



Series AB2CD/4

SET~1

प्रश्न-पत्र कोड
Q.P. Code

66/4/1

रोल नं.

Roll No.

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परीक्षार्थी प्रश्न-पत्र कोड को उत्तर-पुस्तिका के मुख-पृष्ठ पर अवश्य लिखें।

Candidates must write the Q.P. Code on the title page of the answer-book.

नोट / NOTE :

- (i) कृपया जाँच कर लें कि इस प्रश्न-पत्र में मुद्रित पृष्ठ 7 हैं।

Please check that this question paper contains 7 printed pages.

- (ii) प्रश्न-पत्र में दाहिने हाथ की ओर दिए गए प्रश्न-पत्र कोड को परीक्षार्थी उत्तर-पुस्तिका के मुख-पृष्ठ पर लिखें।

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

- (iii) कृपया जाँच कर लें कि इस प्रश्न-पत्र में 12 प्रश्न हैं।

Please check that this question paper contains 12 questions.

- (iv) कृपया प्रश्न का उत्तर लिखना शुरू करने से पहले, उत्तर-पुस्तिका में प्रश्न का क्रमांक अवश्य लिखें।

Please write down the serial number of the question in the answer-book before attempting it.

- (v) इस प्रश्न-पत्र को पढ़ने के लिए 15 मिनट का समय दिया गया है। प्रश्न-पत्र का वितरण पूर्वाह्न 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।

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 : 2 घण्टे

अधिकतम अंक : 40

Time allowed : 2 hours

Maximum Marks : 40



General Instructions :

Read the following instructions very carefully and strictly follow them :

- (i) *This question paper contains **12** questions.*
- (ii) *Questions Number **1 – 4** are of **2** marks. These are Short Answer Type Questions and are to be answered in 30 – 50 words.*
- (iii) *Questions Number **5 – 8** are of **3** marks. These are Short Answer Type Questions and are to be answered in 50 – 80 words.*
- (iv) *Questions Number **9 – 12** are of **5** marks. These are Long Answer Type Questions and are to be answered in 80 – 120 words.*
- (v) *There is no overall choice in the question paper. However, internal choice has been given in **1** question of **3** marks and **2** questions of **5** marks.*
- (vi) *This question paper contains Case / Source Based questions.*

1. Virat has 2500 shares of Suraj Bulb Ltd. He received an offer from Suraj Bulb Ltd. to purchase two shares for every ten shares held by him.
Identify and explain the method of floatation of new issue reflected in the above lines. 2
2. Identify and state the step of selection process which helps the Human Resource Manager in eliminating unqualified job seekers on the basis of information supplied in the application form. Also, list the next two steps involved in the process of selection. 2
3. 'Staffing is considered as a very important managerial function in all types of organisations.'
In the light of the above statement, state any two benefits of staffing. 2
4. 'Analysing deviations' and 'taking corrective actions' are the steps in the process of one of the significant functions of management. Identify the function and list the first three steps of the process of the function identified. 2



5. GDFS Limited are the manufacturers of consumer goods. The demand for their products was continuously declining after the outbreak of COVID-19. In spite of fall in demand, the company assured its employees that no worker will be retrenched from the job. Name the category of incentive and the incentive offered to the employees. Also explain any two more incentives of the same category. 3
6. State any three factors affecting the capital budgeting decision of a company. 3
7. (a) State any three features of motivation. 3
- OR**
- (b) Identify the function of management which is concerned with instructing, guiding, counselling, motivating and leading people in the organisation to achieve its objectives. Also, state any two features of the identified function of management. 3
8. Abhishek Limited is engaged in manufacturing of Air Purifiers. The target production is 500 Air Purifiers in a week. Over the last few months, it has been observed by the Production Manager that the weekly production target was not achieved. Identify the function and explain any two points of its importance. 3
9. State any five functions of a Stock Exchange. 5
10. (a) Explain the following redressal mechanisms available to a consumer under The Consumer Protection Act, 2019 : 5
- (i) District Commission
- (ii) National Commission
- OR**
- (b) Explain the following rights of a consumer as per The Consumer Protection Act, 2019 : 5
- (i) Right to Consumer Education
- (ii) Right to Safety



11. (a) 'Technology upgradation' and 'Level of collaboration' affect one of the types of capital requirements of the company. Identify the type of capital requirement affected with reference to the above statement. Also, explain any other two factors, apart from the ones stated above affecting the type of capital requirement identified. 5

OR

- (b) When the 'Return on Investment' of the company is higher than 'Interest Rate on debt', it can use more debt in the capital structure of the company in order to increase its 'Earning Per Share'. Explain the given situation with the help of a suitable example. 5

12. After the outbreak of pandemic COVID-19, Yash Publishing Limited is planning to go digital as the teachers and students are now more interested in E-content. After due consultation with the top management, the company decided to publish E-books. For the same, they hired a recruitment agency to tap the right talent for the job.

The company also approached a well-established university in the city of Indore to recruit qualified personnel for various managerial positions. For the post of E-content writer the company is using shine.com and monster.com.

- (a) Identify and explain the function of management highlighted above.
- (b) Quoting lines from the above, explain the types of external sources of recruitment discussed in the para.
- (c) State any two advantages of external sources of recruitment. 5