



Series EF1GH/5



SET-2

प्रश्न-पत्र कोड

Q.P. Code

66/5/2

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.

व्यावसायिक अध्ययन (सैद्धान्तिक)

BUSINESS STUDIES (Theory)

निर्धारित समय : 3 घण्टे

Time allowed : 3 hours

अधिकतम अंक : 80

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 परीक्षार्थी 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 candidates will read the question paper only and will not write any answer on the answer-book during this period.



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P.T.O.



General Instructions :

Read the following instructions carefully and 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 the questions carrying **3** marks may be from **50** to **75** words.
- (v) Answers to the questions carrying **4** marks may be in about **150** words.
- (vi) Answers to the questions carrying **6** marks may be in about **200** words.
- (vii) Attempt all parts of a question together.

1. **Statement-I :** The concept of product relates to not only the physical product but also the benefits offered by it from customer's point of view.

Statement-II : The concept of product does not include the extended product by way of after sale services, availability of spare parts, handling complaints etc.

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.

2. The activities whose outcome not only improves the job performance but also help individuals in the progress towards maturity and actualisation of their potential capacities is known as

- (A) training.
- (B) education.
- (C) development.
- (D) performance appraisal.





3. Himanshu is working as a 'Marketing Manager' in 'Suvidit-Air-Conditioners', a well known brand in the field of air-conditioners. Till last month the company was able to achieve its sales targets. But this month Himanshu observed that targets were not being met and the number of air-conditioners sold was decreasing. He analysed the situation and found that the new salesman appointed last month was not good and for this he took necessary action.

Which of the following function of management helped Himanshu to identify the decrease in sale ?

- (A) Planning (B) Organising
(C) Directing (D) Controlling

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4. 'Whether the decisions have been translated into desired actions or not' can be confirmed by performing which of the following function of management ?

- (A) Planning (B) Organising
(C) Directing (D) Controlling

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5. Different organisations have different goals. 'Zeepo' is an upcoming retail chain for providing consumer goods door-to-door, the objective of this organisation is to increase sales. 'Allie' is an educational organisation working with an objective of providing education to under privileged children of the society. Management of each of these organisations unite the efforts of their employees towards achieving organisational goals.

The characteristic of management discussed above is :

- (A) Management is goal-oriented.
(B) Management is a continuous process.
(C) Management is a dynamic function.
(D) Management is an intangible force.

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6. 'Digilocker' is a flagship initiative of 'Ministry of Electronics and IT', Government of India. It aims at digital empowerment of the citizens by providing access to authentic digital documents such as academic certificates issued by different Examination Boards, Driving Licenses, Vehicle registrations etc. in a digital format.

The above para discusses a few dimensions of Business Environment. Identify the correct dimensions from the following :

- (A) Economic Environment and Technological Environment
(B) Social Environment and Economic Environment
(C) Social Environment and Political Environment
(D) Political Environment and Technological Environment

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7. 'Dolma' and 'Una' were gardeners with decades of hands-on experience. They were the first ones to recognise the need of indoor gardens specially for plant-lovers living in apartments. They took advantage of this opportunity and decided to offer beautiful designing ideas for indoor gardening through their innovative venture 'My Space'.

'My Space' offered creative ideas like 'Garden wall', 'Hanging Garden', 'Window Garden', 'Book-shelf garden' and many more. Since there were no competitors they soon became the market leaders in the field.

From the following points, 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 enables the firm to identify opportunities and getting the first mover advantage.
- (D) Business Environment helps in assisting in planning and policy formulation.

8. The obligation of a subordinate to properly perform the assigned duty is called :

- (A) Authority
- (B) Responsibility
- (C) Accountability
- (D) Decentralisation

9. 'Cartoony Planet' is a well-known indoor playground for organising parties for children in Noida. It has many play-stations and it organises various activities for the kids to enjoy. Looking at the increasing number of children visiting 'Cartoony Planet', a new indoor playground in the name of 'Tiny-Tots House' came up with advanced swings, play stations and entertainment activities near 'Cartoony Planet'.

To compete with the newly opened indoor playground, 'Cartoony Planet' also added some advanced swings and entertainment activities to attract more children.

The above information highlights one of the features of 'Business Environment'. Identify the feature from the following :

- (A) Uncertainty
- (B) Dynamic Nature
- (C) Relativity
- (D) Interrelatedness



10. Identify the External Source of Recruitment illustrated by the picture given below :

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- (A) Direct Recruitment (B) Casual Callers
(C) Advertisement (D) Labour Contractor
11. 'The purpose of planning is to meet future events effectively to the best advantage of an organisation.' This statement highlights which of the following features of planning ?
- (A) Planning focuses on achieving objectives.
(B) Planning involves decision-making.
(C) Planning is the primary function of management.
(D) Planning is futuristic.
12. The next step in the 'Selection Process' after 'Selection Decision' is
- (A) Job Offer (B) Medical Examination
(C) Selection Tests (D) Contract of Employment

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13. Which of the following is NOT a factor affecting capital structure of a company ? 1

- (A) Cost of Debt (B) Growth Opportunities
(C) Cash Flow Position (D) Interest Coverage Ratio

14. Which of the following statements is incorrect about Personal Selling ? 1

- (A) It is a direct face to face dialogue that involves an interactive relationship between the seller and buyer.
(B) It refers to short-term incentives designed to encourage the buyers to make immediate purchase of a product or service.
(C) It allows a sales-person to develop personal relationship with the prospective customers.
(D) In this it is possible to take a direct feedback from the customer and to adopt the presentation according to the needs of the prospects.

15. From the following, identify the channel of distribution in which goods pass from the manufacturer to the retailers who, in turn, sell them to the final users. 1

- (A) One level channel (B) Two level channel
(C) Three level channel (D) Zero level channel

16. A name, term, sign, symbol, design or some combination of them used to identify the products – goods or services of one seller or group of sellers and to differentiate them from those of the competitors is known as 1

- (A) brand. (B) brand mark.
(C) brand name. (D) trade mark.

17. Which of the following statements is incorrect ? 1

- (A) Capital Market refers to facilities and institutional arrangements through which long-term funds, both debt and equity are raised and invested.
(B) Secondary market is the market where securities are sold by the company to the investor directly or through an intermediary.
(C) Primary Market is the Market where only buying of securities takes place. Securities can not be sold there.
(D) Money Market is a market for short term funds which deals in monetary assets whose period of maturity is upto one year.



18. The most commonly used tool of promotion which is a paid form of communication and in which the sponsor bears the cost of communicating with the prospects is

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- (A) advertising. (B) personal selling.
(C) sales promotion. (D) public relations.

19. _____ refers to the increase in profit earned by the equity shareholders due to the presence of fixed financial charges like interest.

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- (A) Capital structure (B) Earning per share
(C) Trading on equity (D) Return on investment

20. Match the factors affecting fixed capital requirements given in the Column-I with their explanations given in Column-II :

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	Column-I		Column-II
a.	Nature of Business	i.	A trading organisation needs lower investments in fixed assets as compared to a manufacturing organisation.
b.	Technology upgradation	ii.	A textile manufacturing company is installing a cement manufacturing plant and thus its investments in fixed assets is increasing.
c.	Diversification	iii.	A capital-intensive organisation requires higher investments in fixed assets as compared to labour-intensive organisation.
d.	Choice of Technique	iv.	Mobile phones became obsolete faster and are replaced much sooner than furniture or many other assets. Hence these type of businesses require more fixed capital.

- a b c d
(A) i iv ii iii
(B) ii iii iv i
(C) iii ii i iv
(D) iv i iii ii