wThis Question Paper consists of **51** questions and **8** printed pages.
इस प्रश्न-पत्र में **51** प्रश्न तथा **8** मुद्रित पृष्ठ हैं।

Roll No. **अनुक्रमांक**													**Code No. 71/SS/319** **कोड नं.**

SET/सेट- A1

BUSINESS STUDIES
व्यावसायिक अध्ययन
(319)

Day and Date of Examination
(परीक्षा का दिन व दिनांक) ______________________

Signature of Invigilators :
(निरीक्षकों के हस्ताक्षर)
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 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. 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.
4. Write your Question Paper Code No. **71/SS/319**, **Set -** A1 on the Answer-Book.
5. (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.

सामान्य अनुदेश:

1. परीक्षार्थी प्रश्न-पत्र के पहले पृष्ठ पर अपना अनुक्रमांक अवश्य लिखें।
2. कृपया प्रश्न-पत्र को जाँच लें कि प्रश्न-पत्र के कुल पृष्ठों तथा प्रश्नों की उतनी ही संख्या है जितनी प्रथम पृष्ठ के सबसे ऊपर छपी है। इस बात की जाँच भी कर लें कि प्रश्न क्रमिक रूप में हैं।
3. उत्तर-पुस्तिका में पहचान-चिह्न बनाने अथवा निर्दिष्ट स्थानों के अतिरिक्त कहीं भी अनुक्रमांक लिखने पर परीक्षार्थी को अयोग्य ठहराया जायेगा।
4. अपनी उत्तर-पुस्तिका पर प्रश्न-पत्र का कोड नं **71/SS/319**, **सेट** - A1 लिखें।
5. (क) प्रश्न–पत्र केवल हिंदी/अंग्रेजी माध्यम में है। फिर भी, यदि आप चाहें तो नीचे दी गई किसी एक भाषा में उत्तर दे सकते हैं :
   अंग्रेजी, हिंदी, उर्दू, पंजाबी, बाँगला, तमिल, मलयालम, कन्नड़, तेलुगु, मराठी, उड़िया, गुजराती, कोंकणी, मणिपुरी, असमिया, नेपाली, कश्मीरी, संस्कृत और सिंधी।
   कृपया उत्तर-पुस्तिका में दिए गए बॉक्स में लिखें कि आप किस भाषा में उत्तर लिख रहे हैं।
   (ख) यदि आप हिंदी एवं अंग्रेजी के अतिरिक्त किसी अन्य भाषा में उत्तर लिखते हैं तो प्रश्न को समझने में होने वाली त्रुटियों / गलतियों की जिम्मेदारी केवल आपकी होगी।

BUSINESS STUDIES
(319)

Time : 3 Hours] **[Maximum Marks : 100**

Notes : (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** - Objective type questions. Q. No. **21** to **35** carry **2** marks each (with **two** 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.

NOTE :

(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.

SECTION – A

Note : Q.No. **1** to **20** are the multiple choice questions of **1** mark each.

1. You want to sell your physical share certificate. What is the first step ? **1**

(A) Sell it directly in the stock market

(B) Open a Demat A/c and Dematerialize the shares

(C) Transfer the shares manually to the buyer

(D) Submit the certificate to RBI

2. The main objective of advertising is to : **1**

(A) Reduce the cost of production (B) Increase sales and market share

(C) Mislead customers (D) Eliminate competition

3. Which of the following is NOT a component of external trade ? **1**

(A) Import (B) Export (C) Entrepot trade (D) Retail trade

4. Explain why Listing on Stock Exchange is beneficial for a company ? **1**

(A) It improves goodwill and creditworthiness

(B) It increases tax

(C) it is mandatory for all companies

(D) It reduces work

5 'World Youth Skills Day' is celebrated on :- **1**

(A) 15th January (B) 15th June (C) 15th July (D) 15th April

6. Which document is required to prove that goods are 'Made in India' ? **1**

(A) Certificate of Origin (B) Invoice

(C) Letter (D) Passport

7. A manager of a company signs a contract without using the common seal (Where required). Who would be held legally liable in this situation ? **1**

(A) The Company (B) The Manager personally

(C) The Shareholders (D) No one

8. A Company expects huge profits in the future. Which type of share is best for shareholders who want to participate in such profits ? **1**

(A) Non-participating preferences shares

(B) Equity shares

(C) preference shares

(D) Bonds

9. What is the primary source of internal financing for a company ? **1**

(A) Bank Loan (B) Debentures
(C) Retained Earnings (D) Public Deposits

10. A firm decides to train its staff to use the latest android software. This is a response to which environmental change ? **1**

(A) Social (B) Technological (C) Legal (D) Natural

11. Before issuing shares to public, company must issue : **1**

(A) Prospectus (B) Invoice (C) Receipt (D) Cheque

12. Which element of marketing mix generates revenue ? **1**

(A) Price (B) Product (C) Place (D) Promotion

13. Departmental stores are usually located in : **1**

(A) Industrial zones (B) Central places
(C) Rural areas (D) Residential area

14. Sales promotion is effective because : **1**

(A) It creates a long term brand image
(B) It provides instant short-term incentive to buy
(C) It replaces the product
(D) It is invisible

15. Financial planning starts with : **1**

(A) Estimating fund requirements (B) Collecting funds
(C) Investing funds (D) Distributing dividends

16. A shipping company asks for proof of delivery authorization. The document to be shown : **1**

(A) Indent (B) Mate's Receipt
(C) Bill of Lading (D) Invoice

17. Explain why are intermediaries (middlemen) used despite adding to cost ? **1**

(A) They increase efficiency of distribution
(B) They are mandatory by law
(C) They own the factories
(D) They reduce production quality

18. A local brand reduces its price to match a new MNC competitor. This strategy is for : **1**

(A) image Building (B) Social Welfare

(C) Legal Requirement (D) Meeting Competition

19. Face-to-face communication with potential buyers is called : **1**

(A) Advertising (B) Personal Selling

(C) Publicity (D) Direct Marketing

20. A vegetable vendor reduces prices towards the end of the day. What is the main reason for this practice ? **1**

(A) Competition (B) Tax saving

(C) Government rule (D) Product Perishability

SECTION – B

Note : Q.No. **21** to **35** are the objective types questions of **2** marks each.

21. Identify the type of business environment in the following cases : **2**

(a) Includes set of laws, regulations which influence business organisations.

(b) Includes methods, techniques and approaches for production of goods and services.

22. State whether the following statements are true or false : **2**

(a) A product can be both a consumer good and an industrial good.

(b) Classification of consumer goods and an industrial goods depends on the nature of the buyer.

23. Identify the interest group to which the social responsibility of business group belong to : **2**

(a) To pay taxes honestly and on time

(b) To provide reasonable and fair wages and salary.

24. State whether the following statements are true or false : **2**

(a) An importer cannot import goods without a valid import Licence.

(b) Exporter pays impot duty.

25. Name any two factors included under demographic environment. **2**

26. Fill in the blanks in the following statement : **2**

(a) If authority is more than responsibility, it leads to __________.

(b) If responsibility is more than authority, it leads to__________.

27. Identify the class of stakeholders : **2**

(a) Owners of the company

(b) Creditors of the company

28. Identify the type of goods : **2**

(a) Name the goods that are bought frequently with minimum effort.

(b) Name the goods that are bought after comparison.

29. Fill in the blanks in the following statements : **2**

(a) Control looks back at __________ performance.

(b) Control looks forward to __________ performance.

30. State whether the following statements are true or false : **2**

(a) Method of borrowing money through Public deposit is simple.

(b) Brings flexibility in the Structure of the company.

31. Identify the management function : **2**

(a) Which function ensures the right timing and sequence of activities ?

(b) Which function ensures that activities conform to the plans ?

32. Identify whether working capital requirement is high or low in the following situations : **2**

(a) When sales are seasonal.

(b) When sales are uniform.

33. Match the following : **2**

Column A	**Column B**
(i) Bulk Breaking	(a) Wholesaler
(ii) Bulk Buying	(b) Retailer

34. Fill in the blanks regarding the 1991 reforms for the following statements : **2**

(a) __________ refers to eliminating unnecessary controls and restrictions.

(b) __________ refers to reducing the role of the public sector.

35. Which medium of advertising is the most suitable in the following cases ? **2**

(a) A company wants to reach a large number of people across the country at the same time.

(b) A business wants to promote its product to young, tech-savvy consumers at low cost.

SECTION – C

Note : Q.No. **36** to **51 are the subjective types questions**. An internal choice has been provided in some of these questions. You have to attempt only one of the given choices in such questions.

36. "A CEO retains only the authority to decide on opening of new branches and delegates all other decision-making powers to subordinates". Identify and give the meaning of the concept of management being followed. **2**

OR

"Employees in on organisation feel demotivated due to excessive emphasis on strict rules and regulations". Identify the type of organisation whose limitation is being highlighted and explain its meaning.

37. A company hires through references of existing employees. Identify the source of recruitment being used and mention its benefit. **2**

OR

Name any one source of internal sources of recruitment, and give its limitation.

38. How does small Business help in 'Balanced Regional Development' ? **2**

OR

Explain why 'Local Resources' are preferred by Small Units.

39. Give any two benefits of E-commerce. **2**

40. Explain why a selection test is conducted by organisations during the selection process ? **2**

41. Which business is considered a 'Small Business ' ? Explain. **2**

42. Explain why promotion is considered necessary in the marketing mix ? **3**

OR

Explain why price is considered an important element of the marketing mix ?

43. Give any three features of a private company. **3**

OR

Give any three features of a public company.

44. Explain the role of WTO in facilitating and promoting international Trade. **3**

OR

Explain the meaning of 'Letter of Hypothecation'.

45. Give any three points of distinction between 'Primary market' and 'Secondary Market'. **3**

46. A factory manager regularly checks the production output and compares it with the daily target. Explain how this illustrates the Controlling function of management ? **3**

47. Explain any three forms of E-commerce. **3**

48. Define Centralisation and Decentralisation. Distinguish between them. **5**

OR

'Planning is looking ahead, Controlling is looking back'. Analyze and explain statement.

49. A manufacturing company wants to expand its operations and requires funds for a long period. Explain the suitable sources of finance it should consider to meet the requirement. **5**

OR

A company is planning to set up a new plant and needs to estimate its future financial requirements. Explain how financial planning will help the company in this situation ?

50. Define a wholesaler and identify any four functions performed by them. **5**

51. Explain the importance of self-employment in an economy. **5**

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