



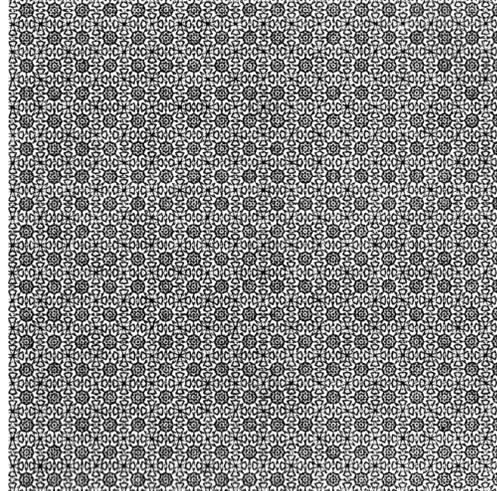
**INSTRUCTIONS TO CANDIDATES**

The Candidate shall

1. Produce the admission card on demand to competent authorities during the examination.
2. Enter the seat number and other particulars in the space provided on every main answer book and supplement.
3. Verify that the Block Supervisor has signed in the appropriate space on the main answer book and also the supplements.
4. Not be allowed to leave the examination hall during the first ONE HOUR and also the last TEN minutes of the examination.
5. Not damage/scribble the seat no./ barcode sticker.
6. Not indulge in any malpractice like.
  - Carrying written material into the examination hall.
  - Communicating in any manner with other candidates in the examination hall.
  - Passing slips of paper, answer book or supplements to other candidates.
  - Impersonating another candidates.
  - Attaching currency notes to the answer books.
  - Copying from another candidate or vice versa.
  - Leaving the examination hall without submitting answer book to the supervisor.
  - Using of coloured thread to tie answer books.
7. Abide by the rules of dicipline.
8. Stop writing on the answer book after the ringing of the final bell.
9. Stick the hollow craft sticker on the main answer book as well as on the supplement after the final bell.
10. Not leave the seat till all answer books are collected and counted by the supervisor.

**NOTE :**

**Candidate shall be liable for penalty imposed by the board for the violation of any or all of the above clauses.**



Pg No.	Examiner	Moderator	Chief Moderator
03			
04 & 05			
06 & 07			
08 & 09			
10 & 11			
12 & 13			
14 & 15			
16 & 17			
18 & 19			
20			
<b>TOTAL</b>			
<b>Total in words</b>			
<b>Apptt. No.</b>			
<b>Sign</b>			
<b>Verification</b>			

2025 II 20

0930

Marks	E	M	CM	3
Pg. 3				

Time : 3 Hours

**BUSINESS STUDIES**

**Subject Code**

**(CWSN)**

H	5	6	5	8
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**Total No. of Questions : 8**

**(Printed Pages : 20)**

**Maximum Marks : 80**

*INSTRUCTIONS :* (i) All questions are compulsory.

(ii) This question paper consists of 08 questions.

(iii) There is no overall choice, however internal choice is provided in question number 08.

(iv) Marks are indicated towards right hand side of the question paper in bracket.

*Note :* — This is a question paper cum answer booklet.

I. Fill in the blanks by choosing the correct alternative from those given in the bracket : (1×10=10)

[Henry Fayol, floatation cost, Abraham Maslow, Profession, ISI, Public relation, Scalar chain, Informal organisation, Black money, Management by exception, Policies]

(1) An occupation backed by specialized knowledge and training, in which entry is restricted is ..... 1

(2) The formal lines of authority from highest to lowest ranks are known as ..... 1

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- (3) The main aim of Demonetisation was to minimize accumulation of ..... 1
- (4) Strategies are interpreted through ..... 1
- (5) Network of social relationship among employees is called ..... 1
- (6) The motivation theory which classifies needs in hierarchical order is developed by ..... 1
- (7) Deviations which are beyond the permissible limit are ..... 1
- (8) Cost incurred to raise funds are called as ..... 1
- (9) The deliberate action of an organisation for promoting goodwill between itself & the society is ..... 1
- (10) The mark that is used for electrical appliances is ..... 1

II. Select and write the most appropriate alternative from those given below.

(1×10)

- (1) Preparing performance reports of employees is the function of ..... 1
- Top level managers
  - Middle level managers
  - Lower level managers
  - Operational level managers

Ans. ....

Marks	E	M	CM	5
Pg. 4 & 5				

(2) The principle of scientific management advocates application of standardized techniques in performing business activities is ..... 1

- Science not rule of thumb
- Harmony not discord
- Co-operation not individualism
- Scientific selection of employees

Ans. ....

(3) An example of economic environment is ..... 1

- Change in technology
- Change in exchange rate
- Expectation of society
- Change in Government's rules and regulations

Ans. ....

(4) The type of plan which is considered as a control device is ..... 1

- Procedure
- Programme
- Method
- Budget

Ans. ....

(5) Grouping of activities on the basis of functions is a part of ..... 1

- Decentralized organisation
- Functional organisation
- Divisional organisation
- Centralized organisation

Ans. ....

(6) Workforce analysis is a part of ..... 1

- Recruitment process
- Training and development process
- Selection process
- Estimation of manpower recruitment

Ans. ....

(7) 'Critical point control' technique refers to ..... 1

- Controlling significant deviations
- Controlling key result areas
- Controlling through sample checking
- Controlling through personal judgment

Ans. ....

Marks	E	M	CM	7
Pg. 6 & 7				

(8) “Buy three get one free” is an example of ..... . 1

- Quantity gift
- Discount
- Rebate
- Product combination

Ans. ....

(9) The process of classification of products into different groups on the basis of some of its important characteristics is ..... . 1

- Branding
- Grading
- Packaging
- Standardization

Ans. ....

(10) ‘Jago Grahak Jago’ highlights the importance of ..... . 1

- Right to be informed
- Right to be heard
- Right to seek redressal
- Right to consumer education

Ans. ....

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III. Give commercial name for the following : (1×10)

(1) The process which synchronizes the activities of different departments. 1

Ans. ....

(2) The technique in which each worker is supervised by eight supervisors. 1

Ans. ....

(3) The environment which constitutes all the factors related to Government affairs. 1

Ans. ....

(4) The sum total of all individuals, institutions and other forces that are outside the controls of a business enterprise but that may affect its performance. 1

Ans. ....

(5) The organisational structure in which activities are on the basis of products. 1

Ans. ....

(6) The sharing of decision making powers with lower level management. 1

Ans. ....

(7) The process of ensuring that actual results are in accordance with planned results. 1

Ans. ....

Marks	E	M	CM	9
Pg. 8 & 9				

(8) Name the decision which affects the capital structure of a company. 1

Ans. ....

(9) Name the element of marketing which makes the product available to the target customer. 1

Ans. ....

(10) Name the concept which suggests that customer should be convinced and motivated to buy products. 1

Ans. ....

IV. State whether the following are True or False : (1×12)

(1) Top level management is responsible for implementing plans and strategies of the organisation. 1

Ans. ....

(2) 'Unity of command means one employee is getting orders or instructions from one supervisor.' 1

Ans. ....

(3) Taylor is famous as father of production management. 1

Ans. ....

(4) Organising is the primary function of management. 1

Ans. ....

- (5) Controlling helps in achieving organisational objectives. 1  
Ans. ....
- (6) Financial management is only concerned with optimal procurement of finance and not its usage. 1  
Ans. ....
- (7) Working capital requirement increases during rising prices. 1  
Ans. ....
- (8) There is no personal contact in personal selling. 1  
Ans. ....
- (9) Labelling involves putting identification marks on the packages. 1  
Ans. ....
- (10) The main focus of product concept is maximizing profits through product quality and not quantity. 1  
Ans. ....
- (11) Buying standardized product is a consumer right. 1  
Ans. ....
- (12) NGO's educate, protect and promote consumer rights. 1  
Ans. ....

Marks	E	M	CM	11
Pg. 10 & 11				

V. Match the sources of recruitment in Column 'A' with correct meaning given in Column 'B' by writing the correct alphabet in the space provided. (1×5)

**Column 'A'**

(i) Transfer

(ii) Campus recruitment

(iii) Direct recruitment

(iv) Recommendation of employees

(v) Promotion

**Column 'B'**

(a) Notice is placed on the notice board specifying the details of the job available.

(b) Shifting of an employee from one job to another without a change in the responsibilities and status of the employee.

(c) Shifting an employee to a higher position, carrying higher responsibilities, facilities, status and pay.

(d) Recruitment from educational institution.

(e) Providing required number of unskilled workers at a short notice.

(f) Applicants introduced by present employees or their friends and relatives.

<b>Column 'A'</b>	<b>Column 'B'</b>
(i) Transfer	(a) .....
	.....
(ii) Campus recruitment	(b) .....
	.....
(iii) Direct recruitment	(c) .....
	.....
(iv) Recommendation of employees	(d) .....
	.....
(v) Promotion	(e) .....
	.....

VI. Match the incentives in Column 'A' with correct meaning given in Column 'B' by writing the correct alphabet in the space provided. (1×5)

<b>Column 'A'</b>	<b>Column 'B'</b>
(i) Bonus	(a) Employees offered company share at a set price which is lower than market price.
(ii) Organisational Climate	(b) Incentives offered over and above the wages or salary to the employee.

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|--|---|
| <p>(iii) Employee participation</p> <p>(iv) Stock option</p> <p>(v) Status</p> | <p>(c) Ranking position in the organisation.</p> <p>(d) Describes an organisation and distinguish one from the others.</p> <p>(e) Involving employees in decision making.</p> <p>(f) Providing a share to employees in the profits of the organisation.</p> |
|--|---|

**Column 'A'**

**Column 'B'**

- |  |   |
|--|---|
| <p>(i) Bonus</p> <p>(ii) Organisational Climate</p> <p>(iii) Employee participation</p> <p>(iv) Stock option</p> <p>(v) Status</p> | <p>(a) .....</p> <p>.....</p> <p>(b) .....</p> <p>.....</p> <p>(c) .....</p> <p>.....</p> <p>(d) .....</p> <p>.....</p> <p>(e) .....</p> <p>.....</p> |
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VII. Answer the following questions in *one* sentence each : (1×10)

(1) State any *two* features of coordination. 1

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(2) What is meant by 'effectiveness'? 1

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(3) Name the first step in the process of planning. 1

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(4) What is meant by authority ? 1

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(5) What is meant by deviation ? 1

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.....

(6) Name any *two* techniques of sales promotion. 1

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Marks	E	M	CM	<b>15</b>
Pg. 14 & 15				

(7) State any *two* characteristics of a good brand. 1

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(8) What is meant by packaging ? 1

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(9) State any *two* reliefs available under Consumer Protection Act 2019. 1

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(10) Name any *two* consumer grievance agencies. 1

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VIII. Answer the following questions in *two* sentences each : (2×9)

(1) State any *four* importance of management. 2

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- (2) Explain the 'Motion study' as advocated by F. W. Taylor. 2

*Or*

Explain the 'Standardization of work' as advocated by F. W. Taylor.

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- (3) Explain the "First mover advantage" as importance of business environment. 2

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- (4) Explain any *two* limitations of planning. 2

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Marks	E	M	CM	<b>17</b>
Pg. 16 & 17				

- (5) Explain 'Identification and division of work' as a step in the process of organising. 2

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- (6) Explain 'Intelligence Test' and 'Trade Test' which are used for a selection of employees. 2

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(7) Explain any *two* semantic barriers of communication. 2

*Or*

Explain any *two* psychological barriers of communication.

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(8) Explain any *two* factors affecting the requirement of fixed capital. 2

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(9) Explain any *two* advantages of advertising. 2

*Or*

Explain any *two* objections to advertising.

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