

**SAMPLE QUESTION PAPER**  
**BUSINESS STUDIES (319)**

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.	What are the applications of E- Commerce? (a) e-Banking (b) e-Trading (c) e-Advertising (d) All of the above	1
2.	(i) In online shopping, you as a buyer drops the items selected in _____ (a) Shopping cart (b) Shopping box (c) Net card (d) All of these <p style="text-align: center;">OR</p> (ii) Plastic Card is the popular name for (a) Debit/Credit card (b) Cheque (c) Digital Cash (d) None of the above	1

3.	<p>Name the form of business organization in which members are jointly and individually liable for payment of a firm's debts.</p> <p>(a) Sole proprietorship  (b) Partnership  (c) Company  (d) HUF</p>	1
4.	<p>(i) It is optional for a partnership firm to get registered.</p> <p>(a) True  (b) False  (c) Can't say  (d) Partially true</p> <p style="text-align: center;">OR</p> <p>(ii) The most popular form of business organisation is:</p> <p>(a) Sole proprietorship  (b) Company  (c) Partnership  (d) Joint Hindu Family business</p>	1
5.	<p>What are the various sources of information about job vacancies?</p> <p>(a) Internet  (b) Placement Agencies  (c) Newspapers and Magazines  (d) All the above</p>	1
6.	<p>What brings together the employers and suitable candidates available for a job?</p> <p>(a) Placement Agencies  (b) Advertising media  (c) Internet  (d) None of the above</p>	1

7.	<p>(i) What is the information one should give in the opening part of the covering letter.</p> <p>(a) Brief introduction of the applicant  (b) Purpose of writing the application  (c) Sources of information about the vacancy  (d) All the above</p> <p style="text-align: center;">OR</p> <p>(ii) _____ is a letter of introduction attached to, or accompanying another document such as a résumé or employment application; as a way of introducing themselves to potential employers and explaining their suitability for the desired position.</p> <p>(a) Résumé  (b) Job Application  (c) Cover Letter  (d) Reference Letter</p>	1
8.	<p>(i) Which is not compulsory to mentioned in a job description CV?</p> <p>(a) Date  (b) Name  (c) Nationality  (d) Education  (e) None of these</p> <p style="text-align: center;">OR</p> <p>(ii) _____ is a document used by individuals to present their background and skill sets.</p> <p>(a) Résumé  (b) Cover Letter  (c) Business letter  (d) E-mail</p>	1
9.	<p>(i) Motivation is not</p> <p>(a) a complex process.  (b) related to satisfaction  (c) an easy process.  (d) a goal-directed behaviour</p> <p style="text-align: center;">OR</p> <p>(ii) Which of the following are the elements of directing?</p> <p>(a) Supervision  (b) Motivation  (c) Leadership  (d) All of the above</p>	1

10.	<p>(i) Which of the following is not a characteristic of directing?</p> <p>(a) Directing initiate action  (b) It is a continuous process  (c) Flows from top to bottom  (d) Ensuring order &amp; discipline</p> <p style="text-align: center;">OR</p> <p>(ii) Which of the following is not a feature of motivation?</p> <p>(a) It is an integral feeling  (b) Reduces absenteeism  (c) Complex process  (d) Can be positive or negative</p>	1
11.	<p>_____ is the process of guiding the efforts of employees to accomplish the desired goal.</p> <p>(a) Supervision  (b) Directing  (c) Controlling  (d) Motivating</p>	1
12.	<p>Which of the following is not a non-financial incentive?</p> <p>(a) Status  (b) Job enrichment  (c) Bonus  (d) Employee progress</p>	1
13.	<p>(i) Grapevine is a form of</p> <p>(a) formal communication.  (b) channel of communication  (c) informal communication.  (d) barrier to communication</p> <p style="text-align: center;">OR</p> <p>(ii) NSDL is the name of _____.</p> <p>(a) Depository  (b) Company  (c) Investor  (d) None of the above</p>	1

14.	<p>(i) The channel of communication which is transmitted through informal channels is called _____</p> <p>(a) Horizontal communication  (b) Formal communication  (c) Grapevine  (d) Gangplank</p> <p style="text-align: center;">OR</p> <p>(ii) Investor who wants to keep his securities in electronic form opens a _____ account with a Depository Participant.</p> <p>(a) Savings  (b) Current  (c) Demat  (d) Both (a) and (b)</p>	1
15.	<p>(i) The _____ concept rests on four pillars: target market, customer needs, integrated marketing and profitability.</p> <p>(a) Product  (b) Production  (c) Marketing  (d) Holistic</p> <p style="text-align: center;">OR</p> <p>(ii) _____ concept of marketing starts with identifying customer wants and ends up with the satisfaction of those wants.</p> <p>(a) Marketing  (b) Product  (c) Production  (d) All the above</p>	1
16.	<p>(i) _____ plays a positive role in solving marketing problems.</p> <p>(a) Marketing research  (b) customer behaviour  (c) product concept  (d) Management</p> <p style="text-align: center;">OR</p> <p>(ii) _____ is the outcome of large production and distribution of goods.</p> <p>(a) Marketing intelligence  (b) Marketing research  (c) Economies of scale  (d) None of the above</p>	1

17.	Classification of goods into different groups in different markets means_____ . (a) marketing (b) marketing information system (c) marketing opportunities isolation (d) market segmentation	1
18.	When product performance is more than customer expectations, it results in _____ . (a) customer satisfaction (b) customer delight (c) customer dissatisfaction (d) All the above	1
19.	Which of the following is not an advantage of exporting? (a) Easier way to enter into international markets (b) Comparatively lower risks (c) Limited presence in foreign markets (d) Less investment requirements	1
20.	Outsourcing a part of our entire production and concentrating on marketing operations in international business is known as (a) Licensing (b) Franchising (c) Contract manufacturing (d) Joint venture	1
<b>Section – B</b>		
<i>Ques 21 to 35 below. Internal choices have been given wherever necessary.</i>		
21.	(i) Fill in the Blanks: (a) _____ facilitates the transactions of purchase and sale without actually visiting the real market. (b) The process of conducting business with the help of electronic devices using the computer and interconnected telecommunication Network Banking is known as _____  OR (ii) State the full form of the following (a) B2B (b) B2C	1x2=2
22.	Fill in the Blanks: (a) _____ is an element of directing (b) Need hierarchy theory of motivation has been given by _____	1x2

23.	<p>(i) Fill in the Blanks;</p> <p>(a) Leadership is based on a superior's.....</p> <p>(b) Encoding is related to .....</p> <p style="text-align: center;">OR</p> <p>(ii) Give a specific term</p> <p>(a) The first organised stock exchange in India.</p> <p>(b) The stock exchange that specially caters to small and medium-sized companies</p>	1x2
24.	<p>(i) Fill in the Blanks;</p> <p>(a) _____ is the process of identifying and satisfying the needs of the customer</p> <p>(b) _____ means bringing more than one product from a company to market.</p> <p style="text-align: center;">OR</p> <p>(ii) Identify the function of marketing from each statement.</p> <p>(a) Physical movement of goods from one place to another.</p> <p>(b) Collection and analysis of relevant facts to solve marketing problems.</p>	1x2
25.	<p>(i) Fill in the blanks;</p> <p>(a) The main promoter of trade liberalization was _____</p> <p>(b) Give an example of an Indian Multinational Company_____</p> <p style="text-align: center;">OR</p> <p>(ii) State whether there is Export trade, Import trade or 'Entrepot trade</p> <p>(a) The USA sold Engineering products to India.</p> <p>(b) The UK bought jewellery/gold items/pearls from India.</p>	1x2
26.	<p>Fill in the blanks;</p> <p>(a) _____ modes of entry brings the firm closer to international markets.</p> <p>(b) _____ modes of entry, does the domestic manufacturer give the right to use intellectual property such as patent and trademark to a manufacturer in a foreign country for a fee.</p> <p style="text-align: center;">OR</p> <p>(a) 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 _____.</p> <p>(b) If the exporter wants to receive payment immediately, he can get the bill discounted with his bank. But for this purpose, he has to provide _____ to his bank</p>	1x2=2

27.	<p>(i) True and False</p> <p>(a) A Secret Partner is one whose association with the firm is unknown to the general public _____</p> <p>(b) A type of business organization where a person is individually responsible for capital, bearing risk and control of management is called _____</p> <p style="text-align: center;">OR</p> <p>(ii) Name the following in reference to a joint stock company.</p> <p>(a) The Act that governs the joint stock companies in India.</p> <p>(b) The official signature of a joint stock company.</p>	1x2=2
28.	<p>Identify which the following statements about stock exchanges are 'True' or 'False'.</p> <p>(a) Stock Exchange provides a ready market for sale and purchase of gold and silver.</p> <p>(b) In the stock exchange, transactions take place between companies and their shareholders directly</p>	1x2
29.	<p>(i) Give one word answer</p> <p>(a) _____ is not mentioned in the bio-data.</p> <p>(b) _____ is the total number of references normally given in a bio-data.</p> <p style="text-align: center;">OR</p> <p>(ii)</p> <p>(a) Name the two different forms of personal interview</p> <p>(b) Name two terms/phrases a candidate should avoid during an interview.</p>	1x2=2
30	<p>(i) Give one word answer:</p> <p>(a) _____ is the process of guiding the efforts of employees to accomplish the desired goal.</p> <p>(b) _____ is the process of influencing the behaviour of people making them strive voluntarily towards achievement</p> <p style="text-align: center;">OR</p> <p>(ii) Classify the following into various types of communication on the basis of channel, direction and mode of communication.</p> <p>(a) The sales assistants were discussing with his friend regarding customers' behaviour.</p> <p>(b) A boss frowning at his subordinate for a job done wrongly.</p>	1x2
31.	<p>Give one word Answer</p> <p>(a) A manager directing his immediate subordinate and taking instructions from his immediate boss is an example of which characteristic of directing-</p> <p>(b) Effective directing helps to bring _____ and _____ in an organisation.</p>	1x2



32.	Give One word Answer: (a) ___ is the process of stimulating people to engage in goal-directed behaviour. (b) ___ aims at instructing, guiding, motivating people to achieve the desired results.	1x2
33.	Give one word Answer (a) _____ concept of marketing aims at a balance between society's welfare, customer satisfaction and company's profits. (b) In _____ segmentation, consumers are classified on the basis of lifestyle and personality traits.	1x2
34.	Give one word answer (a) _____ is the payment method most often used in International Trade which offers the exporter best assurance of being paid for the products sold internationally (b) IBRD (International Bank for Reconstruction and Development) also known as _____	1x2
35.	Analyse and give answer (a) Identify how employment exchange helps the job seekers for various vacancies. (b) What is mentioned in a resume?	1x2=2
	<b>Section – C</b> <i>Ques 36 to 51 below. Internal choices have been given wherever necessary.</i>	
36.	Why is the business environment dynamic? Explain	2
37.	(i) State any two points which clarify how understanding of the business environment helps the managers? OR (ii) Define the term Business Environment in your own words.	2
38.	What is a partnership deed and mention in brief the provisions contained in partnership deed?	2
39.	i) Explain in brief two merits or advantages of a joint-stock company OR ii) State the features of statutory corporation mentioning its (a) Incorporation (b) Management	2

40.	<p>i) “To avoid the problem of shortage and surplus of funds, what is required in Financial Management? Name the concept and explain four points of importance.</p> <p style="text-align: center;">OR</p> <p>ii) A XYZ company plans to buy a latest Gadget which operates on new technology in order to replace an old and outdated Gadget. Identify the type of decision involved and Explain</p>	2
41.	Suppose you are the head of TLC Company. State any two functions of the top level of Management?	2
42.	Share your view point about what makes a good leader?	3
43.	<p>i) Why is planning and organizing important in the workplace?</p> <p style="text-align: center;">OR</p> <p>ii) “Delegation is the process of entrustment of part of work or responsibility”. Do you agree? If yes, explain?</p>	3
44.	What are the components of planning and organizing? And explain any one important difference between Planning and organizing?	3
45.	<p>i) Who can file a complaint under the Consumer Protection Act, 1986?</p> <p style="text-align: center;">OR</p> <p>ii) A shopkeeper sold you some food items claiming that it was pure. Later a laboratory test showed that these were adulterated. As a consumer what action would you like to take against this wrongful act of the shopkeeper?</p>	3
46.	Why are Consumers at the Heart of the Marketing Mix? What Are the Influencing Factors in Marketing Mix?	3
47.	<p>Explain the following as ways and means of consumer protection</p> <p>(i) Consumer awareness</p> <p>(ii) Government</p> <p style="text-align: center;">OR</p> <p>Explain the redressal mechanism available to consumers under the Consumer Protection Act, 1986.</p>	3
48.	<p>i) How can planning improve organizing? Can organizing be done without planning? If yes, explain?</p> <p style="text-align: center;">OR</p> <p>ii) ‘Organising is the process of defining and grouping the activities of the enterprise and establishing the authority relationship among them.’ In the light of this statement, explain the steps in the process of organising.</p>	5

49.	<p>i) State the difference between gross working capital and net working capital.</p> <p style="text-align: center;">OR</p> <p>ii) What is meant by 'Trading on Equity'? Briefly describe the objectives of Financial Management.</p>	5
50.	<p>What is Financial risk? How does it arise? A company receives a dividend of Rs. 5 Lakhs on its investment in other company's share will it be Cash inflow from operating or investing activities in case of a. (i) Finance Company. (ii) Non-Finance Company.</p>	5
51.	<p>i) What is Marketing Mix? What are The Elements or 4Ps of the Marketing Mix?</p> <p style="text-align: center;">OR</p> <p>ii) The manager of Info lmt. Dealing in cosmetics, is financing one problem of poor sales. Suggest the promotional measure that he can undertake to improve sales. Also name any two factors affecting choice?</p>	5

**MARKING SCHEME  
BUSINESS STUDIES (319)**

Time : 3 Hours

Maximum Marks: 100

S. No.	Section – A <i>Qu. 1 to 20 are MCQs of 1 Mark each. Internal choices have been given wherever necessary.</i>	Marks
1.	(d) All of the above	1
2.	<p>(a) Shopping cart</p> <p style="text-align: center;">OR</p> <p>(a) Debit/Credit card</p>	1
3.	(b) Partnership	1
4.	<p>(i) (a) True</p> <p style="text-align: center;">OR</p> <p>(ii) (a) Sole proprietorship</p>	1
5.	(d) All the above	1

6.	(a) Placement Agencies	1
7.	(i) (d) All the above OR (ii) (c) Cover Letter	1
8.	(i) (c) Nationality OR (ii) (a) Résumé	1
9.	(i) (c) an easy process. OR (ii) (d) All of the above	1
10.	(i) (d) Ensuring order & discipling OR (ii) (b) Reduces absenteeism	1
11.	(a) Supervision	1
12.	(c) Bonus	1
13.	(i) (a) informal communication. OR (ii) (a) Depository	1
14.	(i) (c) Grapevine OR (ii) c) Demat	1
15.	(i) (a) Marketing OR (ii) (a) Marketing	1
16.	(i) (a) Marketing research OR (ii) (c) Economies of scales	1
17.	(d) market segmentation	1
18.	(b) Customer delight	1

19.	(c) Limited presence in foreign markets	1
20.	(c) Contract manufacturing	1
	<b>Section – B</b> <i>Answer Qu. 21 to 35 below. Internal choices have been given wherever necessary.</i>	
21.	(i) (a) Virtual Market (b) E- Commerce  OR (ii) (a) Business to Business (b) Consumer to Consumer	1x2=2
22.	(a) Communication (b) Maslow	1x2=2
23.	(i) (a) Persuasive Communication (b) converting messages into symbols.  OR (ii) (a) Bombay Stock Exchange (BSE) (b) Over The Counter Exchange of India (OTCEI)	1x2=2
24.	(i) (a) Marketing (b) product mix  OR (ii) (a) Transportation (b) Marketing research	1x2=2
25.	(i) (a) GATT (b) Videocon  OR (ii) (a) Import (b) Export	1x2=2

26.	<p>(i) (a) Joint venture (b) Licensing</p> <p style="text-align: center;">OR</p> <p>(i) (a) Entrepot trade (b) A letter of hypothecation</p>	1x2=2
27.	<p>(i) (a) Secret (b) Sole Proprietorship</p> <p style="text-align: center;">OR</p> <p>(ii) (a) Companies Act 1956 (b) Common seal</p>	1x2=2
28.	<p>(a) False (b) False</p>	1x2=2
29.	<p>(i) (a) Career aim (b) Two</p> <p style="text-align: center;">OR</p> <p>(ii) (a) I mean (b) Okay (b) Telephonic Interview (b) Interview through Teleconference</p>	1x2=2
30.	<p>(i) (a) Supervision (b) Motivation</p> <p style="text-align: center;">OR</p> <p>(ii) (a) Informal, Horizontal, Verbal (b) Informal, Downward, Non-verbal</p>	1x2=2
31.	<p>(a) Directing flows from top to bottom (b) Stability , Balance</p>	1x2=2
32.	<p>(a) Motivation (b) Directing</p>	1x2=2
33.	<p>(a) Societal (b) Psychographic</p>	1x2=2

34.	(a) Letter of Credit (b) World Bank	1x2=2
35.	(a) Registering, sponsoring, career counselling, vocational guidance (b) Age, Nationality, Experience.	1x2=2
	<b>Section – C</b>  <i>Answer Qu. 36 to 51 below. Internal choices have been given wherever necessary.</i>	
36.	Business environment is dynamic as it keeps on changing. It is not static and its components are highly flexible, e.g. technological improvements, increase in competition, etc.	2

37.	<p>(i) In the present day of competitive market, it is essential for a business to remain alert and aware of its environment, because of the following points:</p> <ul style="list-style-type: none"> <li>(a) <b>Identify opportunities and getting the first mover advantage</b> Awareness of environment helps an enterprise to identify the opportunities prevailing in the market and they can make strategies to capitalise such opportunities at the earliest, e.g. Maruti Udyog became the leader in the small car market because it was the first, who recognised the need for small cars in the environment.</li> <li>(b) <b>Identify threats and early warning signals</b> Environmental awareness helps an enterprise in identifying possible threats in future, so that the enterprise can take timely measures to minimise the threats and its adverse effects, if any, e.g. when the new firms entered in the mid segment cars (threat), Maruti Udyog increased the production of its Esteem car. Increase in production enabled the company to make faster delivery. As a result, the company captured a substantial share of the market and became a leader in this segment.</li> <li>(c) <b>Assist in planning and policy formulation</b> Environment awareness helps a business unit to identify opportunities and threats in the market. These serve as a basis for planning future courses of action and making policies for the same.</li> <li>(d) <b>Tapping useful resources</b> : A business environment is an open system which gets resources such as capital, labour, machines, materials, etc. from the environment, converts them into goods and services desired by the customers and then supplies its output to the environment. Thus, a business firm depends on its external environment for tapping various resources and for the sale of its output.</li> </ul> <p style="text-align: center;">OR</p> <p>(ii) Business environment can be defined as those forces, individuals and institutions who have the ability to influence the working of an organization.</p>	2
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38.	<p>Partnership Deed: A partnership agreement contains the terms and conditions relating to partnership and the rules and regulations governing its management. It may be oral or in writing. A written agreement of partnership is called 'Deed of Partnership'. A partnership deed contains all the details on which partnership has been formed. These terms and conditions are also known as articles of partnership.</p> <p>The provision contained in Partnership deed are</p> <ol style="list-style-type: none"> <li>a) The names and addresses of the partnership firm and its partners.</li> <li>b) The nature of the business proposed to be carried on by the firm.</li> <li>c) The duration of the partnership.</li> <li>d) The amount of capital contributed by each partner.</li> <li>e) The rate of interest payable to partners on their capital or to be paid by partners on the amount drawn by them.</li> <li>f) The mode of maintaining accounts and operation of the bank account.</li> <li>g) Rights and duties of the partners for the management of the business of the firm.</li> <li>h) The ratio in which profits will be shared by the partners.</li> <li>i) The amount of salary and/or commission payable to the partners</li> <li>j) Arbitration clause for settlement of disputes between the partners, Mode of dissolution and settlement of accounts.</li> </ol>	2
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39.	<p>(i) Merits/Advantages of Joint Stock Company: A joint-stock company form of business organization is based on the following advantages</p> <ul style="list-style-type: none"> <li>a) Permanent existence: The life of the company is permanent, it is not affected by the death, incapability, lunacy, and insolvency of the shareholders. It has a separate legal entity. The ownership and the management of the company change smoothly without the dissolution of the company.</li> <li>b) Limited liability: The liability of a shareholder is limited to the face value of shares held by him. The personal assets of the shareholders cannot be attached, even if the company is unable to meet the claims of outsiders.</li> </ul> <p style="text-align: center;">OR</p> <p>(ii)</p> <ul style="list-style-type: none"> <li>(a) It is incorporated under a special Act of Parliament or State Legislature.</li> <li>(b) It is managed by a Board of Directors which is composed of individuals who are trained and experienced.</li> </ul>	2
40.	<p>(i) Financial Planning is required to avoid shortage or surplus of finance.</p> <p>Importance of financial planning is:</p> <ul style="list-style-type: none"> <li>a. By planning utilization of finance, it reduces waste ,duplication of efforts and gaps in the planning.</li> <li>b. It helps in coordinating the various business activities such as sales, purchases, production, finance</li> <li>c. It is a technique that helps in setting up standards and compare with the actual performance. The deviations, if any, are then analysed. Causes found out and corrective measures are taken.</li> <li>d. It helps in avoiding shocks and surprises as proper provision regarding Shortage or surplus is made in advance by anticipating future receipts and Payments.</li> </ul> <p style="text-align: center;">OR</p> <p>(ii) Investment decision, This decision involves careful selection of assets in which funds have to be invested. Decisions relating to investment in fixed assets [capital budgeting] and decisions relating to investment in current asset [working capital] are considered here.</p>	2

41.	<p>Three functions of Top level Management are:</p> <ul style="list-style-type: none"> <li>• Making strategies and goals for the organisation.</li> <li>• Taking decisions regarding activities to be performed.</li> <li>• Framing policies for the organisation.</li> </ul>	2
42.	<p>The most important qualities of a good leader include <b>integrity, accountability, empathy, humility, resilience, vision, influence, and positivity</b>. “Management is about persuading people to do things they do not want to do, while leadership is about inspiring people to do things they never thought they could.”</p>	3
43.	<p>(i) Organizing and planning <b>help you get your work done accurately, avoiding costly mistakes</b>. Organizing your work and planning ahead helps you be more efficient and productive. Being well-organized and developing effective plans also allows you to achieve important goals and objectives.</p> <p style="text-align: center;">OR</p> <p>(ii) Delegation is considered as one of the most important elements in the process of organisation because, it reduces the load on managers as work is successfully shared by the subordinates. This improves the managerial effectiveness because by delegating a good part of work to the subordinate the managers are able to concentrate on important matters which requires personal attention. The delegation of responsibility with commensurate authority offers a good workable solution. This also provides an opportunity for subordinates to develop. and motivates and prepares them for taking up higher responsibilities in future. It leads to creating a healthy work environment and harmony among the employees.</p>	3
44.	<p>There are four phases of a proper organizational plan: <b>strategic, tactical, operational, and contingency</b>. Each phase of planning is a subset of the prior, with strategic planning being the foremost.</p> <p>However, there's an important difference between planning and organizing in the workplace: <b>planning involves making decisions, and organizing involves acting on those decisions</b>. Organizing also means arranging items or actions in an orderly manner, which is crucial to planning.</p>	3

45.	<p>(i) A complaint under Consumer Protection Act, 1986 can be made by: (Any two)</p> <ul style="list-style-type: none"><li>(a) Any consumer.</li><li>(b) Any registered consumers' association.</li><li>(c) The Central Government or any State Government.</li><li>(d) One or more consumers, on behalf of numerous consumers having the same interest.</li><li>(e) A legal heir or representative of a deceased consumer.</li></ul> <p style="text-align: center;">OR</p> <p>(ii) While buying a product or service, a consumer should take the following precautions:</p> <ul style="list-style-type: none"><li>(a) See the name of the product, the manufacturer's name and address.</li><li>(b) Date of manufacture and date of expiry.</li><li>(c) Net weight.</li><li>(d) Standardisation mark.</li><li>(e) Maximum retail price.</li></ul>	3
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46.	<p>According to the marketing doctrine, consumers need to focus more on their needs. No matter how you conduct your marketing activities, your main goal is to provide customer satisfaction.</p> <p>And for this reason, all the rules, policies, activities, laws, and regulations of marketing are formulated with the importance of consumers.</p> <p>Every organization in the world takes up its marketing activities considering the tastes, needs, preferences, thoughts, etc. of the consumers.</p> <p>That is to say, the consumers are the heart of the marketing mix.</p> <p>The influencing factors in the marketing mix are as follows:</p> <ul style="list-style-type: none"> <li>• The product quality, features, and attributes</li> <li>• Features of production</li> <li>• Nature of market</li> <li>• The Middleman's Influence</li> <li>• Marketing objectives</li> <li>• The number and location of consumers</li> <li>• Stage of product life cycle</li> <li>• Buying behavior</li> <li>• The competitive environment and competitor behavior</li> </ul> <p>Globalization of marketing system</p>	3
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47.	<p>(i) <b>Consumer awareness</b> A well informed consumer will safeguard himself from unfair trade practices. A consumer should be well informed about his rights, duties and reliefs available to him. Only then, he would be in a position to raise his voice against unfair trade practices and safeguard his interests. In addition to this, an understanding of his responsibilities would also enable a consumer to safeguard his interest</p> <p>(ii) <b>Government</b> The government can protect the interest of the consumers by enacting various legislations. CPA is one of them which provides a 3-tier system of redressal to the aggrieved consumers. The legal framework in India encompasses various legislations which provide protection to consumers.</p> <p>OR</p> <p>There exists three levels of redressal mechanism under the Consumer Protection Act in order to listen to consumer complaints and grievances. The three levels are:</p> <ol style="list-style-type: none"> <li>1. District Forum</li> <li>2. State Commission</li> <li>3. National Commission</li> </ol> <p>District forum: The concerned state department has the responsibility of setting up district forums in each district. The district forum consists of a president and two or more than two members.</p> <p>State Commission: State government has set up a state commission for addressing consumer grievances. The number of members in a state commission is the same as the district forum, and the composition is also the same.</p> <p>National Commission: National Commission is set up by the central government. There is a president along with four members or more members, with one being a woman. The customer can file a complaint in case of goods having a value of more than 1 crore.</p>	3
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48.	<p>(i) Identify critical tasks. Arrange tasks in a logical order. Establish priorities systematically, differentiating between urgent, important, and unimportant tasks. Use a "to do" list, task plan, or similar planning devices to note action plans, deadlines, etc</p> <p><b>Without planning and organising, there would be chaos.</b> Nothing would get done and everything would be a mess. Although planning and organising are individual skills, they go hand in hand.</p> <p style="text-align: center;">OR</p> <p>(ii) Organizing is a process of establishing work relation, flow of work and information and grouping of activities, identification of authority and responsibility of employees in the organisation. Various steps of organizing process are as follows.</p> <p>(a) Identification of tasks  (b) Assigning work  (c) Delegation of authority  (d) Coordination</p>	5
49.	<p>(i) Gross working capital is the sum/ aggregate of the current assets, whereas</p> <p style="padding-left: 40px;">Net working capital = Current assets – current liabilities.</p> <p style="text-align: center;">OR</p> <p>(ii) Trading on equity means the use of fixed cost sources of finance such as preference shares, debentures and long-term loans in the capital structure, to increase the return on equity shares.</p> <ol style="list-style-type: none"> <li>1. To ensure regular and adequate supply of funds to the concern.</li> <li>2. To ensure adequate returns to the shareholders which will depend upon the earning capacity, market price of the share, expectations of the shareholders.</li> <li>3. To ensure optimum funds utilization. Once the funds are procured, they should be utilized in the maximum possible way at least cost.</li> </ol>	5

50.	<p>It refers to the risk of the company not being able to cover its fixed financial cost. Fixed financial cost includes payment of interest that is to be paid irrespective of profit.</p> <p>The higher level of risk is attached to higher degrees of financial leverage. If EBIT(Earnings before interest and tax) decreases, financial risk increases as the firm is not in a position to pay its interest obligations. Thus the risk of default is called Financial risk. The firm should overcome the situation accordingly or will be forced towards liquidation. It will be operating activities in case of a finance company and investing activities in case of non-Financing Company.</p>	5
51.	<p>(i) A marketing mix is a combination of certain controllable elements, such as product, price, distribution, and promotion, which the company uses to achieve a specific goal in the intended market.</p> <p>The elements or 4ps of the marketing mix are as follows:</p> <ul style="list-style-type: none"> <li>● Product</li> <li>● Price</li> <li>● Physical distribution or Place</li> <li>● Promotion</li> </ul> <p>OR</p> <p>(ii) The promotional measure that he can undertake to improve sale</p> <ul style="list-style-type: none"> <li>● Direct selling.</li> <li>● Advertising.</li> <li>● Public relations.</li> <li>● Personal selling.</li> <li>● Sales promotion.</li> </ul> <p>Factors which are affecting the choice of the promotional tools:</p> <p>(a) Nature of the market (b) Nature of the product (c) Promotion's budget.</p>	5



