

SAMPLE QUESTION PAPER
BUSINESS STUDIES (319) New Course

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
 - a. **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. An internal choice has been provided in some of these questions. You have to attempt only **one** of the given choices in such questions.
- v. **Section B** consists of
 - a. **Q.No. 21 to 35** – Objective type questions. **Q.No. 21 to 35** carry 02 marks each (with 2 sub-parts of 1 mark each). Attempt these questions as per the instructions given for each of the questions.
- vi. **Section C** consists of
 - a. **Q.No. 36 to 41** – Very Short questions carrying 02 marks each to be answered in the range of 30 to 50 words.
 - b. **Q.No. 42 to 47** – Short Answer type questions carrying 03 marks each to be answered in the range of 50 to 80 words.
 - c. **Q.No. 48 to 51** – Long Answer type questions carrying 05 marks each to be answered in the range of 80 to 120 words.

S. No.	Section – A <i>Ques. 1 to 20 are MCQs of 1 Mark each. Internal choices have been given wherever necessary.</i>	Marks
1.	Any kind of external devices, like compact discs (CD's) for computer, have become obsolete. Google, with its Google Drive service, Apple with its iCloud offering, enables the users store documents, photos, music and movies on web-based servers. Identify the feature of business environment being described in the above lines. a) Sum total of all factors b) Inter-relatedness c) Uncertainty d) Complex	1

2.	<p>(i) Liberalisation refers to the</p> <ul style="list-style-type: none"> a) integrating' the economy of a country with the world economy b) Reduction in the number of industries reserved for the public sector c) reducing the role of public sector d) process of eliminating unnecessary controls and restrictions <p style="text-align: center;">OR</p> <p>(ii) Which of the following are the dimensions of the business environment:-</p> <ul style="list-style-type: none"> a) Economic & Social b) Technological & Economic c) Legal & Social d) All of the above 	1
3.	<p>An examples of ethical business practice is</p> <ul style="list-style-type: none"> a) To charge Maximum prices from the customer. b) To use less weights for commodities. c) To pay taxes to government correctly and promptly d) Indulge in unfair trade practices 	1
4.	<p>(i) Which of the following does not explain the impact of government policy changes on business & industry</p> <ul style="list-style-type: none"> a) Increasing competition b) More demanding market customers c) Market orientations d) Change in agricultural prices <p style="text-align: center;">OR</p> <p>(ii) Which of the following is not a feature of Business environment</p> <ul style="list-style-type: none"> a) Interrelated Elements b) Dynamics c) Complexity d) Continuous 	1
5.	<p>Which of the following is an importance of planning?</p> <ul style="list-style-type: none"> a) Leads to Specialization b) Maximum Utilization of Resources at any cost c) Reduce Creativity d) Less expansion and growth 	1

6.	<p>(i) _____ is deciding in advance what is to be done in future.</p> <p>a) Organising b) Planning c) Controlling d) Budget</p> <p style="text-align: center;">OR</p> <p>(ii) Name the function of management which involves setting objectives and developing appropriate courses of action to achieve these objectives.</p> <p>a) Directing b) Organising c) Planning d) Staffing</p>	1
7.	<p>Which of the following is not a limitation of planning?</p> <p>a) Rigidity b) Probabilistic c) Expensive d) Time Saving</p>	1
8.	<p>(i) The government of India introduced a radical change in economic policies in the year</p> <p>a) 1995 b) 1981 c) 1991 d) 2002</p> <p style="text-align: center;">OR</p> <p>(ii) This decision determines the overall cost of capital and the financial risk of the enterprise,</p> <p>a) Dividend decision b) Capital budgeting decision c) Investment decision d) Financing decision</p>	1

9.	<p>(i) Responsibility of business towards the shareholders or owners includes</p> <ol style="list-style-type: none"> 1. To ensure safety of investment. 2. To provide regular, correct and adequate information on the financial aspects. 3. To provide fair and regular dividend. 4. To provide services such as housing, medical care, recreation etc. <p>Choose the correct option from the options given below:</p> <ol style="list-style-type: none"> a) Only 1 and 4 b) Only 1 and 3 c) 1,2,3 and 4 d) 1,2 and 3 only <p style="text-align: center;">OR</p> <p>(ii) The size of assets, the profitability and competitiveness are all affected by</p> <ol style="list-style-type: none"> a) Working capital decision b) Capital budgeting decision c) Financing decision d) Dividend decision 	1
10.	<p>The capital structure of a firm refers as a choice of that combination of ;</p> <ol style="list-style-type: none"> a) fixed Asset and current Assets b) debt and equity c) dividend and wealth d) capital and profit 	1

11.	<p>(i) There are two statements marked as Assertion (A) and Reason(R). Read the statements and choose the appropriate option from the options given below;</p> <p>Assertion (A):- Equity Shareholders' return consists of two components viz, dividends and capital gains.</p> <p>Reason (R):- Dividend decision is concerned with taking decision with regards to the net profit distribution which is related either to pay dividend to shareholders or to retain in the business.</p> <p>Alternative:</p> <p>a) (A) is correct but (R) is wrong b) Both (A) and (R) are correct, but (R) is not the correct explanation of (A) c) Both (A) and (R) are incorrect. d) Both (A) and (R) are correct, and (R) is the correct explanation of (A)</p> <p style="text-align: center;">OR</p> <p>(ii) Dev has two projects A and B in hand. The same amount of risk is involved in both the projects. If the rate of return of project A and B is 20% and 15% respectively, then under normal circumstance, which of the two projects is likely to be selected?</p> <p>a) Project A b) Project B c) Both project A and project B d) None of the above</p>	1
12.	<p>_____ is a contract whereby one can use the assets of the other with due permission of the owner on payment of rent without purchasing them.</p> <p>a) Rent Agreement b) Lease c) Conveyance deed d) External Commercial Borrowings</p>	1
13.	<p>(i) Followings are the components of 4P's except</p> <p>a) Product b) Place c) Price d) Public</p> <p style="text-align: center;">OR</p> <p>(ii) Components of product mix do not include</p> <p>a) Product Characteristics b) Branding c) Packaging d) Promotion</p>	1

14.	<p>Which of the following is not a Feature of Departmental Store?</p> <p>a) The entire building is divided into a number of departments or sections.</p> <p>b) In each department specific type of goods like stationery items, books, electronic goods, garments, jewellery etc. are made available.</p> <p>c) These stores also provide the facility like free home delivery of goods, execution of telephonic order for goods, credit facility, etc.</p> <p>d) Large amount of capital investment is required to start and run a departmental store</p>	1
15.	<p>(i) _____ retailing is a type of small-scale retail trade in which retailers move around and sell a variety of items directly to the consumers.</p> <p>a) Itinerant</p> <p>b) Fixed shop</p> <p>c) Departmental</p> <p>d) Chain</p> <p style="text-align: center;">OR</p> <p>(ii) Mr. A runs a shop in the Nehru market, he sells large quantities of goods to various shopkeepers. Mr. A is a:</p> <p>a) Retailer</p> <p>b) Wholesaler</p> <p>c) Trader</p> <p>d) All of the above</p>	1
16.	<p>Services Provided by the Wholesalers to manufacturers includes</p> <p>a) Regular Supply</p> <p>b) Risk Protection</p> <p>c) Bulk Buying</p> <p>d) Financial Help</p>	1
17.	<p>(i) Resources required for successful e-business implementation NOT includes</p> <p>a) A Website</p> <p>b) Technically Qualified Workforce</p> <p>c) Adequate Computers</p> <p>d) Big Office Building</p> <p style="text-align: center;">OR</p> <p>(ii) Under what method payment is made at the time of physical delivery of goods?</p> <p>a) Cash on delivery</p> <p>b) Debit card payment</p> <p>c) Credit card payment</p> <p>d) Prepaid amount</p>	1

18.	Arun decided to sell his old books to his friend's brother, Rakesh. This is a _____ transaction: a) B2B b) B2C c) Intra-B d) C2C	1
19.	(i) Withdrawal of money from ATM is an example of _____ type of transaction: a) B2B b) B2C c) intra-B d) C2C OR (ii) _____ refers to contracting out some of its activities to a third party which was earlier performed by the organisation. a) BPO b) E-Commerce c) Outsourcing d) E-Banking	1
20.	In a B2B transaction both the parties involved are: a) Manufacturer and Supplier b) Customer and Customer c) Wholesaler and Customer d) Retailer and Customer	1
Section – B <i>Ques 21 to 35 below. Internal choices have been given wherever necessary</i>		
21.	(i) Fill in the Blanks:- a) _____ refers to negative and unfavourable external factors that are likely to create hurdles for a firm b) _____ are the impact of govt. policy changes on business & industry OR (ii) Fill in the Blanks:- a) Business environment is created by _____ and _____ b) Business environment keeps on changing on regular basis. This characteristic of the business environment is called _____	1x2

22.	<p>In relation to types of business environment, match the Column 1 with Column 2.</p> <table border="1" data-bbox="284 271 1238 618"> <thead> <tr> <th data-bbox="284 271 724 315">Column 1</th> <th data-bbox="729 271 1238 315">Column 2</th> </tr> </thead> <tbody> <tr> <td data-bbox="284 322 724 405">I. Economic environment</td> <td data-bbox="729 322 1238 405">a. Approaches adopted for production of goods and services</td> </tr> <tr> <td data-bbox="284 412 724 450">II. Political Environment</td> <td data-bbox="729 412 1238 450">b. Regulations</td> </tr> <tr> <td data-bbox="284 456 724 533">III. Legal Environment</td> <td data-bbox="729 456 1238 533">c. Government policies and attitude towards the business community</td> </tr> <tr> <td data-bbox="284 539 724 618">IV. Technological Environment</td> <td data-bbox="729 539 1238 618">d. Strength of capital market</td> </tr> </tbody> </table> <p>a) i-d, ii-c, iii-b, iv-a b) i-a, ii-b, iii-c, iv-d c) i-a, ii-c, iii-b, iv-d d) i-d, ii-b, iii-c, iv-a</p>	Column 1	Column 2	I. Economic environment	a. Approaches adopted for production of goods and services	II. Political Environment	b. Regulations	III. Legal Environment	c. Government policies and attitude towards the business community	IV. Technological Environment	d. Strength of capital market	1x2
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23.	<p>(i) Fill in the Balnks:- a) Manufacturing department may be sub-divided into stores, repairs, maintenance, production, etc. is an example of _____ b) _____ shifts the power of decision making to lower levels under a well-considered plan</p> <p style="text-align: center;">OR</p> <p>(ii) True and False:- Statement 1: Planning is the most challenging activity for the management as it guides all future actions. Statement 2 : Sometimes the costs incurred for the planning may not justify the benefits derived from the plans</p>	1x2										
24.	<p>Give one word Answer – a) What is known as the primary function of management _____ b) A strategy is derived from _____</p>	1x2										
25.	<p>Fill in the Blanks - a) _____ refers to planning regarding financial needs of the enterprise various sources of raising funds and their optimum utilization. b) _____ refers to the structure of total capital funds raised by the company.</p>	1x2										

26.	<p>(i) Give One word:</p> <p>a) Name the process that enables the management to foresee the fund requirements, both the quantum as well as the timing.</p> <p>b) It is essentially the preparation of a financial blueprint of an organisation's future operations. Identify the related concept.</p> <p style="text-align: center;">OR</p> <p>(ii) Give the full form of the following abbreviations</p> <p>a) IFCI</p> <p>b) SFC</p>	1x2
27.	<p>Which method of long-term financing, Public Deposit or Retention of Profits, are being referred to, in each of the following statements:</p> <p>a) Management is less careful about funds utilization by this method.</p> <p>b) To raise funds through this method, an advertisement is generally given through the newspapers.</p>	1x2
28.	<p>(i) Identify the features that relate to equity shares, preference shares and debentures</p> <p>a) In case of winding up of the company, the capital is refunded after payment of debentures but before payment to equity shareholders.</p> <p>b) Their holders are creditors of the company for a fixed period.</p> <p style="text-align: center;">OR</p> <p>(ii) Identify the features that relate to equity shares, preference shares and debentures</p> <p>a) Their holders are the owners of the company and enjoy voting rights</p> <p>b) Their holders have no say in the management of the company and they do not have the right to attend the company's meetings.</p>	1x2
29.	<p>Give one word/phrase for the following statements:</p> <p>a) The component of marketing that relates to channels of distribution.</p> <p>b) The components that are combined to achieve the marketing goal</p>	1x2
30.	<p>(i) Which method of price fixation is being referred to here</p> <p>a) Rama fixes the price of shirts that he manufactures and sells at a price 10% higher than its cost.</p> <p>b) Shyama introduces a new brand of biscuits at a low introductory price.</p> <p style="text-align: center;">OR</p> <p>(ii) Which element of the promotion mix is being referred to in the following statements.</p> <p>a) It is a temporary incentive to induce trial or purchase of a new product</p> <p>b) It is a paid form of non-personal communication by an identified sponsor</p>	1x2
31.	<p>Which element of the promotion mix is being referred to in the following statements:-</p> <p>a) It is a temporary incentive to induce trial or purchase of a new product _____</p> <p>b) It is an effective promotion tool for machines, lubricant etc. _____</p>	1x2

32.	(i) Identify the following and write 'WT' for wholesale trade and 'RT' for retail trade. a) Dealing in limited variety of products. b) Goods purchased from wholesalers for resale. OR (ii) Identify the following and write 'WT' for wholesale trade and 'RT' for retail trade a) Providing facilities like grading and packaging. b) Buying of goods in bulk from the manufacturers	1x2
33.	Correct the following sentences a) Producer is a middleman in the chain of distribution. b) Presence of too many middlemen increases the price of the product.	1x2
34.	(i) State the full form of the following – a) WWW b) B2B OR (ii) State the full form of the following a) B2C b) C2C	1x2
35.	Identify the following in e-banking transactions– a) A machine using which we can withdraw money from our deposit accounts at our convenience. b) A system that allows the account holder to avail the banking facility over telephone	1x2
	Section – C <i>Ques 36 to 51 below. Internal choices have been given wherever necessary</i>	
36.	State any two relaxations available under the company Act 2013 to a one person company.	2
37.	(i) Explain any two internal Sources of Recruitment. OR (ii) Explain any two sources of external recruitment	2
38.	The highly reputed companies (Blue Chip companies) are the major players of this type of money market instruments. a) Identify the money market instrument highlighted in the above line. b) What is the main purpose of instrument identified in (a)?	2
39.	(i) Define Entrepot Trade with an example. OR (ii) Define Export with examples	2
40.	Arunodya Airlines company offered 'Travel today pay fare later' plan for its prospective customers. a) Name the promotional tool used by the Arunodya Airlines. b) State any one other product for which above identified plan is quite common now-a-days.	2

41.	(i) State any two avenues of self-employment. OR (ii) State any two avenues of Wage Employment	2
42.	<p>Nipun was working in an enterprise on a daily wages basis. It was difficult for him to fulfill the basic needs of his family. His daughter fell ill. He had no money for his daughter's treatment. To meet the expenses of her treatment, he participated in a cycle race and won the prize money. The cycle company offered him a permanent pensionable job which he happily accepted.</p> <p>By quoting lines from the above paragraph, identify the needs of Rahim that are satisfied by the offer of the cycle company.</p> <p>Also, explain two other needs of Rahim followed by above that are still to be satisfied.</p>	3

43.	<p>(i) Roshan is the chief chef of ‘Khidmat7 restaurant located in the city of Bangaluru.</p> <p>The place is known for its exquisite Mughlai cuisine especially mutton biryani and kababs. All the food is prepared under Roshan’s purview. The various activities in the kitchen are initiated in accordance to his instructions. He is very clear and specific in issuing instructions to his subordinates in order to ensure smooth working of the department. He personally oversees the method followed by the chefs for preparation of each dish. He misses no opportunity to praise his subordinates for their good work. All his team members feel very happy and satisfied under his direction. He provides constant guidance to them in order to improve upon its taste and presentation and also encourages them to innovate and be more creative in their work.</p> <p>In the above context:</p> <p>Identify the various elements of directing mentioned in the above paragraph by quoting lines from the paragraph.</p> <p style="text-align: center;">OR</p> <p>(ii) After completing his bachelor’s in computer science, Abhijeet joined an IT consultancy firm. He observed there that the senior management more often communicated failures than successes. They rarely shared any good news related to the growth of the firm or give any recognition to its employees for their extraordinary contributions towards the firm. As a result, Abhijeet never felt encouraged enough to work up to his full potential and started exploring other avenues for employment.</p> <p>In the context of the above case:</p> <ol style="list-style-type: none"> 1. Identify and explain the element of directing in the absence of which the employees don’t feel encouraged to work. 2. State the importance of this element as identified in part (1) by giving any two suitable points 	3
44.	State any three limitations of advertising.	3
45.	<p>(i) The space outside buses, company trucks (used to carry company's own products) can be used to attract and inform the customers about the product, availability, price etc.</p> <ol style="list-style-type: none"> a) Which media of advertisement is highlighted in above line? b) Generally for which products media of advertisement identified in (a) is suitable? <p style="text-align: center;">OR</p> <p>(ii) A manufacturer of detergent powder wants to introduce detergent cake in the market under a new brand name. Which sales promotion tools should he use to attract the customers? Give reasons in support of your answer.</p>	3

46.	What is the difference between Letter of Credit and Letter of Hypothecation in relation to external trade?	3
47.	(i) State ant three differences between GATT and WTO. OR (ii) What are (i) Bill of Lading, (ii) Shipping order and (iii) Mate's receipt.	3
48.	Differentiate between Departmental undertaking and Public corporation on the basis of the followings: (i) Establishment (ii) Legal Status (iii) Capital (iv) Management (v) Control and Accountability.	5
49.	(i) What are the recent trends in recruitment? Explain briefly. OR (ii) The Manager must be aware of the sources of recruitment from where the suitable candidates can be hired. Mention and Explain the sources of recruitment.	5
50.	Companies have to get their securities listed in the stock exchange for the purpose of trading through stock exchange. Describe the steps involved in Trading procedure.	5
51.	(i) Small business plays a major role in the socio-economic development of any country. Do you agree with the above statement? Enumerate any four importance of small business. OR (ii) After passing Class 12, Sunita wants to start her own boutique. Her Mother has promised her to meet her initial financial requirement. She has been advised by her teacher that there are a number of government agencies providing help in various fields and she can approach them. Name such agencies and state the nature of assistance these can provide in starting small businesses.	5

**MARKING SCHEME
BUSINESS STUDIES (Revised 319)**

Time : 3 Hours

Maximum Marks: 100

S. No.	Section – A <i>Ques. 1 to 20 are MCQs of 1 Mark each. Internal choices have been given wherever necessary.</i>	Marks
1.	(c) Uncertainty	1
2.	(d) process of eliminating unnecessary controls and restrictions OR (d) All of the above	1

3.	(d) Indulge in unfair trade practices	1
4.	(d) Change in agricultural prices OR (c) Complexity	1
5.	c) Reduce Creativity	1
6.	(b) Planning OR (c) Planning	1
7.	(b) Probabilistic	1
8.	(c) 1991 OR (d) Financing decision	1
9.	d) 1,2 and 3 only OR (b) Capital budgeting decision	1
10.	(b) debt and equity	1
11.	b) Both (A) and (R) are correct, but (R) is not the correct explanation of (A) OR (a) Project A	1
12.	b) Lease	1
13.	d) Public OR d) Promotion	1
14.	d) Large amount of capital investment is required to start and run a departmental store	1
15.	a) Itinerant OR (b) Wholesaler	1
16.	c) Bulk Buying	1
17.	d) Big Office Building OR (a) Cash on delivery	1
18.	c) C2C	1

19.	b) B2C OR (a) BPO	1
20.	a) Manufacturer and Supplier	1
	Section – B <i>Ques.. 21 to 35 below. Internal choices have been given wherever necessary.</i>	
21.	(i) (a) Threats (b) More Demanding Customers OR (ii) (a) internal and external factors (b) Dynamic Nature	1x2=2
22.	a) i-d, ii-c, iii-b, iv-a	1x2=2
23.	(i) (a) Functional Structure (b) Decentralisation OR (ii) (a) True (b) True	1x2=2
24.	(a) Planning (b) Methods	1x2=2
25.	(a) Financial planning (b) Capital structure	1x2=2
26.	i) (a) Financial planning (b) Financial planning OR (ii) (a) Industrial Finance Corporation of India (b) State Finance Corporation	1x2=2
27.	(a) Retained Earnings (b) Public Deposit	1x2=2

28.	(i) (a) Preference shares (b) Debentures OR (ii) (a) Equity shares (b) Debentures	1x2=2
29.	(a) Place (b) Marketing mix	1x2=2
30.	(i) (a) Cost based pricing (b) Objective based pricing OR (ii) (a) Sales promotion (b) Advertising	1x2=2
31.	(a) Sales promotion (b) Personal Selling	1x2=2
32.	(i) (a) Cost based pricing (b) Objective based pricing OR (ii) (a) Sales promotion (b) Advertising	1x2=2
33.	(a) Wholesaler/Retailer is a middleman in the chain of distribution. (b) No change	1x2=2
34.	(i) (a) World Wide Web (b) business-to-business OR (ii) (a) business-to-consumer (b) consumer to consumer	1x2=2
35.	(a) ATM, or automated teller machine (b) net-banking	1x2=2

Section – C		
<i>Answer Qu. 36 to 51 below. Internal choices have been given wherever necessary.</i>		
36.	<p>a) There is no need to prepare a cash flow statement.</p> <p>b) There is no necessity for Annual General Meeting to be held.</p> <p>c) The annual return can be signed by the Director and not necessarily a Company Secretary.</p> <p>d) An OPC need to hold only one meeting of the Board of Directors in each half of a calendar year and the gap between two meetings should not be less than 90 days.</p> <p style="text-align: right;">(any two)</p>	2
37.	<p>(i) Transfer: It means shifting of an employee from one job to another without changing the responsibilities and salary and;</p> <p>(ii) Promotion: It involves shifting or transferring employees to a higher job.</p> <p style="text-align: center;">OR</p> <p>Some of the major types of external sources are as follows:</p> <ol style="list-style-type: none"> 1. Advertisement in Newspapers 2. Employment Exchanges 	2
38.	<p>(a) Commercial paper</p> <p>(b) It is a popular instrument for financing working capital requirements of business units</p>	2
39.	<p>When the firm of a country imports goods for the purpose of exporting the same to the firms of some other country with or without making any change, it is Known as entrepot trade or re-export trade for that country. For example, if an Indian company imports rubber from Thailand and exports it to Japan then it is called Entrepot trade for India.</p> <p style="text-align: center;">OR</p> <p>Exports can be cars, clothes, pencils, heavy machinery, software, or banking services. The limits to exports usually come in the form of government regulation. For example, if the good is needed domestically, the government may restrict exports of the good to regulate domestic supply and prices.</p>	2

40.	(a) Deferred Payment Plan (b) This plan is quite common now-a-days in case of TVs and air-conditioners.	2
41.	1. Trading; 2. Manufacturing; 3. Professionals; 4. Individualised services. <p style="text-align: right;">(any two)</p> <p style="text-align: center;">OR</p> (1) Small factory/shops (2) Business firms (3) Service organisations (4) Government and Semi-Government organisations	3
42.	1. The physiological needs and safety needs of Nipun are being satisfied by the offer of the company. 2. The other needs of Nipun followed by the physiological needs and safety needs that still need to be satisfied are as follows: <p style="text-align: right;">1+2=3</p> <ul style="list-style-type: none"> • Affiliation/Belonging Needs: These needs refer to affection, sense of belongingness, acceptance and friendship. The organisation, by encouraging cooperative teamwork and by having accessible and kind superiors, can fulfill these needs of its employees. • Esteem Needs: These include factors such as self-respect, autonomy status, recognition and attention. The organisation, by giving praise and recognition when the employees do well, and offering promotions, can fulfill these needs of its employees. 	3

43.	<p>1. The various elements of directing mentioned in the above paragraph are as follows:</p> <ul style="list-style-type: none"> • Communication: “He is very clear and specific in issuing instructions to his subordinates in order to ensure smooth working of the department.”Supervision-. “He personally oversees the method followed by the chefs for preparation of each dish.” • Leadership: “He provides constant guidance to them in order to improve upon its taste and presentation and also encourages them to innovate and be more creative in their work.” • Motivation: “He misses no opportunity to praise his subordinates for their good work.” <p style="text-align: center;">OR</p> <p>1. The element of directing being referred to is motivation. 2. The importance of motivation is described below:</p> <ul style="list-style-type: none"> • Improves performance: Motivation helps to improve the performance of both the employees as well as the organisation. This is because motivated employees contribute their maximum efforts for organisational goals. • Reduces employee turnover: Motivation helps to reduce employee turnover and thereby saves the cost of new recruitment and training. This is due to the fact that the managers identify the motivational needs of employees and provide suitable incentives. Consequently the employees feel satisfied and may not think of leaving the organisation. 	3
44.	<p>1. Advertising Multiplies Wants</p> <p>2. Advertising adds to the Cost and Price of Product</p> <p>3. Creation of Monopoly</p> <p>4. Advertising may Affect the Value-system of Society</p> <p>5. Motivation for Wrong or Dangerous deeds</p> <p style="text-align: right;">(any three)</p>	3

45.	<p>(a) Outdoor Advertising</p> <p>(b) Generally used for advertising products like shoes, lotions, creams, fans, cycles etc.</p> <p style="text-align: center;">OR</p> <p>Sales promotion tools he should use to attract the customers are :</p> <ol style="list-style-type: none"> 1. Distribution of Free Samples: As mentioned above, distribution of free samples is a commonly used sales promotion tool. 2. Bonus Offer: At times marketeers offer extra quantity with standard products without any additional charge to the customer. 3. Price-off: To increase sales, or to reduce competition, many business firms cut down prices. 4. Free Offer: Many companies give 'free' offers to boost the sales of their products. 	3
46.	<p>There are two alternative methods by which payment canbe received by the exporter.</p> <p>(a) Letter of Credit: The exporter can get immediate payment on the strength of the letter of credit which is issued by the importer's bank in favour of the exporter. The exporter has to draw the bill in order to get the payment from the local branch of the bank (in home country), which has issued the letter of credit on behalf of the importer.</p> <p>(b) Letter of Hypothecation: If the exporter wants to receive payment immediately, he can get the bill (accepted by the importer) discounted with his bank. But for this purpose, he has to give a letter of hypothecation to his bank. Letter of hypothecation is a letter addressed to a bank attached with the bill of exchange which is accepted by the importer. Through his letter of hypothecation, the exporter authorises the bank to sell the goods in case of dishonour of the bill by the importer so that the bank can realise the amount advanced by it to the exporter.</p>	3

47.	<p>1. Conceptual Framework: GATT was basically a set of rules and regulations for multilateral trade agreements with the objective of promoting international trade while WTO is an institutional mechanism which attempts to regulate, monitor and liberalize international trade.</p> <p>2. Institutional Existence: GATT does not have any institutional existence while WTO bears permanent institutional character with functioning secretariat.</p> <p>3. Nature of Participation: In case of GATT participating nations were contracting parties while WTO has membership for nations.</p> <p>4. Scope of Application of Rules and Regulations: The rules and regulations pertaining to GATT were applicable for goods only while in case of WTO it extends to both goods and services.</p> <p style="text-align: right;">(any three)</p> <p style="text-align: center;">OR</p> <p>(i) Bill of Lading - It is a document issued by the shipping company after the cargo is loaded on the ship. It is an acknowledgment of goods by the shipping company. It is a document that shows the title to the goods and is freely transferable by endorsement and delivery.</p> <p>(ii) Shipping order - The shipping bill is the main document on the basis of which customs office grants permission for the export. It contains full details regarding the goods being exported name of the vessel, exporter s name & address, country of final destination, etc.</p> <p>(iii) Mate's receipt -A mate receipt is a receipt issued by the commanding officer of the ship when the cargo is loaded on board and contains the information about the name of the vessel, berth, date of shipment, description of packages, and condition of the cargo at the time of receipt on board the ship, etc.</p>	3
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48.	Basis	Departmental Undertaking	Public corporation	5
	Establishment	By a Ministry	By the Parliament under a special Act	
	Legal Status	No separate entity distinct from the Government	Separate entity to sue and be sued	
	Capital	Provided out of budgetary appropriation	Provided wholly by the Government	
	Management	Government official from the Ministry concerned	Board of Directors	
	Control and Accountability	Control rests with the Minister and the Ministry concerned	Parliament	

49.	<p>RECENT TRENDS IN RECRUITMENT</p> <p>(i) E-Recruitment: Websites are the modern sources of recruitment where the job vacancies are advertised through worldwide web(www). This has an advantage of reducing the cost per candidate, saves time, is convenient and a faster way, for example naukri.com, job search.com, monster.com etc.</p> <p>(ii) Outsourcing: Recruitment Process Outsourcing is “a form of business process outsourcing (BPO)” where an employer transfers all or part of its recruitment processes to an external service provider.</p> <p>(iii) Internships: These provide employment to fresh graduates especially in technical areas to work as summer interns and later on they may be offered regular jobs on completion of their internship training.</p> <p>(iv) Walk-in-interview: Under this method the employer can insert a “Walk in” or “Talk in” advertisement in a leading newspaper or online . Those who walk in (i.e come personally) or talk in (i.e contact over phone) are further asked to give their details for the job vacancy. This serves as a good source of recruitment when the vacancies arise all of a sudden and need to be filled up immediately.</p> <p style="text-align: center;">OR</p> <p>The sources of recruitment from where the suitable candidates can be hired. These sources can be internal and external.</p> <p>(A) Internal Sources : In any business, existing employees expect that they will have chances of promotion and will be considered for higher positions before outsiders are considered. The internal sources of recruitment include transfers and promotions.</p> <p>(i) Transfer means shifting of an employee from one job to another without changing the responsibilities and salary and;</p> <p>(ii) Promotion involves shifting or transferring employees to a higher job.</p> <p>External Sources : All vacancies cannot be filled up from within the organisation. Existing employees may lack the required skill, initiative and qualifications needed for the jobs involved. Hence, managers have to recruit some persons from outside the organisation.</p> <p>i) Media Advertisements: You must have seen advertisements in newspapers about vacancies in organisations</p> <p>ii)Employment Exchanges : In India, employment exchanges have been set up by the government for bringing together job-seekers and employers who are looking for employees.</p>	5
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50.	<p>Trading procedure involves the following steps :</p> <ol style="list-style-type: none"> 1. Selection of Broker : Firstly, investor chooses the broker through whom he will buy or sell the securities. 2. Placement of Order : After fixing the broker, the investor places the order stating the name of the company, number of shares to be bought or sold the price at which the transaction has to be made. 3. Trade by the Broker : Broker makes the deal if the desired price is quoted by any buyer/seller in his computer. Transactions on a stock exchange can be on cash basis or carry over basis (badla). 4. Information to Investor : The broker informs the investor about the deal. The buyer makes arrangement for payment. 5. Settlement : All transactions are settled through the clearing house through electronic book entry. 	5
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Yes, I agree with the above statement.

The importance of small-scale business is increasing day by day due to the following factors.

1. The small business enterprises are capable of generating immediate and large scale employment opportunities in our country.
2. They require less capital investment as compared to large scale business enterprise.
3. The cost of production is less due to use of local resources and fewer Establishments and less running cost.
4. The small industries help in effective mobilisation of the untapped resources of the country. With the help of local resources and indigenous technology, world class products can be produced by village and cottage industries.
5. Small industries promote balanced regional development of the country. These can be easily set up near the source of resources that leads to overall economic development of that place.

(any four)

OR

To start and run a business enterprise one requires various resources and facilities. These may be in the form of technical, financial, marketing or training support. Such support is provided by the Government by establishing different institutions or organisations from time to time. some of such institutions and their role in providing support.

1. National Small Industries Corporation Ltd.: The National Small Industries Corporation Ltd. (NSIC) was set up in the year 1955 to promote, aid and foster the growth of small industries in India. It provides wide range of promotional services to small-scale industries.
2. State Small Industries Development Corporations: The State Small Industries Development Corporations (SSIDCs) are set up in various states of our country to cater to the developmental needs of small, tiny and village industries.
3. National Bank for Agriculture and Rural Development: The National Bank for Agriculture and Rural Development (NABARD) was set up in 1982 as an apex institution for financing agricultural and rural sectors.

Small Industries Development Bank of India: The Small Industries Development Bank of India (SIDBI) was set up in 1990 as a principal financial institution for promotion, financing and development of small-scale industrial enterprises.

