



Series EF1GH/4



SET~3

रोल नं.							
Roll No.							

प्रश्न-पत्र कोड
Q.P. Code **66/4/3**

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.

व्यावसायिक अध्ययन BUSINESS STUDIES

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निर्धारित समय : 3 घण्टे

अधिकतम अंक : 80

Time allowed : 3 hours

Maximum Marks : 80

नोट / NOTE :

- (i) कृपया जाँच कर लें कि इस प्रश्न-पत्र में मुद्रित पृष्ठ 23 हैं।
Please check that this question paper contains 23 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 34 प्रश्न हैं।
Please check that this question paper contains 34 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.



General Instructions :

Read the following instructions very carefully and strictly follow them :

- (i) *This question paper contains **34** questions. **All** questions are **compulsory**.*
- (ii) *Marks are indicated against each question.*
- (iii) *Answers should be brief and to the point.*
- (iv) *Answers to questions carrying **3** marks may be from 50 to 75 words.*
- (v) *Answers to questions carrying **4** marks may be in about 150 words.*
- (vi) *Answers to questions carrying **6** marks may be in about 200 words.*
- (vii) *Attempt all parts of a question together.*

*Questions **1** to **20** are Multiple Choice Questions (MCQs), carrying **1** mark each. **20×1=20***

1. 'AN Stationery Ltd.' is manufacturing various items of stationery like pencils, erasers, gel-pens, ball-pens, etc. The Production Manager, Ghanshyam is very particular about the efficiency of production, which he measures by counting the number of pieces produced and number of defective pieces in a batch. By doing this he is performing an important function of management which is :

- (a) Directing
- (b) Controlling
- (c) Organising
- (d) Planning

2. Plastic utensils are often used as a low cost, convenient option for business or personal use. These utensils are lightweight, easy to transport and can be disposed off easily instead of cleaned and reused. But plastic utensils are harmful from health point of view and create various environmental issues. Nowadays health and fitness trend is becoming popular. People are looking for different alternatives and have started opting for paper-made, steel or glass utensils which has tremendously increased the demand of these products.

The above para discusses an important dimension of Business Environment which is :

- (a) Economic Environment
- (b) Social Environment
- (c) Technological Environment
- (d) Political Environment



3. Hitesh and Reena are entrepreneurs. They noticed that every year in the months of November and December, Delhi, the capital city of India, witnesses poor air quality and rise in pollution levels. They also observed that nowadays people are more concerned about quality of life. Sensing the need, they were the first to bring into the market a new 'Anti-Pollution W-98 Mask' which was not only helpful in combating the pollution but also in increasing the life expectancy of people. Their venture saw a massive success as there was no competitor.

From the following, identify the importance of Business Environment highlighted above :

- (a) Business Environment helps the firm to identify threats and early warning signals.
 - (b) Business Environment helps in tapping useful resources.
 - (c) Business Environment helps in improving performance.
 - (d) Business Environment enables the firm to identify the opportunities and in getting the first mover advantage.
4. In planning, generally managers have to follow pre-determined plans and they are not in a position to change it. This statement highlights the following limitation of planning :
- (a) Planning may not work in a dynamic environment
 - (b) Planning does not guarantee success
 - (c) Planning leads to rigidity
 - (d) Planning is time-consuming
5. *Statement I* : For any exchange to take place it is important that there must be at least two parties — a buyer and a seller.

Statement II : Exchange can take place even if the buyers and sellers are not able to communicate with each other.

Choose the correct option from the following :

- (a) Both Statement I and Statement II are correct.
- (b) Both Statement I and Statement II are incorrect.
- (c) Statement I is correct and Statement II is incorrect.
- (d) Statement I is incorrect and Statement II is correct.



6. Resident Welfare Association (RWA) of Noida, Sector 15 decided to organise Diwali mela on the eve of Diwali. They listed all the activities to be done, grouped them as per their nature and assigned the activities/duties to different people of their association. After completion of the mela they found that it was not a success. While analysing the reasons the President of RWA found that mere allocation of work was not enough in the organisation. He found that an important step in the organising process was missing. Identify the step from the following :
- (a) Assignment of duties
 - (b) Establishing authority and reporting relationships
 - (c) Identification and division of work
 - (d) Departmentalisation
7. The function of Stock Exchange which helps in creating a continuous market where securities are bought and sold is :
- (a) Safety of transactions
 - (b) Pricing of securities
 - (c) Providing liquidity and marketability to existing securities
 - (d) Contribution to economic growth
8. Management helps in providing good quality products and services, creating employment opportunities, adopting new technology for the greater good of the people and leads the path towards growth and development.
- This highlights the following point of importance of management :
- (a) Management helps in achieving group goals.
 - (b) Management creates a dynamic organisation.
 - (c) Management helps in the development of society.
 - (d) Management helps in achieving personal objectives.
9. Which of the following is **not** a factor affecting 'Financing Decision' of a Company :
- (a) Cost
 - (b) Risk
 - (c) Cash flow position of a company
 - (d) Growth opportunities



10. 'A social process by which individual groups obtain what they need and want through creating offerings and freely exchanging products and services of value with others' is known as :
- (a) Marketing (b) Marketing mix
(c) Branding (d) Packaging
11. Which of the following statements is *incorrect* ?
- (a) The protective functions of the Securities and Exchange Board of India include levying fee or other charges for carrying out the purposes of the Act.
(b) The development functions of the Securities and Exchange Board of India include training of intermediaries of the securities market.
(c) The regulatory functions of the Securities and Exchange Board of India include registration of collective investment schemes and mutual funds.
(d) The objectives of the Securities and Exchange Board of India include protecting the rights and interests of investors, particularly individual investors and to guide and educate them.
12. The marketing function which includes plan for increasing the level of production, promotion of the products, etc. and specifies the action programmes to achieve these objectives is :
- (a) Gathering and analysing market information
(b) Marketing planning
(c) Product designing and development
(d) Pricing of the product
13. 'The use of debt increases the financial risk of a business.' The factor determining the choice of an appropriate capital structure of a company highlighted in the above statement is :
- (a) Debt Service Coverage Ratio (b) Risk consideration
(c) Cost of debt (d) Flexibility



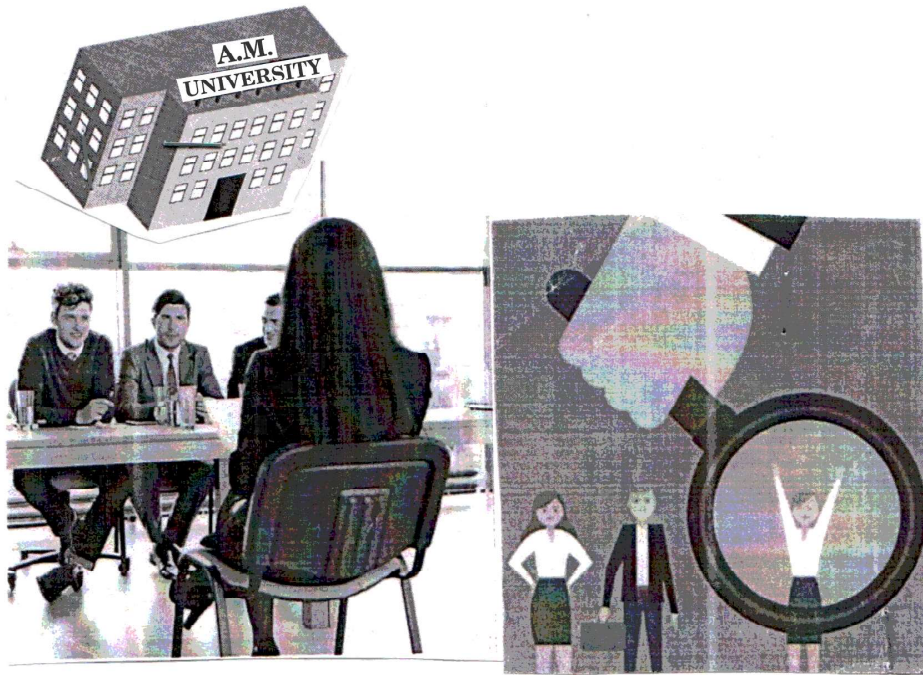
14. Which of the following statements is *incorrect* about Sales Promotion ?
- (a) It includes short-term incentives which are designed to encourage the buyers to make immediate purchase of a product or services.
 - (b) It includes all promotional efforts other than advertising, personal selling and public relations.
 - (c) It includes only those activities that are used to provide long-term incentives to boost the sales of a firm.
 - (d) It includes the activities which are undertaken to supplement other promotional efforts such as advertising and personal selling.
15. The method of training in which actual work environment is created in a classroom and employees use the same materials, files and equipment that are required to be used by them in their day-to-day working is :
- (a) Vestibule Training
 - (b) Internship Training
 - (c) Induction Training
 - (d) Apprenticeship Training
16. Match the following marketing philosophies given in Column I with their respective meaning given in Column II.

	<i>Column I</i>		<i>Column II</i>
P.	The Product concept	(i)	It emphasises on increasing the profit through increased sales volumes by adopting aggressive selling techniques
Q.	The Production concept	(ii)	It emphasises on quality performance and features of product and thus profit maximisation through product improvement
R.	The Selling concept	(iii)	It emphasises on profit maximisation through volume of production, thereby reducing the cost of production
S.	The Marketing concept	(iv)	It emphasises on profit maximisation through customer satisfaction, i.e. identifying the needs of its present and prospective buyers and satisfying them in an effective manner

- (a) P–(ii), Q–(iii), R– (i), S–(iv)
- (b) P–(i), Q–(ii), R–(iv), S–(iii)
- (c) P–(iii), Q–(i), R–(ii), S–(iv)
- (d) P–(iv), Q–(iii), R–(i), S–(ii)



17. The next step in the process of selection after 'Job offer' is :
- (a) Medical examination (b) Selection decision
(c) Employment interview (d) Contract of employment
18. Identify the external source of recruitment illustrated by the picture given below :



- (a) Recommendation of Employees (b) Labour Contractors
(c) Campus Recruitment (d) Employment Exchange
19. Neeraj is the Director of 'Tulip Public School' having 2000 students. There are two Headmasters — one for Senior classes and another for Junior classes. 50 teachers are under the supervision of the Senior Headmaster and 60 teachers under the supervision of the Junior Headmaster. No teacher working under the supervision of the Senior Headmaster is happy and satisfied, which is affecting the result of the Senior classes. On the other hand the teachers working under the supervision of the Junior Headmaster are performing their duties willingly and achieving their objectives. All the teachers are happy and satisfied. The Director, Neeraj can feel how nicely the Junior Headmaster was managing his classes.

The characteristic of management discussed above is :

- (a) Management is a goal-oriented process
(b) Management is a dynamic function
(c) Management is an intangible force
(d) Management is a continuous process



20. Which of the following function of management measures the progress of objectives and guides the organisation to keep it on the right track so that organisational goals might be achieved ?

- (a) Planning (b) Staffing
- (c) Directing (d) Controlling

21. After completing his MBA degree, Aman joined a multinational company 'Zeyovya Ltd.' His job demands long hours and commitment to the organisation. He is responsible for integrating diverse elements and coordinating all the activities of the business and for its impact on society. His job is complex and stressful.

- (a) Identify the level of management at which Aman joined the organisation.
- (b) State any two functions to be performed by Aman at this level other than those discussed in the para.

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22. 'Yellow Pumpkin' is an Italian restaurant in Delhi, well known for its fresh and authentic dishes including pasta, pizza, etc. It has been serving its customers for the last 20 years. It had been winning various awards and recognition for its services.

During Covid-19, it suffered huge losses. As the effect of Covid reduced and the business started picking up, the management of 'Yellow Pumpkin' also decided to go in for home delivery service to increase its revenue and profit. For this they needed support of their workers to work overtime. 'Yellow Pumpkin' entered into an agreement with its workers to put in extra hours without additional payment to revive it out of losses. In return, they promised to increase the wages of the workers when the mission is accomplished. The workers put in extra hours as committed and in just three months, the restaurant's business turned around and it became profitable again. 'Yellow Pumpkin' honoured its commitment and not only increased the wages of the workers but also gave them bonus as an additional incentive.

Identify and explain the principle of management followed by 'Yellow Pumpkin'.

3



- 23.** (a) Explain any two points that highlight the importance of 'Controlling' function of management. 3

OR

- (b) With the help of any three points, explain the relationship between 'Planning' and 'Controlling'. 3

- 24.** (a) State any three factors that affect the 'Dividend Decision' of a company. 3

OR

- (b) State any three factors that affect the fixed capital requirements of a company. 3

- 25.** (a) Identify and explain the following as steps in the process of 'Staffing': 4

- (i) Occupying the position or post for which the person has been selected and familiarising the selected person to other employees and with the rules and policies of the organisation.
- (ii) To facilitate employee-learning inhouse or by alliance with educational institutions and offering opportunities for career advancement so that they can contribute more to organisational effectiveness and efficiency.

OR

- (b) Identify and explain two sources of recruitment when the present employees are insufficient to fulfil the specifications of the job to be filled. 4

- 26.** (a) State any four 'Semantic barriers' to communication. 4

OR

- (b) State any four measures to overcome barriers to communication. 4

- 27.** Considering the inadequate job opportunities and too many aspirants for jobs, 'Alen Pvt. Ltd.' decided to give its employees certain stability about future income and work so that they do not feel worried on these aspects. As a result, the employees of 'Alen Pvt. Ltd.' are now working with greater zeal.

Identify the incentive discussed in the above lines and state three more incentives of the same type. 4



28. Give the meaning of 'Financial Management'. Explain any three points that highlight the role of financial management. 4

29. 'Smart Watch Ltd.' is a watch manufacturing company marketing smart-watches for adults. The company now wants to manufacture smart-watches for children also. For this it gathered and analysed market information, did marketing planning, product designing and development, standardisation and also decided about the packaging, labelling, branding, pricing, warehousing, transportation and distribution of these smart-watches. Even after doing all the above stated activities the company is not picking up the sales.

The Chief Executive Officer of the company asked the Marketing Manager to find out the reason. The Marketing Manager investigated the matter and found out that his marketing team had not performed the two important functions of marketing which may help the company not only in boosting the sales but also in getting repeat sales.

Identify and explain the functions of marketing which were not performed by the marketing team. 4

30. 'Hitesh Ltd.' is a well-known company in the cement industry since 1999. The company has an authorised capital of ₹ 100 crore and is listed with a reputed stock exchange. The value of its shares is increasing day-by-day due to increase in the demand for cement.

Now the company wants to enter into car manufacturing business. For this it requires ₹ 200 crore. The Finance Manager of the company decides to raise this capital by a public issue.

- (a) Identify the market in which the company's existing securities are being traded.
- (b) Name the market through which the company wants to raise its capital of ₹ 200 crore for its new business.
- (c) Distinguish between the markets identified in (a) and (b) above on the basis of any two points. 4



- 31.** (a) Explain the following characteristics of management : 6
- (i) Management is a group activity
 - (ii) Management is a dynamic function
 - (iii) Management is multidimensional

OR

- (b) Explain the following as nature of principles of management : 6
- (i) Formed by Practice and Experience
 - (ii) Contingent
 - (iii) Cause and Effect Relationship

32. Kartik is engaged in trading of Smart Televisions. He purchases these televisions from 'Vivek Electronics', the manufacturer. All the televisions are certified by 'Bureau of Indian Standards'. During Deepawali season, 'Vivek Electronics' supplied some defective television sets to Kartik. Kartik is getting complaints about the televisions from almost all the customers.

- (a) Who amongst the following can exercise his/her 'Right' and against whom ?
- (i) Kartik
 - (ii) Vivek Electronics
 - (iii) Consumers
- (b) Define 'Consumer' as per the provisions of the Consumer Protection Act, 2019.
- (c) State the 'Right' which can be exercised to get relief. 6



- 33.** (a) Explain the following points of importance of 'Organising' function of management : 6
- (i) Benefits of specialisation
 - (ii) Clarity in working relationships
 - (iii) Adaptation to change
- OR**
- (b) Explain the following points of importance of 'Delegation' : 6
- (i) Effective management
 - (ii) Employee development
 - (iii) Better coordination
- 34.** Identify and explain the type of plans in the following cases : 6
- (a) 'Ananta Travel and Tourism Pvt. Ltd.' is providing tourism and hospitality services to its customers. To achieve its objectives the company prepares a comprehensive plan taking into consideration the business environment.
 - (b) Amit is Chief Executive Officer of 'Mannat Raj Industries'. He developed the broad parameters within which the managers may function. By doing so he tried to provide a base for interpreting strategy which was stated in general terms.