• कृपया जाँच कर लें कि इस प्रश्न-पत्र में मुद्रित पृष्ठ 8 हैं।
• प्रश्न-पत्र में दाहिने हाथ की ओर दिए गए कोड नम्बर को छात्र उत्तर-पुस्तिका के मुख-पृष्ठ पर लिखें।
• कृपया जाँच कर लें कि इस प्रश्न-पत्र में 30 प्रश्न हैं।
• कृपया प्रश्न का उत्तर लिखना शुरू करने से पहले, प्रश्न का ऋणांक अवश्य लिखें।
• इस प्रश्न-पत्र को पढ़ने के लिए 15 मिनट का समय दिया गया है। प्रश्न-पत्र का वितरण पूर्वांचल में 10.15 बजे किया जाएगा। 10.15 बजे से 10.30 बजे तक छात्र केवल प्रश्न-पत्र को पढ़ें। और इस अवधि के दौरान वे उत्तर-पुस्तिका पर कोई उत्तर नहीं लिखें।
• 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.

व्यावसायिक अध्ययन
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.

1. ‘उपभोक्ता’ के अंतर्गत, उपयुक्त उपभोक्ता फोर्म में शिकायत दर्ज कर सकने वाले किन्हीं दो पक्षों के नाम बताइए ।

 Besides a ‘consumer’, name any two parties who can file a complaint before the appropriate consumer forum.

2. ‘जिला उपभोक्ता विवाद निवारण फोर्म’ के गठन के लिए कितने सदस्यों की आवश्यकता होती है?

 How many members are required to constitute ‘District Consumer Dispute Redressal Forum’?

3. ‘जटिल या संकट बिन्दु नियंत्रण’ का अर्थ बताइए ।

 Give the meaning of ‘Critical Point Control’.

4. किन्हीं दो गैर-वित्तीय अभिप्रेक्ष्कों की सूची दीजिए ।

 List any two non-financial incentives.
5. Why is it said that ‘Motivation is a complex process’? State.

6. How is staffing a continuous process? State.

7. State the suitability of functional structure of organising.

8. Define ‘organising’ as a function of management.

9. State the type of plan that does not allow any flexibility.

10. ‘Dreams can be turned into reality only when managers think in advance what to do and how to do it.’ Name the function of management indicated by the statement.


12. Identify the basic characteristic of management involved in the statement — ‘The activities involved in managing an organisation are common to all organisations, whether economic, social or political.’
Identify and explain the marketing management philosophy which implies that products and services are bought not merely because of their quality or brand name, but because they satisfy a specific need of a customer.

14. मुद्रा बाजार के निर्मलिखित प्रपत्रों का अर्थ बताइए : 
   (i) बचत प्रमाण-पत्र; तथा 
   (ii) वाणिज्यिक बिल।

Give the meaning of the following money market instruments:
   (i) Certificate of deposit; and 
   (ii) Commercial bill.

15. वित्तीय नियोजन के महत्त्व के किन्हीं तीन बिन्दुओं का उद्देश्य कीजिए।

State any three points of importance of financial planning.

16. पूर्ण बजट निर्णय को प्रभावित करने वाले कारकों का वर्णन कीजिए।

Explain the factors that affect capital budgeting decision.
Voltech India Ltd. is manufacturing LED bulbs to save electricity and running under heavy losses. To revive from the losses, the management thought of shifting the unit to a backward area where labour is available at a low cost. The management also asked the workers to work overtime without any additional payment and promised to increase the wages of the workers after achieving its mission. Within a short period the company started earning profits because both the management and the workers honoured their commitments.

(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.

ABC Ltd. is engaged in producing electricity from domestic garbage. There is almost equal division of work and responsibility between workers and management. The management even takes workers into confidence before taking important decisions. All the workers are satisfied as the behaviour of the management is very good.

(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.

‘Science is a systematized body of knowledge that explains certain general truths or the operation of general laws.’ In the light of this statement, describe whether management is a science.
20. Explain any four characteristics of business environment.

21. उपभोक्ता संरक्षण अधिनियम, 1986 के अनुसार ‘उपभोक्ता’ की परिभाषा दीजिए।
Give the definition of ‘Consumer’ as per Consumer Protection Act, 1986.

22. नियोजन प्रक्रिया के निम्नलिखित तार्किक चरणों के परामर्श, इस प्रक्रिया को पूरा करने वाले चरणों को समझाएः:
(a) उद्देश्यों का निर्धारण;
(b) विकासशील आधार; तथा
(c) कार्यवाही की वैकल्पिक विधियों की पहचान।

After the following logical steps in the process of planning, explain the steps required to complete the process:
(a) Setting objectives;
(b) Developing premises; and
(c) Identifying alternative courses of action.

23. भूती के अंतर्गत स्रोतों की सीमाओं का उद्देश्य कीजिए।
State the limitations of internal sources of recruitment.

24. नियन्त्रण प्रक्रिया के चरणों का वर्णन कीजिए।
Explain the steps in the process of Controlling.

25. एक शेयर बाजार (स्टॉक एक्सचेंज) में व्यापारिक कार्यविधि का वर्णन कीजिए।
Explain the trading procedure on a stock exchange.

26. लेबलिंग के किन्हीं पाँच कार्यों का उद्देश्य कीजिए।
State any five functions of Labelling.
Explain the four important elements of marketing mix.

OR

Explain any four factors determining the choice of an appropriate channel of distribution.

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Explain any four factors determining the choice of an appropriate channel of distribution.
Explain the steps in the process of Organising.

OR

Differentiate between Formal and Informal organisation on the basis of the following:

(i) Meaning;
(ii) Origin;
(iii) Authoring;
(iv) Behaviour;
(v) Flow of Communication; and
(vi) Leadership.