental store
- (B) Super Market
- (C) Chain Stores
- (D) Consumer Cooperative Stores

‘मैकडोलेन्डस’ उदाहरण है :

- (A) विभागीय भंडार का
- (B) सुपर बाज़ार का
- (C) श्रृंखला भंडार का
- (D) उपभोक्ता सहकारी भंडार का

11. Explain the following principles of management :

[3]

- a) Unity of Command
- b) Unity of Direction

प्रबन्ध के निम्न सिद्धान्तों को समझाइए :

- क) आदेश की एकता
- ख) निर्देश की एकता

12. State the importance of leadership with the help of any three points.

[3]

किन्हीं तीन बिन्दुओं की सहायता से नेतृत्व के महत्व का उल्लेख कीजिए।



13. What are Mutual Funds? Explain any one type of mutual funds. [3]

म्यूच्यूल फंड क्या होते हैं? म्यूच्यूल फंड के किसी एक प्रकार को समझाइए।

14. Identify the financial decision which is concerned with appropriation of earned profits. State any two factors affecting this decision. [3]

उस वित्तीय निर्णय को पहचानिए जिसका सम्बन्ध अर्जित लाभों के विनियोजन से है। इस निर्णय को प्रभावित करने वाले किन्हीं दो घटकों का उल्लेख कीजिए।

15. State the three levels of packaging. [3]

पैकेजिंग के तीन स्तरों का उल्लेख कीजिए।

16. Describe any two points of importance of management. [4]

प्रबन्ध के महत्व के किन्हीं दो बिन्दुओं का वर्णन कीजिए।

17. Distinguish between 'delegation' and 'decentralisation' giving any four points. [4]

‘अंतरण’ और ‘विकेंद्रीकरण’ में कोई चार बिन्दु देकर अन्तर बताइए।

18. Explain any four objectives of sales promotion. [4]

विक्रय प्रवर्तन के किन्हीं चार उद्देश्यों का वर्णन कीजिए।

19. State any four services provided by retailers to the whole sale. [4]

फुटकर विक्रेताओं द्वारा थोक विक्रेताओं को प्रदान की जाने वाली किन्हीं चार सेवाओं का उल्लेख कीजिए।

20. Amogh Purchased a Refrigerator for ₹ 42,000 which is not working. Even after number of complaints the company neither replaced it nor refunded the money. Name the judicial machinery he may approach for redressal of his grievance. Explain its composition and jurisdiction. Also state if he is not satisfied by the decision of this machinery, where can he appeal? [4]

अमोघ ने रुकम ₹ 42,000 में एक रेफ्रिजरेटर खरीदा जो काम नहीं कर रहा है। उसने कंपनी को इसकी शिकायत की, लेकिन कंपनीने तो इसके स्थान पर दूसरा रेफ्रिजरेटर दिया और नही इसके पैसे वापस किए। उस न्यायाधिक व्यवस्था का नाम बताइए जहाँ वह अपनी शिकायत निवारक के लिए जा सकता है। इसकी संरचना और अधिकार क्षेत्र का उल्लेख कीजिए। यह भी उल्लेख कीजिए कि यदि वह इस व्यवस्था के निर्णय से संतुष्ट नहीं है तो वह कहाँ अपील कर सकता है?

21. Give the meaning of 'work study' as a technique of scientific management. Also explain the four studies included in it. [5]

वैज्ञानिक प्रबन्ध की तकनीक के रूप में 'कार्य अध्ययन' का अर्थ बताइए। इसमें सम्मिलित चार अध्ययनों को भी समझाइए।

22. Explain any five Non-financial Incentives that motivate the employees. [5]

कर्मचारियों को अभिप्रेरित करने वाली किन्हीं पाँच गैर-वित्तीय प्रेरणाओं को समझाइए।

23. Explain any five factors determining fixed capital requirements of any business enterprise. [5]

किसी व्यावसायिक उद्यम की स्थाई पूँजी आवश्यकताओं को निर्धारित करने वाले किन्हीं पाँच कारकों को समझाइए।

24. Describe any five factors taken into account while determining the price of a product. [5]

एक उत्पाद का मूल्य निर्धारित करते समय ध्यान में रखे जानेवाले किन्हीं पाँच कारकों का वर्णन कीजिए।

25. Explain any five functions of a wholesale. [5]

एक थोक व्यापारी के किन्हीं पाँच कार्यों को समझाइए।

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26. 'Management has to ensure that all activities contribute to the achievement of the objectives of the business as a whole'. In the light of this statement give the meaning of co-ordination. Also explain any five characteristics of co-ordination. [6]

‘प्रबन्ध को यह सुनिश्चित करना होता है कि सभी क्रियाएँ सम्पूर्ण व्यवसाय के उद्देश्यों की प्राप्ति में योगदान दें।’ इस कथन के संदर्भ में समन्वय का अर्थ दीजिए। समन्वय की किन्हीं पाँच विशेषताओं को भी समझाइए।

OR/अथवा

Give the meaning of management. Also explain the objectives of management.

प्रबन्ध का अर्थ दीजिए। प्रबन्ध के उद्देश्यों को भी समझाइए।

27. Communication is said to be the 'life blood of an organisation. In the light of this statement'. Give the meaning of communication and state its importance. [6]

‘सम्प्रेषण किसी भी संगठन का जीवन रक्त कहा जाता है।’ इस कथन के संदर्भ में सम्प्रेषण का अर्थ दीजिए और इसके महत्व का उल्लेख कीजिए।

OR/अथवा

'The success of every business organisation depends upon the people who work in it'. In support of this statement explain the importance of staffing as a function of management. Also explain staffing as a part of Human Resource Management.

‘किसी भी व्यावसायिक संगठन की सफलता उसमें काम करने वाले व्यक्तियों पर निर्भर करती हैं।’ इस कथन के समर्थन में प्रबन्ध के एक कार्य के रूप में नियुक्तिकरण के महत्व का वर्णन कीजिए। मानव संसाधन प्रबन्ध के एक भाग के रूप में भी नियुक्तिकरण का अर्थ समझाइए।



28. Business organisations need of short-term finance is best fulfilled by 'Bank Credit' through various ways. Explain these ways. [6]

व्यावसायिक संगठनों की अल्पकालीन वित्तीय आवश्यकता 'बैंक साख' द्वारा विभिन्न तरीकों से सबसे अच्छी तरह पूरी की जाती है। इन तरीकों को समझाइए।

OR/अथवा

Only a sound financial plan for a business unit can ensure its success in meeting the organisational objectives. Explain the various aspects to be kept in view while preparing a sound financial plan.

किसी भी व्यावसायिक इकाई की सफलता को आश्वासन देने के लिए एक अच्छी वित्तीय योजना ही उसके उद्देश्यों को पूर्ण करने में सफल हो सकती है। एक अच्छी वित्तीय योजना बनाते समय ध्यान में रखे जाने वाले विभिन्न पहलुओं का वर्णन कीजिए।

29. Choice of an appropriate distribution channel is important for pricing and promotion strategy. Explain any three factors that will guide to make such choice? [6]

उत्पाद के मूल्य निर्धारण एवं प्रवर्तन नीति निर्धारण के लिए एक उचित वितरण के माध्यम का चयन का होना महत्वपूर्ण है। ऐसे तीन कारकों को समझाइए जो इस प्रकार के चयन में मार्गदर्शन करेंगे।

OR/अथवा

"In order to optimize the product requirements by the consumers importance should be given to the elements of product mix". Explain these elements.

ग्राहकों के लिए उत्पाद आवश्यकता की अनुकूलतम पूर्ति हेतु, उत्पाद मिश्रण के तत्वों पर ध्यान देना चाहिए। इन तत्वों को समझाइए।



30. Departmental stores have become favourite destinations of buyers in big cities because of their merits. But these stores have certain limitations for. State any four merits and any two limitations of these stores. [6]

बड़े शहरों में विभागीय भंडार क्रेताओं के पसंदीदा स्थल बन चुके हैं क्योंकि इनके कई लाभ हैं। लेकिन इन भंडारों की कुछ सीमाएं भी हैं। इन भंडारों के किन्हीं चार लाभों तथा दो सीमाओं का उल्लेख कीजिए।

OR/अथवा

Consumers have various rights which help them in protecting their interests. Explain any three such rights.

उपभोक्ताओं के बहुत से अधिकार हैं जो उनके हितों के संरक्षण में उनकी सहायता करते हैं। ऐसे किन्हीं तीन अधिकारों का वर्णन कीजिए।





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BUSINESS STUDIES
(319)

1. 'Management is required for every type of organisation' is a / an : [1]

- (A) Characteristic of Management
- (B) Objective of Management
- (C) Importance of Management
- (D) None of the above

Answer

(A) Characteristic of Management

This is supported by the fact that "Management is Universal," meaning it is required for every type of organization, whether business, social, or political.

2. Foreman under planning department is : [1]

- (A) Inspector
- (B) Repair Boss
- (C) Route Clerk
- (D) Speed Boss

Answer

(C) Route Clerk

This is supported by the description of the roles under functional foremanship in the planning department, where the "Route Clerk" determines the process of production and the route through which raw materials will pass.

3. In functional structure of organisation, 'Store' is a sub-unit of : [1]

- (A) Personnel Department
- (B) Finance Department
- (C) Production Department
- (D) Marketing Department

Answer

(C) Production Department

This is supported by the explanation in the functional structure, where the production department is subdivided into various sub-units, including stores, repairs, maintenance, and production.

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4. Under which method of recruitment candidates are recruited directly from professional or technical institutions. [1]

- (A) Recruitment at the Factory Gate
- (B) Media Advertisements
- (C) Educational institutions
- (D) Employment exchange

Answer

(C) Educational institutions

This is supported by the explanation in the provided material, where companies maintain close contact with universities, vocational institutes, and management schools to recruit directly through campus interviews.

5. The usual source of finance for companies is : [1]

- (A) Own savings
- (B) Commercial Banks
- (C) Capital Market
- (D) Money lenders

Answer

(C) Capital Market

This is supported by the discussion in the provided content that highlights the capital market as a primary source of long-term finance for companies, involving the issuance of shares, bonds, and debentures.

6. Which of the following is a merit of equity shares from shareholders point of view : [1]

- (A) Equity share holders get dividend only when the company earns sufficient profits
- (B) There is high speculation in equity shares
- (C) Equity shares can be easily sold in the stock market
- (D) It is suitable for those who do not want to take risk for higher return

Answer

(C) Equity shares can be easily sold in the stock market

This is supported by the explanation in the material that equity shares are advantageous to shareholders because they can be easily traded in the stock market, providing liquidity to investors.

7. Which of the following is not an instrument of Money Market? [1]

- (A) Debentures
- (B) Call Money
- (C) Treasury Bill
- (D) Trade Bill

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Answer

(A) Debentures

Debentures are part of the capital market, dealing with medium and long-term securities, whereas instruments like Call Money, Treasury Bills, and Trade Bills belong to the money market, which focuses on short-term financing.

8. Which of the following is not a type of market according to area : [1]

- (A) Local Market
- (B) Retail Market
- (C) Regional Market
- (D) Rural Market

Answer

(B) Retail Market

This is because retail market is classified based on the volume of transactions, not the area.

9. For advertisement of fertilizer, tractors etc. the most suitable media of advertising is : [1]

- (A) Radio
- (B) Films
- (C) Television
- (D) News Papers

Answer

(A) Radio

This is supported by the explanation that radio is popular for advertising products like fertilizers and tractors, especially targeting rural masses, as it is a common source of entertainment and information in areas lacking television and electricity.

10. 'Mc Donalds' is an example of [1]

- (A) Departmental store
- (B) Super Market
- (C) Chain Stores
- (D) Consumer Cooperative Stores

Answer

(C) Chain Stores

This is because McDonald's operates through multiple locations under the same brand, following a centralized management system and offering standardized services and products

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11. Explain the following principles of management : [3]

- a) Unity of Command
- b) Unity of Direction

Answer

a) Unity of Command

This principle aims to establish clear lines of authority, enhance discipline, and simplify reporting relationships within the organization.

b) Unity of Direction

The principle of Unity of Direction emphasizes that all organizational efforts should align towards a common goal under a single plan of action.

12. State the importance of leadership with the help of any three points

Answer

Importance of Leadership:

- 1. **Influences Behavior:** Leadership impacts employees' behavior, aligning their efforts toward achieving organizational goals.
- 2. **Builds Confidence:** Effective leadership provides guidance and support, boosting employees' confidence and reducing errors.
- 3. **Enhances Morale:** Leaders foster a cooperative environment, raising morale and contributing to higher productivity.

13. What are Mutual Funds? Explain any one type of mutual funds

Answer

Mutual funds pool money from investors and invest it in various securities like stocks, bonds, or other assets, managed by professionals.

Equity Mutual Funds: These funds primarily invest in stocks of different companies, aiming for long-term capital growth. They are suitable for investors with a higher risk appetite.

14. Identify the financial decision which is concerned with appropriation of earned profits. State any two factors affecting this decision.

Answer

Two Factors Affecting This Decision:

- 1. **Growth Opportunities:** If a company has significant expansion or diversification plans, it may retain profits rather than pay them as dividends.
- 2. **Shareholders' Expectations:** Companies must balance between paying dividends to satisfy shareholders and retaining profits for future growth.

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15. State the three levels of packaging.

Answer

The three levels of packaging are:

1. **Primary Packaging:** The immediate layer of packaging that directly holds the product, e.g., a tube of ointment.
2. **Secondary Packaging:** Additional packaging for protection and identification, e.g., a cardboard box holding the ointment tube.
3. **Transportation Packaging:** Packaging used for storage and transportation, e.g., corrugated boxes containing multiple items.

16. Describe any two points of importance of management.

Answer

1. **Achievement of Organizational Goals:** Management ensures that resources are used effectively and efficiently to achieve predetermined goals, aligning efforts across departments and employees.
2. **Adaptation to Changes:** Management helps organizations adapt to dynamic external environments, such as technological advancements, market trends, and competition, ensuring long-term sustainability and growth.

17. Distinguish between 'delegation' and 'decentralisation' giving any four points.

Answer

Basis	Delegation	Decentralisation
Meaning	Assignment of specific tasks to subordinates by a superior.	Systematic delegation of authority across all levels of management.
Scope	Limited to superior-subordinate relationship.	Broader and applies to the entire organization.
Control	Superior retains significant control over tasks.	Reduces central control, promoting autonomy at various levels.
Objective	Aims to reduce the workload of the superior.	Aims to foster growth and decision-making across organizational levels.

18. Explain any four objectives of sales promotion.

Answer

1. **Increase in Sales:** Sales promotion helps in boosting short-term sales by attracting more customers through offers, discounts, and schemes.
2. **Introduce New Products:** It encourages customers to try newly launched products by offering samples, trials, or introductory offers.
3. **Clear Excess Stock:** Helps in clearing unsold inventory by providing special deals or discounts.

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4. **Create Brand Loyalty:** Builds long-term customer relationships through loyalty programs and incentives to ensure repeat purchases.

19. State any four services provided by retailers to the whole sale.

Answer

1. **Market Information:** Retailers provide wholesalers with insights about customer preferences, market trends, and demand patterns.
2. **Help in Distribution:** Retailers assist wholesalers by distributing goods to widely scattered customers efficiently.
3. **Sales Promotion:** Retailers promote products through advertising and in-store promotions, increasing product visibility and sales.
4. **Risk Reduction:** Retailers minimize wholesalers' risks by maintaining stock and ensuring consistent purchases from them.

20. Amogh Purchased a Refrigerator for ₹ 42,000 which is not working. Even after number of complaints the company neither replaced it nor refunded the money. Name the judicial machinery he may approach for redressal of his grievance. Explain its composition and jurisdiction. Also state if he is not satisfied by the decision of this machinery, where can he appeal?

Answer

Judicial Machinery: Amogh can approach the **District Consumer Disputes Redressal Commission** for redressal of his grievance.

Composition and Jurisdiction of District Commission:

1. **Composition:**

- **President:** A person qualified to be a District Judge.
- **Members:** Two other members, one of whom is a woman.

2. **Jurisdiction:**

- The District Commission handles cases where the value of goods or services, including compensation, does not exceed **₹50 lakhs**.

Appeal:

If Amogh is not satisfied with the decision of the District Commission, he can appeal to the **State Consumer Disputes Redressal Commission** within **30 days** from the date of the order.

21. Give the meaning of 'work study' as a technique of scientific management. Also explain the four studies included in it.

Answer

Meaning of Work Study: Work study is a scientific management technique aimed at improving efficiency by analyzing work processes, reducing wastage, and optimizing resource utilization.

Four Studies Included in Work Study:

1. **Method Study:** Focuses on identifying the best method to perform a task by eliminating unnecessary motions and steps.
2. **Time Study:** Determines the standard time required to complete a job, ensuring efficient time management.

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3. **Motion Study:** Examines the movements involved in a task to eliminate wasteful motions and increase productivity.
4. **Fatigue Study:** Analyzes the impact of work schedules and rest intervals to reduce worker fatigue and improve performance.

22. Explain any five Non-financial Incentives that motivate the employees.

Answer

Non-Financial Incentives: Non-financial incentives focus on satisfying employees' psychological and emotional needs to boost motivation and productivity.

1. **Recognition:** Acknowledging employees' efforts through awards, certificates, or verbal appreciation motivates them to perform better.
2. **Job Security:** Ensuring employees have stable employment and are not at risk of sudden termination builds loyalty and confidence.
3. **Career Advancement:** Offering opportunities for promotions, training, and skill development encourages employees to grow professionally.
4. **Participation in Decision-Making:** Involving employees in organizational decisions fosters a sense of responsibility and belonging.
5. **Work Environment:** Providing a safe, positive, and supportive workplace improves employees' morale and overall satisfaction.

23. Explain any five factors determining fixed capital requirements of any business enterprise.

Answer

Factors Determining Fixed Capital Requirements:

1. **Nature of Business:** Manufacturing businesses require more fixed capital for machinery and plants, while trading firms need less.
2. **Scale of Operations:** Large-scale businesses require more fixed capital to invest in assets, while small-scale operations need less.
3. **Choice of Technique:** Capital-intensive techniques require more fixed capital than labor-intensive methods.
4. **Technology Upgrades:** Businesses relying on frequent technological changes need more fixed capital to replace outdated assets.
5. **Growth Prospects:** Expanding businesses require higher fixed capital for acquiring additional facilities to support growth.

24. Describe any five factors taken into account while determining the price of a product.

Answer

Factors Determining the Price of a Product:

1. **Cost of Production:** The total cost incurred in producing the product, including fixed and variable costs, sets a baseline for pricing.
2. **Demand for the Product:** Higher demand allows for higher prices, while low demand may necessitate price reductions.
3. **Competition in the Market:** The pricing strategies of competitors influence the product's price to maintain competitiveness.

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4. **Government Regulations:** Laws such as price ceilings and taxation policies impact the pricing decisions.
5. **Target Customers:** The purchasing power and preferences of the target market play a crucial role in determining price.

25. Explain any five functions of a wholesaler.

Answer

Functions of a Wholesaler:

1. **Bulk Procurement:** Wholesalers purchase goods in large quantities directly from manufacturers to ensure consistent supply.
 2. **Storage:** They store goods in warehouses, maintaining stock availability for retailers as per demand.
 3. **Risk Bearing:** Wholesalers assume risks like damage, theft, or changes in market demand during storage and transportation.
 4. **Financing:** By extending credit facilities to retailers, wholesalers help them manage their cash flow effectively.
 5. **Market Information:** Wholesalers gather and share information about market trends, customer preferences, and demand with manufacturers and retailers.
26. 'Management has to ensure that all activities contribute to the achievement of the objectives of the business as a whole'. In the light of this statement give the meaning of co-ordination. Also explain any five characteristics of co-ordination.

Answer

Meaning of Co-ordination:

Co-ordination refers to the process of aligning and integrating the activities of different departments, individuals, and functions to ensure they collectively contribute to achieving the organizational objectives.

Characteristics of Co-ordination:

1. **Integrates Group Efforts:** Co-ordination unifies the activities of individuals and departments to achieve common organizational goals.
2. **Ensures Unity of Action:** It eliminates overlapping or conflicting actions by synchronizing various efforts.
3. **Continuous Process:** Co-ordination is not a one-time activity but an ongoing effort throughout all managerial functions.
4. **Pervasive Function:** It is required at all levels of management and in all departments to ensure smooth functioning.
5. **Dynamic Process:** Co-ordination adjusts to changing circumstances, ensuring adaptability and alignment with organizational objectives.

OR

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Give the meaning of management. Also explain the objectives of management.

Answer

Meaning of Management:

Management is the process of planning, organizing, staffing, directing, and controlling resources effectively to achieve organizational goals efficiently. It involves coordinating efforts to ensure optimal use of resources in a dynamic business environment.

Objectives of Management:

1. **Organizational Objectives:** These include achieving organizational goals such as profit maximization, growth, survival, and innovation by ensuring effective utilization of human, material, and financial resources.
 2. **Social Objectives:** Management aims to fulfill its responsibilities towards society by providing quality goods and services, creating employment opportunities, and adopting environmentally friendly practices.
 3. **Personal Objectives:** It seeks to fulfill the individual aspirations of employees, such as career growth, job satisfaction, and recognition, ensuring their commitment and motivation.
 4. **Efficiency Objectives:** Management focuses on minimizing resource wastage, reducing costs, and increasing productivity to ensure efficient operations within the organization.
27. Communication is said to be the 'life blood of an organisation. In the light of this statement'. Give the meaning of communication and state its importance.

Answer

Meaning of Communication:

Communication is the process of sharing information, ideas, and messages between individuals or groups within or outside an organization. It ensures mutual understanding and facilitates the achievement of common goals. Effective communication is essential for the smooth functioning of any organization, as it acts as a bridge between different departments and levels of management.

Importance of Communication:

1. **Facilitates Coordination:** Communication helps align the efforts of various departments and individuals, ensuring that everyone works towards the organizational objectives. It creates a unified approach and eliminates duplication of efforts.
2. **Aids in Decision-Making:** Timely and accurate communication provides managers with the necessary information to make informed decisions, which are crucial for the organization's success.
3. **Builds Better Relationships:** Open and transparent communication fosters trust and understanding among employees, reducing conflicts and improving teamwork.
4. **Improves Efficiency:** Clear communication minimizes misunderstandings and ensures that tasks are executed correctly, leading to higher productivity and operational efficiency.

OR

'The success of every business organisation depends upon the people who work in it'. In support of this statement explain the importance of staffing as a function of management. Also explain staffing as a part of Human Resource Management.

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Answer

Importance of Staffing as a Function of Management:.

- 1.Ensures Competent Workforce: Staffing identifies, recruits, and selects skilled individuals who align with the organization's requirements, ensuring efficiency.
- 2.Improves Productivity: By placing the right person in the right role, staffing enhances overall productivity and performance.
- 3.Builds Teamwork: Proper staffing fosters better teamwork by ensuring compatibility among employees.
- 4.Encourages Growth: With the right talent, staffing facilitates innovation and organizational growth.

Staffing as Part of Human Resource Management (HRM):

Staffing is a core component of HRM, focusing on attracting, selecting, and retaining talent. It includes planning manpower requirements, recruiting the best candidates, training employees, and managing their career development. HRM ensures staffing is carried out strategically to align with the organization's goals while fostering a productive and satisfied workforce.

In summary, staffing forms the backbone of organizational success by ensuring a skilled, motivated, and cohesive workforce.

28. Business organisations need of short-term finance is best fulfilled by 'Bank Credit' through various ways. Explain these ways

Answer

Ways Bank Credit Fulfills Short-Term Finance Needs:

1. **Overdraft:** Banks allow businesses to withdraw more than their current account balance up to a specified limit. This facility helps manage short-term cash shortages.
2. **Cash Credit:** Businesses can borrow a specific amount against collateral, such as inventory or receivables. Interest is charged only on the amount used, making it a flexible option.
3. **Loans:** Banks provide short-term loans to meet working capital needs. These loans are repaid within a specified period, typically less than a year.
4. **Discounting of Bills:** Banks provide immediate cash to businesses by discounting their bills of exchange before the due date, helping businesses maintain liquidity.
5. **Trade Credit:** Banks issue letters of credit or guarantee payments to suppliers, allowing businesses to procure goods on credit.

OR

Only a sound financial plan for a business unit can ensure its success in meeting the organisational objectives. Explain the various aspects to be kept in view while preparing a sound financial plan.

Answer

Aspects to be Kept in View While Preparing a Sound Financial Plan:

- 1.**Assessment of Financial Needs:** A sound financial plan begins with estimating the short-term and long-term financial requirements of the business, considering operational and growth needs.

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2. **Determination of Capital Structure:** It involves deciding the proportion of debt and equity in the capital structure to ensure a balance between cost and risk.
3. **Availability of Funds:** The plan should consider the availability of internal and external sources of finance, ensuring timely and adequate funds for business operations.
4. **Flexibility:** The financial plan should be adaptable to changing business needs and economic conditions, enabling the business to respond effectively to unforeseen circumstances.
5. **Cost of Financing:** It is important to evaluate the cost of various financing options and choose the most economical sources to minimize expenses.
6. **Risk Management:** The financial plan must include strategies to manage financial risks, such as fluctuations in market conditions, interest rates, or currency exchange rates.

29. Choice of an appropriate distribution channel is important for pricing and promotion strategy. Explain any three factors that will guide to make such choice?

Answer

Factors Guiding the Choice of an Appropriate Distribution Channel:

1. Nature of the Product:

The characteristics of the product significantly influence the choice of a distribution channel. Perishable goods like dairy or bakery items require shorter channels to ensure quick delivery and prevent spoilage. On the other hand, durable goods such as electronics or furniture, which are non-perishable, can afford to use longer channels. Similarly, the size, weight, and value of the product also play a role; high-value products like jewelry often use direct channels to maintain exclusivity, while low-cost items like snacks use extensive channels for wide reach.

2. Market Characteristics:

The size and location of the target market determine the length of the distribution channel. For a large, dispersed market, a longer distribution channel involving wholesalers and retailers is preferred to ensure wide availability.

3. Financial Resources of the Company:

Companies with strong financial resources often prefer direct distribution, as they can afford the costs associated with maintaining warehouses, transport, and marketing staff.

OR

"In order to optimize the product requirements by the consumers importance should be given to the elements of product mix". Explain these elements.

Answer

Elements of Product Mix:

1. Product Line:

A product line refers to a group of related products offered by a company under a single brand. For instance, a company might offer a line of skincare products, such as creams, lotions, and face washes.

2. Product Width:

This refers to the number of product lines a company offers. For example, a company may deal in multiple categories like electronics, clothing, and groceries.

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3. Product Length:

Product length is the total number of items a company offers across its product lines. For instance, if a company has three product lines with five products in each, the product length is 15.

4. Product Depth:

This indicates the variety of products within a product line, such as different sizes, flavors, or colors.

5. Product Consistency:

This refers to the degree of similarity among the various product lines in terms of use, production, or distribution.

30. Departmental stores have become favourite destinations of buyers in big cities because of their merits. But these stores have certain limitations for. State any four merits and any two limitations of these stores.

Answer

Merits of Departmental Stores:

- 1. Variety Under One Roof:** Departmental stores offer a wide range of products, such as clothing, electronics, and groceries, making it convenient for customers to shop in one place.
- 2. High-Quality Goods:** These stores maintain high-quality standards, ensuring customer satisfaction and trust.
- 3. Customer Convenience:** Located in prime areas, these stores provide a comfortable shopping experience with amenities like air conditioning, parking, and food courts.
- 4. Specialized Services:** Additional services like home delivery, product returns, and personal shopping assistance enhance customer experience.

Limitations of Departmental Stores:

- 1. Higher Prices:** Due to their operational costs, such as infrastructure, staff, and amenities, departmental stores often charge higher prices compared to local shops.
- 2. Limited Reach:** These stores are primarily located in urban areas, making them inaccessible to customers in rural or remote locations.

OR

Consumers have various rights which help them in protecting their interests. Explain any three such rights.

Answer

Consumer Rights:

- 1. Right to Safety:** Consumers have the right to be protected from goods and services that may pose risks to their health or life. For example, food products should be free from harmful substances, and electronic appliances must meet established safety standards. This ensures that consumers are not exposed to unsafe or substandard products.
- 2. Right to Information:** This right empowers consumers to access accurate and comprehensive information about the quality, quantity, price, and safety of products or services. For instance, manufacturers are required to provide details such as ingredients, usage instructions, manufacturing and expiry dates, and potential risks on product labels, enabling consumers to make informed choices.

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3.Right to Redressal: Consumers have the right to seek compensation or remedial action if they encounter unfair trade practices, defective goods, or deficient services. Redressal mechanisms, such as consumer courts and grievance forums, provide platforms for consumers to file complaints and obtain justice in cases of exploitation or dissatisfaction.

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