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 30 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 10.15 a.m. From 10.15 a.m. to 10.30 a.m., the students will read the question paper only and will not write any answer on the answer-book during this period.
General Instructions:

(i) Answers to questions carrying 1 mark may be from one word to one sentence.

(ii) Answers to questions carrying 3 marks may be from 50 – 75 words.

(iii) Answers to questions carrying 4 – 5 marks may be about 150 words.

(iv) Answers to questions carrying 6 marks may be about 200 words.

(v) Attempt all parts of a question together.

1. वित्तीय प्रबंध के उद्देश्य का उल्लेख कीजिए।
   State the objective of 'Financial Management'.

2. वित्तीय जोखिम' से क्या अभिव्यक्ति है?
   What is meant by 'Financial Risk'?

3. साधनेक्षण के एक तत्त्व के रूप में 'डिक्टेंचर' (डिक्टेंचिंग) का क्या अर्थ है?
   What is meant by 'Decoding' as an element of communication?

4. 'कर्मचारियों को कर्मचारी एवं सामाजिक सुरक्षा प्रदान करना' मानव संसाधन प्रबंध द्वारा निर्माणित की जाने वाली विशिष्ट क्रियाओं में से एक है। मानव संसाधन प्रबंध की अन्य दो विशिष्ट क्रियाएं बताइए।
   'Providing for social security and welfare of employees' is one of the specialised activities performed by Human Resource Management. Mention any two other specialised activities of Human Resource Management.
5. ‘सांगतात्मक बातचीत’ की ऐसी कोई दो विषयों बताए जो व्यक्तियों के व्यवहार को प्रभावित करती हैं तथा एक अदीश्चिम प्रतिसाहन के रूप में कार्य करती हैं।

Give any two characteristics of ‘Organizational Climate’ that influence the behaviour of individuals and act as a non-financial incentive.

6. जब सांगत मात्र के आंतरिक सोचों का उपयोग करते हैं तो कर्मचारी किस प्रकार अपने निष्पादन में सुधार के लिए अभिप्रेत होते हैं? उल्लिखित कीजिए।

How are employees motivated to improve their performance when the organization uses internal sources of recruitment? State.

7. योजना के एक प्रकार के रूप में ‘विधि’ का अर्थ दीजिए।

Give the meaning of ‘Method’ as a type of plan.

8. अधिकार अंतरण के एक तरीके के रूप में ‘उत्तरदायित्व’ का अर्थ दीजिए।

Give the meaning of ‘Responsibility’ as an element of delegation.

9. प्रबन्ध के एक कार्य के रूप में ‘सांगत’ को परिभाषित कीजिए।

Define ‘organizing’ as a function of management.

10. व्यवसाय के ‘विषयक प्रवाह’ में क्या सम्मिलित होता है? उल्लिखित कीजिए।

What is included in ‘Legal Environment’ of Business? State.

11. ‘समय-अध्ययन’ द्वारा क्या निरीक्षित किया जाता है?

What is determined by ‘Time-Study’?

12. ‘कार्य का प्रबन्ध’ से क्या अभिप्रयास है?

What is meant by ‘Management of Work’?
ABC Crackers Ltd., a fire-cracker manufacturing company launched some new products on the eve of Diwali in the market, which attracted many buyers. To meet the increased demand the company employed people from nearby villages where there is a lot of unemployment. Because of the good behaviour of the management with the employees, more and more people wanted to join the company. As the products were in great demand in the market, a competitor imitated the products. The products of the competitor were not accepted by the consumers as it was a status symbol to buy the products of ABC Crackers Ltd. because of their quality.

(a) Identify and explain the product-related decision because of which consumers preferred the products of ABC Crackers Ltd.

(b) Also identify any two values which ABC Crackers Ltd. wanted to communicate to the society.
14. "Stock Exchange not only contributes to the economic growth, but performs many other functions." Explain any three such functions.

15. Huma is working in a company on a permanent basis. As per the job agreement she had to work for 8 hours a day and was free to work overtime. Huma worked overtime, due to which she fell ill and had to take leave from her work. No one showed concern and enquired about her health. She realised that she was fulfilling only some of her needs while some other needs still remained to be fulfilled.

(i) By quoting the lines from the above para, identify the needs of Huma which she is able to fulfil.

(ii) Also explain two other needs of Huma followed by the above needs, which still remained to be satisfied.
16. Explain any three functions performed by a supervisor that are vital to any organization.

17. State any three points of importance of consumer protection from the point of view of consumers.

18. Explain the following Rights of Consumers:
   (i) Right to Safety
   (ii) Right to be Heard


20. Give the meaning of 'Investment' and 'Financing' decisions of financial management.

21. Explain the concept of 'Business Environment' and any three features of it.
22. निर्माण का विश्लेषण कर रही थी। कम्पनी के बाद में संचालन के प्रथम वर्ष में अर्जित आय के तुलना में इसकी लागत को ही पूरा करने के लिए पता था। आय को बढ़ाने के लिए कम्पनी ने कम आय के कारणों का विश्लेषण किया। विश्लेषण के परिणाम कम्पनी ने निर्माण किया।

(i) अर्जित आय को कम करने के लिए इस निर्माण इकाई को ऐसे विकसित कर दिया जाए जहाँ मजबूती बहुत कम दर पर उपलब्ध हो।

(ii) सोलर वॉटर-हीटर का निर्माण शुरू किया जाए और धीरे-धीरे विज्ञानी वाले वॉटर-हीटर का उत्पादन कम किया जाए।

अ) उपर्युक्त विरोध प्रबन्ध के उद्देश्यों को पहचानने एवं समझाए।

(ब) ऐसे दो मूल्यों का उल्लेख किया जो कम्पनी समाज को समझेगी करता चाहती है।

Mega Ltd. was manufacturing water-heaters. In the first year of its operations, the revenue earned by the company was just sufficient to meet its costs. To increase the revenue, the company analysed the reasons of less revenues. After analysis the company decided

(i) to reduce the labour cost by shifting the manufacturing unit to a backward area where labour was available at a very low rate.

(ii) to start manufacturing solar water-heaters and reduce the production of electric water-heaters slowly.

This will not only help in covering the risks, but also help in meeting other objectives too.

(a) Identify and explain the objectives of management discussed above.

(b) State any two values which the company wanted to communicate to the society.
23. What is meant by 'Personal Selling'? Explain any three qualities of a good salesman.

24. Principles of Taylor and Fayol are mutually complementary. One believed that the management should share the gains with the workers, while the other suggested that employees compensation should depend on the earning capacity of the company and should give them a reasonable standard of living.

Identify and explain the principles of Fayol and Taylor referred to in the above para.

25. Define 'Planning'. State any four points of importance of planning.

26. Differentiate between 'Primary Market' and 'Secondary Market' on any five basis.
27. विपणन के निर्मलिखित कार्यों की व्याख्या कीजिए :
(i) उत्पाद का रूपांकन (डिज़ाइन) एवं विकास
(ii) प्रमाणीकरण एवं श्रेणीकरण करना
(iii) ग्राहक सहायता सेवाएं
(iv) उत्पादों का मूल्य-निर्धारण

अध्ययन

'प्रक्रिया विपणन कसौटियों एवं सेवाओं के प्रवर्तन के लिए प्रायः अत्यधिक उपयोग में लाए जाने वाले माध्यमों में से एक है, तथापि यह बहुत-सी आलोचनाओं को आमंत्रित करता है।' ऐसी किसी चार आलोचनाओं को समझाए।

Explain the following functions of marketing:
(i) Product designing and development
(ii) Standardization and Grading
(iii) Customer Support Services
(iv) Pricing of products

OR

'Although advertising is one of the most frequently used media of promotion of goods and services, yet it attracts lot of objections.' Explain any four such objections.

28. नियोजन एवं नियन्त्रण के मध्य आपसी सम्बन्ध को समझाएं।

अध्ययन

नियन्त्रण की प्रक्रिया के विभिन्न चरणों को समझाए।

Explain the relationship between planning and controlling.

OR

Explain the various steps in the process of controlling.
29. एक संगठन में ‘अधिकार अंतरण’ के महत्त्व को किन्हीं चार बिन्दुओं की सहायता से समझाएं।

अध्याय

‘इल्गित लक्ष्यों की प्राप्ति हेतु संगठन में कुछ सोपानों की श्रृंखला निर्मित होती है।’ इन सोपानों को समझाएं।

Explain, with the help of any four points, the importance of ‘Delegation’ in an organization.

OR

‘Organizing involves a series of steps in order to achieve the desired goals.’ Explain these steps.

30. स्थायी पूंजी की आवश्यकताओं को प्रभावित करने वाले तत्त्वों के रूप में निम्नलिखित की व्याख्या कीजिए:

(i) संचालन का स्तर
(ii) तकनीक का चुनाव
(iii) तकनीकी उत्पादन
(iv) वित्तों के विकल्प

अध्याय

‘लाभांश निर्णय’ को प्रभावित करने वाले तत्त्वों के रूप में निम्नलिखित की व्याख्या कीजिए:

(i) लाभांश का स्थायित्व
(ii) अंशग्राहियों की प्राथमिकता
(iii) कानूनी बाध्यताएँ
(iv) पूंजी बाज़ार तक पहुंच

66/2
Explain the following as factors affecting the requirements of fixed capital:

(i) Scale of operations
(ii) Choice of technique
(iii) Technology upgradation
(iv) Financing alternatives

OR

Explain the following as factors affecting 'dividend decision':

(i) Stability of dividend
(ii) Shareholders' preference
(iii) Legal constraints
(iv) Access to capital market