

Roll No.

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

- Please check that this question paper contains **11** printed pages.
- Code number given on the right-hand side of the question paper should be written on the title page of the answer book by the candidate.
- Please check that this question paper contains 34 questions.
- **Please write down the Serial Number of the question before attempting it.**
- 15 minutes time has been allotted to read this question paper. The question paper will be distributed at 08.40 a.m. From 08:45 a.m. to 09.00 a.m., the students will read the question paper only and will not write any answer on the answer book during this period.


BUSINESS STUDIES

Time allowed: 3 hours***Date: 04/02/2025******Maximum Marks:80******Instructions:***

- This question paper contains 34 questions.
- Marks are indicated against each question.
- Answers should be brief and to the point.
- Answers to the questions carrying 3 marks may be from 50 to 75 words.
- Answers to the questions carrying 4 marks may be about 150 words.
- Answers to the questions carrying 6 marks may be about 200 words.

PART A

Q. No.	QUESTION	Marks												
1.	<p>Silicon Ltd offers IT services to clients across the country. During Covid 19, to accommodate changes taking place in the business environment, it suitably modified its organisation structure in a way that work from home became the new way of working for all employees bringing cost benefits and flexibility in the organisation. The point of importance of organising discussed above is:</p> <p>(A) Benefits of Specialisation. (B) Development of Personnel. (C) Adaptation to change. (D) Clarity in working relationships.</p>	1												
2.	<p>The Trend of Yoga as a result of COVID-19 relates to:</p> <p>(A) Social (B) Political (C) Technological (D) Legal</p>	1												
3.	<p>Match the columns on the basis of "Type of Plan" given in column ii by using the options given:</p> <table><tr><th>COLUMN-I</th><th>COLUMN-II</th></tr><tr><td>1. Detailed statement</td><td>a. Budget</td></tr><tr><td>2. Prescribed Manner</td><td>b. Methods</td></tr><tr><td>3. Comprehensive Plan</td><td>c. Programmes</td></tr><tr><td>4. Measurable Results</td><td>d. Objective</td></tr><tr><td></td><td>e. Strategy</td></tr></table> <p>Choose the correct option: (A) 1-c, 2-b, 3-d, 4-e (B) 1-c, 2-d, 3-a, 4-b (C) 1-b, 2-e, 3-d, 4-c (D) 1-c, 2-b, 3-e, 4-d</p>	COLUMN-I	COLUMN-II	1. Detailed statement	a. Budget	2. Prescribed Manner	b. Methods	3. Comprehensive Plan	c. Programmes	4. Measurable Results	d. Objective		e. Strategy	1
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1. Detailed statement	a. Budget													
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4.	<p>Which of the following belongs to middle level management?</p> <p>(A) chief operating officer (B) factory head (C) factory supervisor (D) none of the above</p>	1												
5.	<p>Assertion (A): Delegation is a pre-requisite to the efficient functioning of an organisation. Reason (R): Delegation exercise less control over executives hence greater freedom of action. (A) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (R)</p>	1												

	<p>(B) Both Assertion (A) and Reason (R) are true and Reason (R) is not the correct explanation of Assertion (R)</p> <p>(C) Assertion (A) is true but Reason (R) is false.</p> <p>(D) Assertion (A) is false but Reason (R) is true.</p>	
6.	<p>Read the following statements carefully:</p> <p>Statement I: Coordination is considered the essence of management.</p> <p>Statement II: Coordination is required only at the top level of management.</p> <p>In light of the given statements, choose the correct alternative:</p> <p>(A) Both statements are true.</p> <p>(B) Both statements are false.</p> <p>(C) Statement I is true, Statement II is false.</p> <p>(D) Statement II is true, Statement I is false.</p>	1
7.	<p>Which of the following statements is/are NOT correct regarding delegation?</p> <p>1 Delegation involves assigning responsibility to subordinates.</p> <p>2 Delegation includes granting authority to perform tasks.</p> <p>3 Delegation removes accountability from managers permanently.</p> <p>4 Delegation helps in employee development and empowerment.</p> <p>Which of the following statements is/are NOT correct?</p> <p>(A) 1 only</p> <p>(B) 3 only</p> <p>(C) 2 and 4 only</p> <p>(D) All are correct.</p>	1
8.	<p>Identify the right of consumers being promoted in the given picture.</p> 	1

	<p>(A) Right to be heard (B) Right to be informed (C) Right to seek redressal (D) Right to consumer education.</p>	
9.	<p>Abhichand is working as CEO of Logistics Ltd. He introduced appropriate skill development programmes and sound promotion policy for the employees of the company to motivate and to include greater variety of work content. Identify the type of incentives introduced by Abhichand to motivate the Employees.</p> <p>(A) Career advancement, Job enrichment (B) Status and Job enrichment (C) Career advancement, Employee recognition (D) Status, Career advancement, job enrichment</p>	1
10.	<p>Om Prakash has set up a small business unit for the manufacturing of detergent. In order to market the detergent in the local residential areas, he has appointed a team of ten salesmen. Each salesman is expected to sell at least 200 units of the detergent within a week's time. Identify the point of importance of controlling being highlighted in the above case.</p> <p>(A) Controlling helps in judging accuracy of standards. (B) It ensures efficient use of resources. (C) It helps in improving employee motivation. (D) It facilitates co-ordination in action.</p>	1
11.	<p>Vikrant joins his father's business of Organic masalas near Kotgarh in Himachal after completing his MBA. In order to capture a major share of the market, he by using the latest packaging technology decided to sell the products in attractive packages. His father suggested to hire financial consultants to estimate the amount of funds that would be required for the purpose and timings when it would be required. The concept being discussed by Vikran's father, links which financial decision with the investment decision?</p> <p>(A) Dividend decision (B) Financial planning (C) Capital structure decision (D) Financing decision</p>	1
12.	<p>"Changes and events cannot be eliminated but can be anticipated and managerial response to them can be developed". Which importance of planning is highlighted in the above statement.</p> <p>(A) Planning provides direction (B) Planning reduces overlapping and wasteful activities (C) Planning reduces the risk of uncertainty (D) It facilitates decision making</p>	1

13.	<p>Identify type of barrier mentioned in the following statement: A worried person cannot communicate properly.</p> <p>(A) Semantic Barrier (B) Psychological Barrier (C) Personal barrier (D) Organisational Barrier</p>	1
14.	<p>Concerning the factors affecting the requirements of fixed and working capital, identify the correct statements.</p> <p>1 Business expansion increases the need for fixed capital. 2 High inventory levels reduce working capital requirements. 3. Technological advancements can influence fixed capital needs. 4. Seasonal variations affect working capital requirements.</p> <p>Which of the following is/are correct?</p> <p>(A) 1 and 3 (B) 1, 3, and 4 (C) 2 and 4 (D) All are correct</p>	1
15.	<p>Joining a job marks the beginning of socialisation of the employee at the workplace. The employee is given a brief presentation about the company and is introduced to his superiors, subordinates and the colleagues. He is taken around the workplace and given the change of the job for which he has been selected. This process of familiarization is very crucial and may have a lasting impact on his decision to stay and on his job performance. Identify the two concepts of one functions of management highlighted above</p> <p>(A) placement and orientation (B) Training and Development (C) Performance Appraisal and Compensation (D) Promotion and Career Planning</p>	1
16.	<p>_____ functions as a bank, storing securities in electronic form on behalf of investors-</p> <p>(a) Depository participant (b) Depository (c) Stock exchange (d) None of the above</p>	1
17.	<p>Read the following statements carefully:</p> <p>Statement I: Branding helps in product differentiation. Statement II: Packaging has no role in promoting a product. In light of the given statements, choose the correct alternative:</p> <p>(A) Both statements are true. (B) Both statements are false. (C) Statement I is true, Statement II is false. (D) Statement II is true, Statement I is false.</p>	1

18	<p>Ankita is a company secretary in XYZ Ltd. From inside the company, she came to know that the company is going to acquire the business of some other companies. Ankita thinks that, due to the acquisition process, market price of the share may rise. Considering this, Ankita bought large number of shares of XYZ Ltd. This acquisition news was unknown to the public. Identify the malpractice used by Ankita.</p> <p>(A) unfair Trade practise (B) Price Rigging (C) Insider Trading (D) All the above</p>	1
19.	<p>Which of the following is not a factor affecting capital structure of a company?</p> <p>(A) Cost of Debt (B) Growth Opportunities (C) Cash Flow Position (D) Interest Coverage Ratio.</p>	1
20.	<p>XYZ Ltd., a manufacturing company, faced a significant increase in raw material costs due to inflation. To maintain profitability, they adjusted their product prices, but customers started looking for cheaper alternatives. The company also implemented cost-cutting measures, including reducing employee bonuses and cutting operational costs. What was the primary factor in XYZ Ltd.'s decision to raise product prices?</p> <p>(A) Social factors (B) Political factors (C) Economic factors (D) Legal factors</p>	1
21 A.	<p>Neeraj, a sales representative of 'Omida Ltd' has changed seven jobs in the last one year. He is a hard working person but is not able to finalise deals with the customer due to his inadequate vocabulary and omission of needed words. Sometimes he uses wrong words because of which intended meaning is not conveyed. All this created a mis-understanding between him and his clients.</p> <ol style="list-style-type: none"> 1. Identify the communication barrier discussed above. 2. State the category of this communication barrier. 3. Explain any other communication barrier of the same category. <p>(OR)</p>	3
21 B.	<p>Explain any three features of 'Directing' function of management.</p>	
22 A	<p>A construction company got a contract for constructing a foot-over bridge. It appointed an engineer to take charge of the same. The engineer was instructed that the work should be completed within a period of two months with the maximum cost of ₹ 5,00,000. Any negative variation in the cost beyond 5% should be brought to the</p>	3

22 B	<p>notice of authorities immediately. He was also asked to keep a special check on the supply of construction material as if it is not supplied in time then, the entire project would get delayed. Which concept(s) is/are being referred to in the given case? Discuss in detail</p> <p style="text-align: center;">(OR)</p> <p>'A.S. Ltd.' is a large company engaged in assembly of air-conditioners. Recently the company had conducted the 'Time' and 'Motion' study and concluded that on an average a worker can assemble ten air-conditioners in a day. The target volume of the company in a day is assembling of 1,000 units of air-conditioners. The company is providing attractive allowances to reduce labour turnover and absenteeism. All the workers are happy. Even then the assembly of air-conditioners per day is 800 units only. To find out the reason the company compared actual performance of each worker and observed through C.C.T.V. that some of the workers were busy in gossiping.</p> <p>1. Identify the function of management discussed above.</p> <p>2. State those steps in the process of the function identified which are discussed in the above paragraph</p>	
23	<p>Mr. Agrawala bought a branded shaving razor from a Departmental Store and took the cash memo of ₹ 400 which he had paid to them. Later on, he found that the MRP of the perfume was ₹ 370 only, but the shopkeeper had put a sticker of ₹ 400 on the original price.</p> <p>(1) Do you think that the consumer right is violated here? If yes, then name the right and explain it.</p> <p>(2) State any two responsibilities of a consumer other than that referred here.</p>	3
24	<p>Dominos offered 'Vrat Special Menu' during Navratri to attract the Indian customers with vegetarian pizza made of water-chestnut flour (singhada atta), and white millet flour (Samak ke chawal ka atta). It was topped with fresh mozzarella cheese with rock salt, tomatoes, paneer and crunchy sabudana. The tomato sauce was made without onions and garlic and used rock salt rather than common salt.</p> <p>(1) State and explain the feature of management which is highlighted in the above case.</p> <p>(2) Identify and explain the force which binds all the other functions of management.</p>	3
25	<p>Mr. Harsith, a social activist, was concerned with the pollution caused by the use of polythene bags. These bags are non-</p>	4

	<p>biodegradable and are a great threat for the water bodies and also adversely affect the quality of soil. To ban the use of these bags, he filed a writ petition in the court. The court also identified the threats caused by these bags and passed an order banning the use of these bags, as these bags are creating many environmental problems which affect the life of people and society. The government decided to give subsidy to jute industry to promote this business and innovative techniques are being developed to manufacture jute bags at low rates with more innovation and better technology, GDP of country is expected to rise.</p> <p>Identify the different dimensions of business environment by quoting the lines from the above particulars.</p>	
26 A	<p>Goodmoon School believes in all round development of children, focusing on academics, sports and extra-curricular activities. Many students of this school have secured ranks at the state level in the board exams and also some of the students have excelled at the state and national games.</p> <p>One of the key reasons for such excellent performance of the students is that the school hires highly qualified teachers and pays them well. The school has presently vacancies for middle level classes. The internal sources have been exhausted. Explain any four sources of recruitment that the school can use for filling up these vacancies.</p>	4
26 B	<p style="text-align: center;">(OR)</p> <p>Nithya is running a Diagnostic Centre in Raipur. She has recently taken the franchise of a famous brand in order to expand her business. In order to meet the increased demand for manpower she had placed an advertisement in the local newspaper and also short listed some candidates after conducting a selection test. Identify the function of management and the remaining steps that she needs to follow in the related process and briefly explain any two steps.</p>	
27	State any two importance and two limitations of Planning	4
28 A	<p>'Health Relax Ltd.' is one of India's leading consumer healthcare brands in diagnostic services. It has an integrated nationwide network of diagnostic centers. The company was exploring new avenues for its expansion. The top-level managers analysed the business environment and found that since the year 2023 which was the International Year of Millets, it was expected that the global demand for millets will grow by around 5% annually. India being one of the leading producers and exporter of millets, it was realised that there was a great business opportunity in the millet industry. The Board of Directors</p>	4

28 B	<p>approved the idea of venturing into the business of selling bread, noodles and dosa mix made of millets. The company had to restructure itself. It diversified into varied product categories and created a structure comprising of separate business units. Each unit had a manager responsible for performance who had authority over the unit. Manpower was grouped on the basis of different products manufactured.</p> <p>(1) Identify and explain the type of organizational structure of Health Relax Ltd. after restructuring</p> <p>(2) Explain any two advantages and two disadvantages of the type of organisational structure identified in the above case.</p> <p>(OR)</p> <p>Differentiate between Delegation and Decentralisation.</p>	
29	<p>Remo was a pen manufacturer. He used to make ball point pens in a small factory in the basement of his house. Daily he would go to the market place and distribute pens to the retailers. Some of the pens were sold by him of his own by meeting persons on road. He had not kept any name for his pens. They were just blue, black and red pens. One of his friends suggested him to keep a good name of his pens. He kept his own name and started selling pens with the name of Remo Pens. Then there were three categories of pens – Remo Red, Remo blue and Remo black. Gradually his business started to pick up even more and he made good revenue.</p> <p>(1) Which function of marketing is highlighted in the above case?</p> <p>(2) Which element of promotion mix has been highlighted in the above case?</p> <p>(3) What are the two types of names do you see in the above case?</p> <p>(4) Which of the above two identified names was better? Why?</p>	4
30	Explain the objectives and functions of SEBI	4
31	<p>Y Ltd. Is a bank functioning in India. It is planning to diversify into insurance business. Lately, the government of India has allowed the private sector to gain entry in the insurance business. Previously, it was the prerogative of LIC and GIC to do insurance business. But now with liberalization of the economy and to make the field competitive other companies have been given licences to start insurance business under the regulation of 'Insurance regulatory and development Authority'. Y Ltd. Plans to recruit high quality employees and agents and exercise effective direction to capture a substantial part of life and non-life insurance business.</p> <p>1. Identify how the company can supervise its employees and agents effectively.</p>	6

	<p>2. What financial and non-financial incentives can the company use for employees and agents separately to motivate them?</p> <p>3. How can the company ensure that higher order needs i.e., esteem and self-actualization as specified by Maslow are met?</p> <p>4. How can the company follow formal communication system?</p> <p>5. How can informal communication help to supplement formal communication?</p>	
32 A	<p>1.Explain any two techniques of Scientific Management from the following: a) Method study b) Motion study c) Time study</p> <p>2) Differentiate between Unity of Command and Unity of Direction on any three basis.</p> <p style="text-align: center;">(OR)</p>	6
32B	<p>1) Explain any two principles of Fayol from the following: a) Discipline b) Order c) Scalar chain</p> <p>2) Differentiate between the contributions made by F.W. Taylor and Henry Fayol on any three basis.</p>	
33	<p>'Maharana' is a famous take-away food outlet in Meerut. It is quite popular among local people and travellers on the national highway. It offers a wide variety of 'paranthas' and 'sandwiches' packed in special containers which are designed and developed by them to keep the food hot and fresh. Considering the tough competition in the nearby area, the prices have been set reasonably low. The owner Nirmal Singh spends huge sums of money to put large hoardings and kiosks in the vicinity, to inform the people about the outlet's location and the special items on its menu. The firm is performing various marketing functions to achieve its marketing objectives.</p> <p>(1) On the basis of the information given in the above case identify and explain any three marketing functions.</p>	6
34 A	<p>JAY Cloths Limited is a company manufacturing textiles. It has a share capital of ₹ 60 lakh. In the previous year, its earning per share was ₹ 0.50. For diversification, the company requires additional capital of ₹ 40 lakh. The company raised funds by issuing 10% debentures for the same. During the year, the company earned profit of ₹ 8 lakh on capital employed. It paid tax @ 40%.</p> <p>(1) State whether the shareholders gained or lost, in respect of earning per share on diversification. Show your calculations clearly.</p> <p>(2) Also, state any three factors that favour the issue of debentures by the company as part of its capital structure.</p> <p style="text-align: center;">(OR)</p>	6

34 B	<p>Dharma Production House is a company engaged in the production and distribution of films. The company is an established name in Bollywood. Now the company wants to enter in the regional cinemas also and for this, they are now targeting the South Indian Film Industry. They have launched three films in South with leading actors and actresses and even managed to sign Rajnikanth. To fund its projects, the management takes a decision to raise money for long-term capital needs of business from certain sources.</p> <p>(2) State the different sources of long-term capital.</p> <p>(B) Decision to raise money for long-term capital needs is affected by several factors. Discuss any five such factors</p>	
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