BUSINESS STUDIES

Time allowed: 3 hours

Maximum Marks: 80
सामान्य निदेशः

(i) 1 अंक वाले प्रश्नों के उत्तर एक शब्द से एक वाक्य तक हों।

(ii) 3 अंक वाले प्रश्नों के उत्तर 50 – 75 शब्दों के हों।

(iii) 4 – 5 अंक वाले प्रश्नों के उत्तर लगभग 150 शब्दों के हों।

(iv) 6 अंक वाले प्रश्नों के उत्तर लगभग 200 शब्दों के हों।

(v) एक प्रश्न के सभी भाग साथ-साथ ही हल कीजिए।

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. ‘विकेन्द्रीकरण’ को परिभाषित कीजिए।

   Define ‘Decentralisation’.

2. नियोजन के एक प्रकार के रूप में ‘विधि’ का अर्थ बताइए।

   Give the meaning of ‘Method’ as a type of plan.
Saurabh decided to start a chocolates manufacturing business. He set the target of earning 10% profit on sales in the first year. As a good businessman, he was concerned about the future of the business, which was uncertain. He gathered information that the demand for chocolates is increasing day-by-day. He used this information as the base for future planning and shared it with his team. On the basis of the gathered information, he scheduled a meeting in the following week to find innovative ways to achieve the objectives.

List the first two steps, which have been followed by Saurabh that are related to the process of one of the functions of management.

In the paint industry, various raw materials are mixed in different proportions with petroleum for manufacturing different kinds of paints. One specific raw material is not readily and regularly available to the paint manufacturing companies. Bonler Paints Company is also facing this problem and because of this there is a time lag between placing the order and the actual receipt of the material. But, once it receives the raw materials, it takes less time in converting it into finished goods. Identify the factor affecting the working capital requirements of this industry.
5. An investor wanted to invest ₹ 20,000 in Treasury Bills for a period of 91 days. When he approached the Reserve Bank of India for this purpose he came to know that it was not possible.

Identify the reason why the investor could not invest in the Treasury Bill.

6. Why is the understanding of ‘Marketing Management Philosophies’ important?


8. ‘Buy one get one free’ is printed on the label of the package of a mosquito repellant.

State the labelling function being performed by this statement.

9. Differentiate between formal and informal organisations on the basis of (i) origin, (ii) authority, and (iii) flow of communication.
10. रोज़गार साक्षात्कार के पर्चात्ते तथा कार्य (रोज़गार) प्रस्ताव से पूर्व चयन प्रक्रिया के चरणों का उल्लेख कीजिए।

State the steps in the selection procedure, after the employment interview and before the job offer.

11. संध्या मनिसन्स इंटर्प्रेटेजज की एक सफल प्रबन्धक है। उसके अधीन कार्य करने वाले बारह व्यक्तियों की एक टीम है। वह उन्हें अपने उद्देश्य निर्धारित करने तथा निर्णय लेने के लिए प्रेरित करती है। वह उनके विचारों का आदर व समर्थन करती है, ताकि वे अपने कर्त्तव्यों को निष्पादित कर सकें तथा संगठनात्मक उद्देश्यों की प्राप्ति कर सकें। प्रबन्ध एवं प्रभावी नियंत्रण रूप में विद्यमान शक्तियों का उपयोग करती है।

एक बुद्धिमान प्रबन्धक के रूप में वह कभी-कभी अनोपचारिक सम्प्रेषण के सकारात्मक पहलुओं का भी उपयोग करती है। इस प्रकार वह संचार कितने सफल होती हैं तथा यह अनुस्मरित करती है कि लक्ष्यों की प्राप्ति हो जाए।

(क) लोगों के व्यवहार को प्रभावित करने के लिए विभिन्न प्रकार के सिद्धांत एवं शैलियों हैं। संध्या द्वारा प्रयोग में लाई गई शैली की पहचान कीजिए जो अधिकारों के उपयोग पर आधारित है।

(ख) उपयुक्त चरित्र सम्प्रेषण के दो सकारात्मक पहलुओं का उल्लेख कीजिए जिसका संध्या एक बुद्धिमान प्रबन्धक के रूप में प्रयोग कर रही है।

Sandhya is a successful manager at Manisons Enterprises. She has a team of twelve people working under her. She encourages them to set their own objectives and take decisions. She respects their opinions and supports them, so that they can perform their duties and accomplish organisational objectives. To manage and exercise effective control she uses forces within the group.

As an intelligent manager, at times, she also makes use of positive aspects of informal communication. This way, she is able to unify diverse interests and ensure that targets are met.

(a) There are many theories and styles of influencing people's behaviour. Identify the style used by Sandhya which is based on the use of authority.

(b) State two positive aspects of the communication discussed above, which Sandhya is using as an intelligent manager.
The Return on Investment (ROI) of a company ranges between 10 – 12% for the past three years. To finance its future fixed capital needs, it has the following options for borrowing debt:

- Option ‘A’: Rate of interest 9%
- Option ‘B’: Rate of interest 13%

Which source of debt, ‘Option A’ or ‘Option B’, is better? Give reason in support of your answer. Also state the concept being used in taking the decision.

Explain briefly any two points of importance of consumer protection from the point of view of business.
Aradhana and Gandharv are heads of two different departments in ‘Yumco Ltd.’ They are efficient managers and are able to motivate the employees of their respective departments to improve performance. However, their drive to excel in their own sphere of activity instead of giving emphasis on objectives of the enterprise has hindered the interaction between the departments that Aradhana and Gandharv are heading. Often there are inter-departmental conflicts and they have become incompatible. This has proved to be harmful in the fulfilment of the organisational objectives. The situation has deteriorated to such an extent that the CEO of ‘Yumco Ltd.’ has hired a consultant, Rashmi, to resolve the problem. After studying the situation closely, Rashmi found that the problem has arisen due to inflexibility and a narrow perspective on the part of both Aradhana and Gandharv. She is of the view that this situation is a result of the type of organisational structure ‘Yumco Ltd.’ has adopted.

From the above information, identify the organisational structure adopted by ‘Yumco Ltd.’ and state any three advantages of the structure so identified.
In 2015, Naveen left his luxurious life in Mumbai, where he worked as a manager for Blue Birds Ltd. He shifted to Begampur, Chhattisgarh to fulfil his grandmother's dream of converting their 25-acre ancestral land into a fertile farm. For this he set out specific goals along with the activities to be performed to achieve the goals.

Every activity was a challenge since he was clueless about farming. He learnt every activity from filling the land to sowing the seeds. To aid farmers he launched his own company 'Innovative Agriculture Solutions Pvt. Ltd'.

It was difficult initially as no one trusted an urban youth telling farmers about farming. But when everything was discussed in detail the farmers started taking interest. He wanted to ensure that the future events meet effectively the best interests of the company. Through sales forecasting, he prepared an annual plan for production and sales.

He also found that the farmers grew only paddy, which was an activity of 3 – 4 months and the land remained idle for the rest 8 – 9 months of the year. He not only identified but evaluated various alternatives through which the farms could be utilised for the remaining months of the year. Through correct foresight and logical and systematic thinking based on analysis of all facts, all alternatives were examined and evaluated. He presented a plan to the farmers, where after harvesting paddy, vegetables could be grown.

The above case highlights the features of one of the functions of management. By quoting lines from the above identify and explain these features.
16. **Explain any four points of importance of the controlling function of management.**

17. **Ram Murthy, the CEO of ‘Goodcare Hospitals’, a leading chain of hospitals, decided to reward the good work of the doctors of his organisation. For this he instituted two running trophies. A ‘Healthcare Achievers Trophy’ to acknowledge and appreciate the tireless efforts of the doctors who rendered selfless services to the patients and another ‘Beti Bachao Trophy’ to recognise the outstanding work done by the doctors in saving the girl child.**
The CEO also wanted to improve the health services in rural areas all over the country. He decided that all doctors must work in rural areas for at least six months. He also decided that the paramedical staff should be employed locally.

(a) Identify the incentive provided by ‘Goodcare Hospitals’ to its doctors through running trophies.

(b) Which need of the doctors will be satisfied through the incentive identified in part (a)? State.

(c) State any two values that the CEO of ‘Goodcare Hospitals’ is trying to communicate to the society.

18. भारतीय प्रतिभूति एवं विनियम बोर्ड के सुरक्षात्मक कार्यों का उल्लेख कीजिए।

State the protective functions of Securities and Exchange Board of India.

19. सुमित ने ‘टी.जी. इलेक्ट्रॉनिक्स लिमिटेड’ से आई.एस.आई. (ISI) मार्क की एक प्रसिद्ध ब्रांड ‘एम.जी.’ की बाँधिया मशीन खरीदी। तुकानंदानं ने मशीन को स्थापित करने के लिए दो दिन की प्रतीक्षा करने के लिए कहा। उसका मित्र, विवेक, नए इलेक्ट्रॉनिक उत्पादों के साथ प्रयोग करना बहुत पसंद करता था। उसने सुमित को कहा कि मशीन की स्थापना के लिए कम्पनी प्रतिनिधि की प्रतीक्षा करने की कोई आवश्यकता नहीं है तथा यह यह कार्य कर सकता है। अतः, दोनों ने उत्पादक के निर्देशों का पालन किए बिना मशीन को स्थापित कर दिया। आरंभ में मशीन ने प्रभावी रूप से आर्ट्स किया तथा धुलाई अच्छी हुई। लेकिन दो दिनों के पत्ताये मशीन धुलाई चुकी थी, जब नंबर बंद होना शुरू हो गई। सुमित तथा विवेक ने मशीन को चालू करने की बहुत कोशिश की लेकिन वे अपने प्रयासों में असफल रहे। अतः सुमित ने ‘टी.जी. इलेक्ट्रॉनिक्स लिमिटेड’ से सम्पर्क किया, जिन्होंने यह कहते हुए सेवा प्रदान करने के लिए अपना कार्य कर दिया कि कम्पनी द्वारा मशीन की स्थापना नहीं की गई थी।

(क) एक सजावट उपभोक्ता के नाते सुमित द्वारा निवाह किए जाने वाले उस उत्तरदायित्व का उल्लेख कीजिए जिससे वह कम्पनी की सेवाएं प्राप्त कर सकता था।

(ख) ऐसे किसी दो अधिकारों को संकेत में समझाए जिनका उपयोग सुमित द्वारा किया जा सकता था यदि उसने भाग (क) में पहचाने गए अपने उत्तरदायित्व का निवाह किया होता।

Sumit purchased an ISI marked washing machine of a famous brand ‘MG’ from TG Electronics Ltd. The shopkeeper asked him to wait for two days for installation of the machine. His friend, Vivek, was very fond of experimenting with new electronic products. He told Sumit that there is no need to wait for the company's representative to install the machine and that he could do it. So, both of them installed the machine without following the manufacturer’s instructions. Initially, the machine worked
effectively and the wash was good. But after two days, the machine started stopping in between the wash cycle. Sumit and Vivek tried their best to start the machine but failed in their efforts. Sumit, therefore, approached TG Electronics Ltd., which refused to provide any service on the plea that the installation of the machine was not done by the company.

(a) State the responsibility which Sumit had to fulfill as an aware consumer to get the services of the company.

(b) Explain briefly any two rights which Sumit could have exercised had he fulfilled his responsibility identified in part (a).

20. समन्वय का क्या अर्थ है? इसकी किन्हीं चार विशेषताओं का उल्लेख कीजिए।

What is meant by co-ordination? State its any four features.

21. मध्य प्रदेश के शिवपुरी में स्थित ‘कोनार्क लिमिटेड’ इलेक्ट्रॉनिक वस्तुओं का एक निर्माणी उद्यम है। मुंबई में स्थित एक प्रतियोगी इलेक्ट्रॉनिक वस्तुओं का निर्माण करने वाले उद्यम ‘नोवा लिमिटेड’ की तुलना में यह कम आय अर्जित कर रही है। ‘कोनार्क’ तथा ‘नोवा’ दोनों के प्रचालन उनके निवेशकों, ग्राहकों, प्रतियोगियों तथा आपूर्तिकर्ताओं की अद्वितीय अवस्थिति के कारण प्रत्यक्ष रूप से प्रभावित होते हैं। इसके अतिरिक्त, व्यक्तिगत रूप से इस क्षेत्र की फर्मों अर्थव्यवस्था में मुद्रा आपूर्ति, परिवारों की संरचना, तकनीकी परिवर्तनों, इत्यादि कारकों से भी अप्रत्यक्ष रूप से प्रभावित होती हैं।

(क) उपबृंहुत अनुच्छेद में चर्चित अवधारणा की विशेषता की पहचान करते हुए इसका उल्लेख कीजिए।

(ख) इस अवधारणा के महत्त्व के किन्हीं चार बिन्दुओं का भी उल्लेख कीजिए।

‘Konark Ltd.’ is an electronic goods manufacturing enterprise situated in Shivpuri, Madhya Pradesh. It is earning a very low revenue in comparison to a competing electronic goods manufacturing enterprise, ‘Nova Ltd.’ situated in Mumbai. Both Konark’s and Nova’s operations are affected directly by the investors, customers, competitors and suppliers, which are unique to their respective locations. In addition to this, individual firms of this field are affected indirectly by the factors like the money supply in the economy, composition of the families, the technological changes, etc.

(a) Identify and state the feature of the concept discussed in the above paragraph.

(b) Also, state any four points of importance of this concept.
एक ऐलोवेरा फॉर्म्स करने के लिए आवश्यक ज्ञान तथा कौशल प्राप्त करने के पश्चात्, अशोक विश-भर में ऐलोवेरा उत्पादों का एक अग्रणी उत्पादक बनना चाहता था। उसने देखा कि उत्पाद महंगे थे क्योंकि इनकी मूल्य आपूर्ति से अधिक थी। वह उन विषयों तथा प्रथाओं को भी प्रोत्साहित करना चाहता था जो आर्थिक रूप से संभव, पर्यावरण-अनुकूल तथा साथ ही जन स्वास्थ्य को सुरक्षा प्रदान करने वाली हों।

ऐलोवेरा उत्पादों को खरीदने समय उपभोक्ताओं द्वारा भूगतान की जाने वाली राशि पर अशोक का ध्यान मुख्यतः केन्द्रित था। उसने यह भी सोचा कि इसके लिए प्रतियोगियों के मूल्य तथा उनकी संभावित प्रतिक्रियाओं को भी ध्यान में रखा जाए।

सूचनाओं के एकत्रण एवं विश्लेषण तथा सही विवेधन नियोजन करने के पश्चात् उसे पता चला कि उपभोक्ता वस्तु के मूल्य की तुलना भूगतान की गई कीमत के साथ करते हैं। उपभोक्ता किसी उत्पाद को आसानी से तब खरीदेगा जब उसे यह अहसास हो जाएगा कि उत्पाद का मूल्य कम-से-कम उनके द्वारा भूगतान की गई कीमत के बराबर है।

चूंकि वह एक नए बाजार में प्रवेश कर रहा था, अतः उसने अनुभव किया कि वह सभी लागतों को पूरा नहीं कर पाएगा। वह जानता था कि दीर्घावधि में उसका व्यवसाय तब तक जीवित नहीं रह सकता जब तक एक न्यूनतम लाभ सहित सभी लागतें पूरी न हो जाएं।

उसने प्रतियोगियों के उत्पादों की गुणवत्ता और विशेषताओं तथा उपभोक्ताओं की अपेक्षित प्रतिक्रियाओं का भी परीक्षण किया। इनका ध्यान में रखते हुए उसने पैकेजिंग में कुछ अद्वितीय विशेषताओं को जोड़ा तथा उत्पादों के नि:शुल्क गृह-वितरण का भी निर्माण लिया।

उपर्युक्त स्थिति एक अवधारणा से समन्वित है जो कि विवेधन का एक प्रभावी प्रतियोगी अस्त्र है। इस अवधारणा में पूर्ण प्रतियोगिता की स्थिति में अधिकांश फर्में उत्पादों तथा सेवाओं के विवेधन के लिए एक-दूसरे से प्रतियोगिता करती हैं।

(क) अवधारणा की पहचान कीजिए।

(ख) उपर्युक्त स्थिति में चर्चित व पहचानी गई अवधारणा से सम्बन्धित किन्हीं चार कारकों को संक्षेप में समझाए।
After acquiring the necessary knowledge and skills on starting an Aloevera Farm, Ashok wanted to be the leading manufacturer of Aloevera products worldwide. He observed that the products were expensive as the demand of the products was more than the supply. He was also keen to promote methods and practices that were economically viable, environmentally sound and at the same time protecting public health.

Ashok’s main consideration was about the amount of money paid by the consumers in consideration of the purchase of Aloevera products. He also thought that competitors prices and their anticipated reactions must also be considered for this.

After gathering and analysing information and doing correct marketing planning, he came to know that the consumers compare the value of a product to the value of money which they are required to pay. The consumers will be ready to buy a product when they perceived that the value of the product is at least equal to the value of money which they would pay.

Since he was entering into a new market, he felt that he may not be able to cover all costs. He knew that in the long run the business will not be able to survive unless all costs are covered in addition to a minimum profit.

He examined the quality and features of the products of the competitors and the anticipated reactions of the consumers. Considering the same he decided to add some unique features to the packaging and also decided to provide free home delivery of the products.

The above case relates to a concept which is considered to be an effective competitive marketing weapon. In conditions of perfect competition most of the firms compete with each other on this concept in the marketing of goods and services.

(a) Identify the concept.

(b) Explain briefly any four factors discussed in the above case related to the concept so identified.
Karan Nath took over ‘D’north Motor Company’ from his ailing father three months ago. In the past the company was not performing well. Karan was determined to improve the company’s performance. He observed that the methods of production as well as selection of employees in the company were not scientific.

He believed that there was only one best method to maximise efficiency. He also felt that once the method is developed, the workers of the company should be trained to learn that ‘best method’.

He asked the Production Manager to develop the best method and carry out the necessary training. The Production Manager developed this method using several parameters right from deciding the sequence of operations, place for men, machines and raw materials till the delivery of the product to the customers. This method was implemented throughout the organisation. It helped in increasing the output, improving the quality and reducing the cost and wastage.

Identify and explain the principles and the technique of scientific management followed by the Production Manager in the above case.
24. Moga Industries Ltd. approached a well-established university in the city of Madurai to recruit qualified personnel for various technical and professional jobs. They selected Tanya, Ritu, Garima and Chetan for various vacancies in the organisation. After the selection and placement, ‘Moga Industries Ltd.’ felt the need to increase the skills and abilities, and the development of positive attitude of the employees to perform their specific jobs better. The company also realised that learning new skills would improve the job performance of the employees. Hence, the company decided to take action for the same.

(a) Name the step of the staffing process regarding which the company decided to take action.

(b) State the benefits of the action to ‘Moga Industries Ltd.’

25. Explain briefly any four factors affecting the fixed capital requirements of an organisation.