

## BUSINESS STUDIES

(215)

Time : 3 Hours]

[Maximum Marks : 100

Note: (1) All questions are compulsory and carry marks as indicated against each question.

(2) Multiple choice questions carry one mark each.

(3) All questions are to be attempted together within the allotted time and no separate time is allotted for answering multiple choice questions.

1. Social and psychological satisfaction of employees is a/an : 1  
(A) Economic objective of business  
(B) Social objective of business  
(C) National objective of business  
(D) Human objective of business
  
2. Which of the following is not a feature of business ? 1  
(A) Exchange of goods and services  
(B) Exchange on regular basis  
(C) Fixed income  
(D) Involves risk
  
3. The maximum number of members in case of a Public Ltd. Company is : 1  
(A) Ten  
(B) Twelve  
(C) Fifty  
(D) Not fixed
  
4. Co-operative Farming Societies are formed to : 1

- (A) Provide financial support to the members
- (B) Enjoy the benefit of large scale farming
- (C) Protect the interest of the consumers
- (D) Protect the interest of small producers
5. Green boxes are meant for : 1
- (A) Collection of local mail
- (B) Collection of metro-cities mail
- (C) Collection of capital cities mail
- (D) Collection of mail which are not local
6. The minimum amount which can be deposited in the Post Office Time Deposit Account is : 1
- (A) Rs. 2,000
- (B) Rs.1,000
- (C) Rs. 500
- (D) Rs.50
7. Which of the following is not a limitation of multiple shops ? 1
- (A) Limited choice
- (B) Less initiative
- (C) High price
- (D) No-bargaining
8. Terms and conditions of sale are written in : 1
- (A) Quotation
- (B) Invoice
- (C) Debit note
- (D) Credit note
9. Loan facility is available to Public Provident Fund account-holder after completion of : 1

- (A) 7 years
- (B) 6 years
- (C) 5 years
- (D) 8 years
10. Explain how political factors influence the business operations ? 3
11. Distinguish between 'Banks' and 'Moneylender' on the basis of : 3
- (i) Entity;
- (ii) Clients;
- (iii) Activity.
12. Explain any two types of insurance other than life, fire and marine. 3
13. Distinguish between an 'open cheque' and a 'crossed cheque'. 3
14. 'Rs. 10 off on 1 kg . Ghee of Mother Dairy' is an example of one of the tools of sales promotion. Name the tool. What is the specific objective of this tool ? List two more tools other than this. 3
15. Explain any three objectives of 'Sales Promotion'. 3
16. You are an exporter and you want to mail an exact copy of a quotation to an importer in U.S.A. Which means of communication would you use and why ? 3
17. You purchased a book on which a square size plastic sticker of silver colour is pasted . What does this mark called as ? What does it indicate ? While observing this mark minutely what will you find ? 3
18. What is meant by 'Saving' ? State any two reasons as to why savings are required. 3
19. Explain the consumer's Right to be heard'. 3

- 20 differentiate between 'Deferred Instalment Method' and 'Hire Purchase Method' of sale on any three basus.
21. Explain any five limitations of sole proprietorship form of business organiation. 5
22. "Importance of letters has increased because of vast expansion of business and increased demand ."  
Justify the statement by giving any five points. 5
23. Define 'Specialised Banks'. State any three types of specialized banks. 5
24. Explain any five factors to be kept in mind before making an investment. 5
26. jaipur Publishing House has published a new book on Yoga and Meditation and wants to sell it in the world market without opening a permanent shop . name the type of relating which can be used for selling these books. State any four advantages of this retailing .selling these books. Stage any four advantages of this retailing.
27. Amit is a businessman dealing in washing machines. He ordered for 10 washing machines. After receiving the washing machines he found that 2 washing machines are damaged. Which type of letter he should write to draw the attention of the supplier towards this ? Write any four points to be considered while writing such a letter.
28. Expain the term " Environmental Pollution.' Describe the preventive and curative role of business to reduce environmental pollution.
29. What is meant by "cooperative Society"? State any four adventages of co-operative society form of business organization.
30. Explain any seven problems faced by consumers while dealing with traders, producers orservice providers.
31. what is meant by self –employment? State any four qualities required to succeed in self-employment .
- 32.

