Please check that this question paper contains 8 printed pages.

Code number given on the right hand side of the question paper should be written on the title page of the answer-book by the candidate.

Please check that this question paper contains 30 questions.

Please write down the Serial Number of the question before attempting it.

15 minutes time has been allotted to read this question paper. The question paper will be distributed at 10.15 a.m. From 10.15 a.m. to 10.30 a.m., the students will read the question paper only and will not write any answer on the answer-book during this period.

**BUSINESS STUDIES**

**निर्धारित समय : 3 घण्टे**

**Time allowed : 3 hours**

**अधिकतम अंक : 90**

**Maximum Marks : 90**
General Instructions:

(i) Answers to questions carrying 1 mark may be from one word to one sentence.

(ii) Answers to questions carrying 3 marks may be from 50 – 75 words.

(iii) Answers to questions carrying 4 – 5 marks may be about 150 words.

(iv) Answers to questions carrying 6 marks may be about 200 words.

(v) Attempt all parts of a question together.


3. Give any two examples of ‘Employee Recognition’ as a non-financial incentive.

4. What is meant by ‘Management by Exception’ in the process of controlling?

5. On which type of products is ISI mark used?
The consumer has a right to acquire knowledge and to be a well informed consumer throughout life.

State what type of knowledge is required by the consumer in the above stated ‘Right’.

7. प्रबंध के उस स्तर का नाम दीजिए जो संगठन के कल्याण एवं निरंतरता के लिए उत्तरदायी होता है।

Name the level of management that is responsible for the welfare and survival of the organisation.

8. यह क्यों कहा जाता है कि व्यावसायिक पर्यावरण अनिश्चित होता है?

Why is it said that business environment is uncertain?

9. ‘पहले से यह निश्चित करना कि क्या करना है तथा कैसे करना है प्रबंध के आधारभूत कार्यों में से एक है।’ इस कार्य का अर्थ बताइए।

‘Deciding in advance what to do and how to do is one of the basic management functions.’ Give the meaning of this function.

10. नियोजन के उस प्रकार का नाम बताइए जो सामान्य कार्यों के रूप में होती है, विचारों को एक विशिष्ट दिशा की ओर निर्देशित करती है और दैनिक समस्याओं के समाधान में सहायता करती है।

Name the type of plan which is in the form of general statements, that guides thinking towards a particular direction and helps in solving routine problems.

11. ‘रचना’ के आधार पर कार्यान्वयन संगठन तथा प्रभागीय संगठन में अन्तर कीजिए।

Distinguish between functional structure and divisional structure on the basis of ‘formation’.

12. ‘औपचारिक संगठन’ से क्या अभिव्यक्ति है?

What is meant by ‘formal organisation’?
Give the meaning of the following money market instruments:

(i) Treasury Bill; and
(ii) Call Money.

Wealth-maximisation’ is the primary objective of financial management. Explain.

‘You don’t close a sale, you open a relationship, if you want to build a long-term successful enterprise.’ Identify the communication tool used by the marketer. State any two features of this communication tool.

Pawan is working as a ‘Production Manager’ in CFL Ltd. engaged in manufacturing of CFL bulbs. There is no class-conflict between the management and workers. The working conditions are very good. The company is earning huge profits. As a policy matter, management is sharing the gains with the workers because they believe that prosperity of the company cannot exist for a long time without the prosperity of the employees.

(a) State the principle of management described in the above para.
(b) Identify any two values which the company wants to communicate to the society.
Telco Ltd. is manufacturing files and folders from the old clothes to discourage use of plastic files and folders. For this they employ people from nearby villages where very less job opportunities are available. An employee, Harish, designed a plan for the cost reduction but it was not welcomed by the production manager. Another employee gave some suggestion for improvement in design, but it was also not appreciated by the production manager.

(a) State the principle of management described in the above para.
(b) Identify any two values that the company wants to communicate to the society.

18. ‘विवेक निर्णय’ एवं ‘लाभांश निर्णय’ का अर्थ बताइए।
Give the meaning of ‘Investment decision’ and ‘Dividend decision’.

19. ‘समन्वय प्रबंध का सार है।’ समझाइए कैसे।
‘Coordination is the essence of management.’ Explain how.

20. ‘व्यवसाय के प्रबंधकों द्वारा पर्यावरण की समझ उन्हें न केवल अपनी फर्म की बाह्य शक्तियों की पहचान एवं मूल्यांकन में सहायता करती है अपितु उनके प्रति प्रतिक्रिया व्यक्त करने में भी सहायता करती है।’ इस कथन के संदर्भ में व्यवसायिक पर्यावरण के महत्व के किन्हीं चार बिन्दुओं को समझाइए।
‘Understanding of environment by business managers enables them not only to identify and evaluate, but also to react to the forces external to their firms.’ In the light of the statement, explain any four points of importance of business environment.

23. State any eight reliefs available to a consumer under the provisions of Consumer Protection Act, 1986.

24. Explain the relationship between planning and controlling.

25. Explain any five functions of Stock Exchange.

26. What is meant by ‘advertising’? State the role of advertising in marketing.

27. What is meant by ‘Training’? State the benefits of training to the employee.

(i) dexterity;
(ii) Vyavasayik chakram;
(iii) Pratishth, Karta stha, thertha
(iv) Vyavasayik prakriti

Atha

Ek kampni ki Pooji sanchana ke chayan ko pramaanit kareva kahin chare karo ko samajhaye.
Explain how the following factors affect the working capital requirements of a business:

(i) Inflation;
(ii) Business cycle;
(iii) Level of competition; and
(iv) Nature of business.

OR

Explain any four factors affecting the choice of capital structure of a company.

28. उत्पादों तथा सेवाओं के प्रवर्तन में ‘जन संपर्क’ की भूमिका का वर्णन कीजिए।

अथवा

विपणन मिश्र के चार महत्वपूर्ण तत्त्वों को समझाइए।

Describe the role of ‘Public Relations’ in the promotion of products and services.

OR

Explain the four important elements of marketing mix.

29. ‘प्रभावी प्रबंध’ तथा ‘कर्मचारियों का विकास’ के अतिरिक्त, अंतरण संगठन की विभिन्न तरीकों से सहायता करता है। ऐसे किन्हीं चार तरीकों का वर्णन कीजिए।

अथवा

‘विकेंद्रीकरण एक महत्वपूर्ण मान्यता है तथा केवल चुनिन्दा अधिकारों के अंतरण में ही अपनाई जाती है।’ इस कथन के संदर्भ में विकेंद्रीकरण के महत्व के किन्हीं चार बिन्दुओं का वर्णन कीजिए।

Besides ‘Effective management’ and ‘Employee development’ delegation helps the organisation in different ways. Explain any four such ways.

OR

‘Decentralisation is an important philosophy that implies selective dispersal of authority.’ In the light of this statement, explain any four points of importance of decentralisation.
The functions and performance of the supervisor are vital to an organisation because he is directly related with the workers whereas other managers have no direct touch with bottom level workers. ‘In the light of this statement, explain any four functions of a supervisor.

OR

Describe personal barriers to effective communication.