

This Question Paper consists of 51 questions and 8 printed pages.

Roll No.

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Code No. 71/S/215

Set – **A1**

BUSINESS STUDIES (215-E)

Day and Date of Examination _____

Signature of Invigilators

1. _____

2. _____

General Instructions :

1. Candidate must write his/her Roll Number on the first page of the Question Paper.
2. Please check the Question Paper to verify that the total pages and the total number of questions contained in the Question Paper are the same as those printed on the top of the first page. Also check to see that the questions are in sequential order.
3. For the objective type of questions, you have to choose any **one** of the four alternatives given in the question i.e. (A), (B), (C) or (D) and indicate your correct answer in the Answer-Book given to you.
4. All the questions including objective-type questions are to be answered within the allotted time and no separate time limit is fixed for answering objective-type questions.
5. Making any identification mark in the Answer-Book or writing Roll Number anywhere other than the specified places will lead to disqualification of the candidate.
6. Candidate will not be allowed to take Calculator, Mobile Phone, Bluetooth, Earphone or any such electronic devices in the Examination Hall.
7. In case of any doubt or confusion in the question paper, the English Version will prevail.
8. Write your Question Paper code No. **71/S/215**, Set–**A1** on the Answer-Book.
9. (a) The Question Paper is in English/Hindi medium only. However, if you wish, you can answer in any one of the languages listed below :
English, Hindi, Urdu, Punjabi, Bengali, Tamil, Malayalam, Kannada, Telugu, Marathi, Oriya, Gujarati, Konkani, Manipuri, Assamese, Nepali, Kashmiri, Sanskrit and Sindhi.
You are required to indicate the language you have chosen to answer in the box provided in the Answer-Book.
(b) If you choose to write the answer in the language other than Hindi and English, the responsibility for any errors/mistakes in understanding the question will be yours only.



General Instructions :

- (1) Answers of all questions are to be given in the Answer-Book given to you.
 - (2) 15 minutes time has been allotted to read this question paper. The question paper will be distributed at 02.15 p.m. From 02.15 p.m. to 02.30 p.m., the students will read the question paper only and will not write any answer on the answer-book during this period.
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BUSINESS STUDIES
(215-E)

Time : 3 Hours]

[Maximum Marks : 100

- Note :**
- (i) This question paper consists of **51** questions in all.
 - (ii) **All** questions are compulsory.
 - (iii) Marks are given against each question.
 - (iv) **Section 'A' consists of -**

Q. No. **1** to **20** - Multiple Choice type questions (MCQs) carrying **1** mark each. Select and write the most appropriate option out of the four options given in each of these questions.
 - (v) **Section 'B' consists of -**

Q. No. **21** to **35** - carry **2** marks each (with **2** sub-parts of **1** mark each). Attempt these questions as per the instructions given for each of the question.
 - (vi) **Section 'C' consists of -**
 - (a) Q. No. **36** to **41** - Very Short Answer type questions carrying **2** marks each to be answered in the range of **30** to **50** words.
 - (b) Q. No. **42** to **47** - Short Answer type questions carrying **3** marks each to be answered in the range of **50** to **80** words.
 - (c) Q. No. **48** to **51** - Long Answer type questions carrying **5** marks each to be answered in the range of **80** to **120** words.
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SECTION - A

Q. No. 1 to 20 are MCQs of 1 mark each.

- 1 Which of the following is an economic activity? 1
(A) Playing games (B) Teaching without salary
(C) Cooking for family (D) Selling vegetables
- 2 Responsibility of business towards the consumer includes: 1
1. Products and services must be able to take care of the needs of the customers.
2. Product and services must be qualitative.
3. Setting up units as per guidelines of government.
4. Grievances of the consumers if any must be settled quickly.
Choose the correct option from the options given below:
(A) Only 1 and 2 (B) Only 1 and 4
(C) 1, 2, 3 and 4 (D) 1, 2 and 4 only
- 3 Which type of e-commerce empowers consumers to invite bids? 1
(A) B2B (B) B2C
(C) C2B (D) C2C
- 4 Himanshi is running a business in sole-proprietorship. Due to loss in 1
business she decided to wind up her business. On the day of winding up the
assets are worth ₹ 5 lakhs and liabilities (all creditors) are worth ₹ 10 lakhs.
Himanshi has her personal property of ₹ 6,00,000. How much do you think
the creditors will get at the time of winding up of business?
(A) ₹ 5 Lakhs (B) ₹ 7 Lakhs
(C) ₹ 10 Lakhs (D) ₹ 11 lakhs
- 5 Which of the following means of communication is used for short messaging 1
service?
(A) Fax (B) Telegram
(C) Voicemail (D) Mobile Phone
- 6 Effective communication is impossible when there is a lack of confidence 1
and mutual understanding between superior and subordinates. Identify the type
of communication barrier.
(A) Unclear assumption (B) Resistance to change
(C) Inattention (D) Mutual distrust.
- 7 Registration is compulsory in this form of business. 1
(A) Partnership and joint Hindu Family
(B) Joint Hindu Family and Sole proprietorship
(C) Cooperative societies and Joint Stock Company
(D) Partnership and Joint Stock Company



- 8 The route through which goods move from producer to consumer is called 1
 (A) Trade (B) Marketing
 (C) Channel of distribution (D) Transportation
- 9 Which of the following is a direct channel of distribution? 1
 (A) Producer → Wholesaler → Consumer
 (B) Producer → Retailer → Consumer
 (C) Producer → Consumer
 (D) Producer → Agent → Consumer
- 10 A new coaching institute wants to attract students living in nearby areas at low cost. Which medium is most suitable? 1
 (A) Television (B) Radio
 (C) Newspaper (local edition) (D) Internet
- 11 A company advertises the same product repeatedly to remind customers of its presence in the market. This helps in 1
 (A) Market research (B) Increasing cost
 (C) Maintaining demand (D) Eliminating competition
- 12 BIS means 1
 (A) Bureau of Industrial Standards (B) Bureau of Indian Standards
 (C) Bureau of Internal Standards (D) Bureau of Institution Standards
- 13 Mr. Dixit bought olive oil from the Global Departmental store and took the cash memo of ₹ 500. Later on, he found that the MRP of olive oil was ₹ 425 only but the shopkeeper had put a sticker of ₹ 500 on the original price. Identify the consumer right being violated in the above case: 1
 (A) Right to choose (B) Right to be informed
 (C) Right to be heard (D) Right to seek redressal.
- 14 In which year Consumer Protection Act was enforced? 1
 (A) 1972 (B) 1982
 (C) 1986 (D) 1995
- 15 Career refers to: 1
 (A) A single job held for life
 (B) An occupation with no promotion
 (C) A sequence of positions held during work life
 (D) Temporary employment
- 16 Which of the following is an example of wage employment? 1
 (A) Running a grocery shop (B) Practicing as a lawyer
 (C) Working as a bank clerk (D) Owning a tailoring shop



- 17 Which skill is most essential for clerical jobs? 1
 (A) Painting (B) Handling office machines
 (C) Farming (D) Carpentry
- 18 Telephone operators must have fluency in: 1
 (A) Mathematics (B) Accounting
 (C) Language (D) Law
- 19 Which is NOT a quality required for self-employment? 1
 (A) Alertness (B) Self-confidence
 (C) Dependence on others (D) Knowledge of business
- 20 Small grocery shops are examples of: 1
 (A) Large-scale industries (B) Wage employment
 (C) Self-employment (D) Government service

SECTION - B

Q. No. 21 to 35 are 02 Marks Questions.

- 21 Identify the type of industries in the following sentences: 2
 (a) It is concerned with production of goods with the help of nature.
 (b) It is engaged in re-production and multiplication of certain species of plants and animals with the object of sale.
- 22 Given below are some statements relating to the economic objectives of business. Some statements are true and some are false. Write T (TRUE)/ F (FALSE) against each. 2
 (a) It is not always necessary for businessman to make the best possible use of materials.
 (b) Businessmen should use profits earned from the business only for their own living.
- 23 Fill in the blanks with appropriate words: 2
 (a) The economic activity in which one is engaged on a regular basis is called his/her _____.
 (b) The occupation in which people work for others and earn fixed income, is called _____.
- 24 Give one word answer: 2
 (a) Can minors be members of Hindu Undivided Family Business?
 (b) How many successive generations can be the members of Hindu Undivided Family Business?



- 25** Fill in the blanks: **2**
(a) LLP has a _____ legal identity from its partners.
(b) Partnership requires a minimum of _____ persons.
- 26** State the full form of the following: **2**
(a) NABARD
(b) SIDBI
- 27** Correct the following sentences: **2**
(a) A person who sends message is known as receiver.
(b) Receiver's response to the message is termed as facts.
- 28** Identify the type of bank: **2**
(a) The commercial bank where the majority of share capital is held by the private individual.
(b) The bank that provides assistance and guidance for export of products abroad.
- 29** Fill in the blanks with appropriate words: **2**
(a) Counterfoil of the pay-in-slip is returned to the _____ by the bank.
(b) The right-hand part of the pay-in-slip is called the _____.
- 30** Which of the following statements are true and which are false? **2**
(a) Deposits made in savings bank account serve to meet present as well as future needs.
(b) A fixed amount is required to be deposited in a Fixed Deposit Account every month.
- 31** From the sentences given below, mark (W) for those belonging to wholesalers and (R) for retailers, in the boxes given against each: **2**
(a) Dealing in a limited range of goods only
(b) Direct contact with consumers.
- 32** Fill in the blanks: **2**
(a) Television advertising is more effective because it has _____ impact.
(b) Periodicals have a longer _____ than newspapers.
- 33** Name the quality assurance mark for the following products: **2**
(a) Electrical Appliances
(b) Agricultural goods.



- 34** Match the following: **2**
- | Column-A | Column-B |
|--|--|
| (a) Advertisements falsely represent a product of superior quality | (i) Hoarding |
| (b) Stocks are intentionally held back | (ii) Sale of duplicates |
| (c) Measuring sticks to measure the Products | (iii) Misleading advertisement |
| (d) Goods indicate mark of superior quality than actually it is | (iv) Use of false weights and measures |
- 35** State, which of the following statements is true and which is false. **2**
- (a) Nothing can be done by businessmen to protect the interest of consumers.
 (b) Government is indifferent towards safeguarding consumer interest.

SECTION - C

Q. No. 36 to 51 given below. Internal choices have been given wherever necessary.

- 36** 'Members may come and members may go but the company continues to exist.' **2**
 Identify and state the related feature of Joint Stock Company.
- OR**
- This form of organization is only found in India. Identify and state the features of this business organization.
- 37** State any two contents mentioned in the Partnership agreement. **2**
- OR**
- State any two features of a Government Company.
- 38** What are the types of risk borne by retailers? Mention any two risks. **2**
- 39** How do businessman help in consumer protection? **2**
- OR**
- State the jurisdiction of District Commission as per Consumer Protection Act.
- 40** As the part of their right to consumer education, what should consumers expect to be educated about? **2**
- 41** Briefly outline the purpose of Agricultural Products (Grading and Marketing) Act, 1937. **2**
- 42** Differentiate between traditional and e-business on any three bases. **3**
- OR**
- State any three features of business.



- 43 Why is insurance considered important? State any three reasons. 3
- 44 Explain the role of retailers in distribution of goods. 3
- 45 Describe the various problems faced by consumers in their daily life. 3
- 46 How would motivation help an entrepreneur in running a small business? 3
- OR**
- Explain the difference between self-employment and wage-employment.
- 47 How can small enterprises contribute to national development? 3
- OR**
- Why is decision-making ability important for an entrepreneur?
- 48 Amul is an Indian dairy cooperative, based at Anand in the state of Gujarat. It was formed in 1946 and is a brand managed by a cooperative body the Gujarat Cooperative Milk Marketing Federation Limited, which today is jointly owned by 3.6 million producers in Gujarat. Amul spurred India's white revolution, which made the country the world's largest producer of milk and milk products in the process, Amul became the largest food brand in India and has ventured into markets overseas. 5
- In context of the above case:
- (a) What is a cooperative society?
- (b) Why do you think Amul was promoted in the form of a cooperative? Explain by giving any four merits of a cooperative society form of business organization.
- 49 Jeevan insures his property with two insurers AIG limited and MetLife limited for ₹ 6,00,00,000 and ₹ 4,00,00,000 respectively. Due to an earthquake, the actual damage caused to Jeevan's property is worth ₹ 3,00,00,000. He filed a claim for rupees ₹ 3,00,00,000 against each of the insurance companies. 5
- (A) Identify and explain the principle of insurance which has been violated in the above case.
- (B) Explain any one more principle of insurance.
- 50 Banks provide funds for business and play a vital role in the development of a nation. Explain the role of banking in the light of the given statement. 5
- OR**
- Define communication. State the various elements in the communication process.
- 51 What is meant by advertising? Explain its features. 5
- OR**
- What do you mean by channel of distribution? Explain the various types of channels of distribution.

