कृपया जाँच कर लें कि इस प्रश्न-पत्र में मुद्रित पृष्ठ 15 हैं।
प्रश्न-पत्र में दाहिने हाथ की ओर दिए गए कोड नंबर को छात्र उत्तर-पुस्तिका के मुख-पृष्ठ पर लिखें।
कृपया जाँच कर लें कि इस प्रश्न-पत्र में 25 प्रश्न हैं।
कृपया प्रश्न का उत्तर लिखना शुरू करने से पहले, प्रश्न का क्रमांक अवश्य लिखें।
इस प्रश्न-पत्र को पढ़ने के लिए 15 मिनट का समय दिया गया है। प्रश्न-पत्र का वितरण पूर्वांग में 10.15 बजे किया जाएगा। 10.15 बजे से 10.30 बजे तक छात्र केवल प्रश्न-पत्र को पढ़ेंगे और इस अवधि के दौरान वे उत्तर-पुस्तिका पर कोई उत्तर नहीं लिखेंगे।
Please check that this question paper contains 15 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 25 questions.
Please write down the Serial Number of the question before attempting it.
15 minute 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 : 80
Maximum Marks : 80
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. 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.
2. मच्छर भगाने वाले उत्पाद के पैकेज के लेबल पर ‘एक खरीदिए एक मुफ्त पाइए’ छपा हुआ है।

इस कथन द्वारा निर्माणित किए गए लेबलिंग के कार्य का उल्लेख कीजिए।

‘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.

3. पेंट उद्योग में विभिन्न प्रकार के पेंटों के उत्पादन हेतु विभिन्न प्रकार के कच्चे माल को भिन्न-भिन्न अनुपातों में पेट्रोलियम के साथ मिलाया जाता है। पेंट उत्पादक कंपनियों को एक विशिष्ट कच्चा माल आसानी से एवं नियमित रूप से उपलब्ध नहीं है। बोनलर पेंट्स कंपनी भी इस समस्या का सामना कर रही है तथा इसके कारण आदेश देने तथा माल को वास्तविक रूप में प्राप्त करने के बीच समय लगता है। लेकिन, एक बार जब उसे कच्चा माल प्राप्त हो जाता है तो इसे तेजी से माल में परिवर्तित करने में कम समय लगता है।

इस उद्योग की कार्यशील पूंजी की आवश्यकता को प्रभावित करने वाले कारक की पहचान कीजिए।

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.

4. सौरभ ने चॉकलेट उत्पादन का एक व्यवसाय प्रारम्भ करने का निर्णय लिया। प्रथम वर्ष में उसने विक्रय पर 10% लाभ अर्जित करने का लक्ष्य निर्धारित किया। एक अच्छे व्यवसायी के नाते वह व्यवसाय के भविष्य, जो कि अनिश्चित था, के बारे में चिन्तित था। उसने सूचना एकत्रित की कि चॉकलेटों की मांग दिन-प्रतिदिन बढ़ रही है। इस सूचना का उपयोग उसने भविष्य में मिलान के एक आधार के रूप में किया तथा इसे अपनी टीम के साथ साझा किया। एकत्रित सूचना के आधार पर उद्देश्यों की पूर्ति के लिए उसने अन्वेषण विभिन्न विधियों का पता लगाने हेतु आने वाले समय में एक बैठक का आयोजन किया।

प्रबंध के एक कार्य की प्रक्रिया से सम्बन्धित सौरभ द्वारा अपनाए गए पहले दो चरणों की सूची बनाई।
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.

5. उपभोक्ता संरक्षण अधिनियम, 1986 के अन्तर्गत जिला उपभोक्ता विवाद निवारण फोरम की संरचना दीजिए।

   Give the constitution of the District Consumer Disputes Redressal Forum under the Consumer Protection Act, 1986.

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

   Give the meaning of ‘Method’ as a type of plan.

7. ‘विकेन्द्रीकरण’ को परिभाषित कीजिए।

   Define ‘Decentralisation’.

8. ‘विभाग निर्देशन दर्शन (अवधारणाओं)’ की समझ महत्वपूर्ण क्यों है ?

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

9. रोज़गार साक्षात्कार के पश्चात् 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.
10. 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.

11. Differentiate between formal and informal organisations on the basis of (i) origin, (ii) authority, and (iii) flow of communication.
12. Explain briefly any two points of importance of consumer protection from the point of view of business.

13. 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.

14. एक अग्रणी अस्पताल शृंखला, ‘पुड्डेकेर हॉस्पिटल्स’ के मुख्य कार्यकारी अधिकारी, राम मूर्ति, ने अपने संस्थान के चिकित्सकों के अच्छे कार्य को पुरस्कृत करने का निर्णय लिया। इसके लिए उसने दो चल ट्रॉफियाँ स्थापित की। एक ‘हेल्थकेयर एचवार्स ट्रॉफी’ उन चिकित्सकों के अथक प्रयासों को अभिव्यक्ति व प्रशंसित करने के लिए जिन्होंने मरीजों को निःस्वार्थ सेवाएं प्रदान की तथा दूसरी ‘बेटी बचाओ ट्रॉफी’ ऐसे चिकित्सकों के उल्कृष्ट कार्य को सम्मानित करने के लिए जिन्होंने बालिका-बच्चों के लिए कार्य किया।

मुख्य कार्यकारी अधिकारी देश-भर के ग्रामीण क्षेत्रों में भी स्वास्थ्य सेवाओं को सुधारना चाहता था। उसने निर्णय लिया कि सभी चिकित्सक ग्रामीण क्षेत्रों में कम-से-कम 3: महीने अवश्य कार्य करें। उसने यह भी निर्णय लिया कि पराचिकित्सकीय कर्मचारियों की नियुक्ति स्थानीय आधार पर की जाए।
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.

15. सुमित ने ‘टी.जी. इलेक्ट्रॉनिक्स लिमिटेड’ से आई.एस.आई. (ISI) मार्क की एक प्रसिद्ध ब्रांड ‘एम.जी.’ की बांटी मशीन खरीदी। दुकानदार ने मशीन को स्थापित करने के लिए दो दिन की प्रतिक्षा करने के लिए कहा। उसका मित्र, विवेक, नए इलेक्ट्रॉनिक उपकरणों के साथ प्रयोग करना बहुत पसंद करता था। उसने सुमित को कहा कि मशीन की स्थापना के लिए कम्पनी प्रतिनिधि की प्रतिक्षा करने की कोई आवश्यकता नहीं है तथा वह यह कार्य कर सकता है। अतः, दोनों ने उत्पादक के निर्देशों का पालन किया बिना मशीन को स्थापित कर दिया। आरंभ में मशीन ने प्रभावी रूप से कार्य किया तथा धुलाई अच्छी हुई। लेकिन दो दिनों के पश्चात मशीन धुलाई चक्र के बीच में बंद होना शुरू हो गई। सुमित तथा विवेक ने मशीन को चालू करने की बहुत धोखाधड़ी की लेकिन वे अपनी प्रयासों में असफल रहे। अतः सुमित ने ‘टी.जी. इलेक्ट्रॉनिक्स लिमिटेड’ से सम्पर्क किया, जिन्होंने यह कहते हुए सेवा प्रदान करने के लिए मना कर दिया कि कंपनी द्वारा मशीन की स्थापना नहीं की गई थी।
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 fulfil 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).

16. अराधना तथा गंधर्व ‘यमको लिमिटेड’ के दो भिन्न विभागों के मुख्य वे कुशल प्रबन्धक हैं तथा अपने-अपने विभागों के निष्पादन को सुधारने के लिए कर्मचारियों को प्रेरित करने में सफल हैं। तथापि, उद्यम के उद्देश्यों की प्राप्ति पर ध्यान देने के बजाय अपने-अपने क्रियाकलाप के क्षेत्र में श्रेष्ठता प्राप्त करने की इच्छा के कारण आराधना तथा गंधर्व के विभागों के बीच विचार-विमर्श में रूकावट उत्पन्न हो गई है। सामान्यतः उनके मध्य अन्तर्विभागीय विवाद उत्पन्न हो जाते हैं तथा वे परस्पर विरोधी हो गए हैं। यह संगठनात्मक उद्देश्यों की पूर्णता के लिए हानिकारक सिद्ध हुआ है। स्थिति इस सीमा तक खराब हो गई कि ‘यमको लिमिटेड’ के मुख्य कार्यकारी अधिकारी (CEO) को समस्या के समाधान हेतु एक परमार्शदाता के रूप में राज्य की नियुक्ति करनी पड़ी। स्थिति का समीप से अध्ययन करने के पश्चात राज्य को पता चला कि अराधना तथा गंधर्व दोनों की कठोरता तथा संकुचित दृष्टिकोण के कारण समस्या उत्पन्न हुई है। उसका मत है कि यह स्थिति ‘यमको लिमिटेड’ द्वारा अपनाई गई संगठनात्मक संरचना का परिणाम है।

उपर्युक्त सूचना से ‘यमको लिमिटेड’ द्वारा अपनाई गई संगठनात्मक संरचना की पहचान कीजिए तथा इस प्रकार पहचानी गई संरचना के किन्हीं तीन लाभों का उल्लेख कीजिए।
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.

17. प्रबन्ध के नियन्त्रण कार्य के महत्व के किन्हीं चार बिन्दुओं को समझाइए।

Explain any four points of importance of the controlling function of management.

18. वर्ष 2015 में, नवीन ने मुम्बई में अपना विलासितापूर्ण जीवन त्याग दिया, जहां वह ब्लू बर्ड लिमिटेड में एक प्रबंधक के रूप में कार्यरत था। स्वयं की 25-एकड़ पैतृक भूमि को एक उपजाऊ फ़ार्म में परिवर्तित करने के अपनी दादी के स्वास्थ को पूरा करने हेतु वह छत्तीसगढ़ के बेगमपुर में स्थानान्तरित हो गया। इसके लिए उसने विशिष्ट उद्देश्य तथा इन उद्देश्यों की प्राप्ति हेतु निष्पादित की जाने वाली गतिविधियों को निर्धारित किया।

चूँकि वह खेती-बाड़ी के विषय में अभिभूत था, अतः प्रत्येक गतिविधि चुनौतीपूर्ण थी। उसने भूमि-भाराव से बीजारोपण तक प्रत्येक गतिविधि सीखी। किसानों की सहायता के लिए उसने अपनी एक कंपनी ‘इन्कार्पोरेटेड एंथ्रोपोस एन्टरप्राइज लिमिटेड’ आरम्भ की।

प्रारंभ में यह बहुत कठिन था क्योंकि एक शहरी युवा द्वारा किसानों को खेती-बाड़ी के विषय में जानकारी देने पर किसी को विश्वास नहीं था। परन्तु जब प्रत्येक विषय पर विस्तृत चर्चा हुई तब किसानों ने उसमें रुचि लेना आरम्भ कर दिया। वह भावी घटनाओं को प्रभावित रूप से कंपनी के अधिकांश लाभानुसार घटित होने को निर्धारित करना चाहता था। विक्रय पूर्वनुमान के माध्यम से, उसने उत्पादन एवं विक्रय की एक वार्षिक योजना बनाई।
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.
19. State the protective functions of Securities and Exchange Board of India.

20. 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.
After acquiring the necessary knowledge and skills on starting an Aloe Vera Farm, Ashok wanted to be the leading manufacturer of Aloe Vera 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.

22. समन्वय का क्या अर्थ है ? इसकी किन्हीं चार विशेषताओं का उल्लेख कीजिए।
What is meant by co-ordination? State its any four features.

23. एक संगठन की स्थायी पूंजी आवश्यकताओं को प्रभावित करने वाले किन्हीं चार कारकों को संक्षेप में समझाइए।
Explain briefly any four factors affecting the fixed capital requirements of an organisation.
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.
25. 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.’