



No. J/C

2904

इन्टरमीडिएट परीक्षा, 2016

आई० कॉम० (I.Com.)

Center Superintendent
St. Paul's College, Ranchi

28 पृष्ठों की उत्तरपुस्तिका

केन्द्राधीक्षक का हस्ताक्षर
एवं मुहर

वीक्षक का हस्ताक्षर

[हाशिया (Margin) छोड़कर पन्नों के दोनों पृष्ठों पर लिखें]

रोल कोड (Roll Code)	क्रमांक (Roll No.)	पंजीयन संख्या Registration No.)		विषय (Subject)	लिपि (Script)	तिथि (Date)
		No.	वर्ष (Year)			
11066	20037	RC-0037	2014	BST	ROMAN	09/03/2016

लब्धांक (MARKS OBTAINED)

Question Number	1	2	3	4	5	6	7	8	9	10	TOTAL
Marks Obtained	1	1	1	1	1	1	1	1	1	1	09
Question Number	11	12	13	14	15	16	17	18	19	20	TOTAL
Marks Obtained	1	1	1	1	1	2	3	2	2	2	16
Question Number	21	22	23	24	25	26	27	28	29	30	TOTAL
Marks Obtained	3	3	3	4	3	4	4	4	4	4	38
Question Number	31	32	33	34	35	36	37	38	39	40	TOTAL
Marks Obtained	3	4	4	4	4						19
Grand Total	(In Words)					(In Figure)					

परीक्षार्थी हेतु निर्देश

- परीक्षार्थी ध्यान दें कि केवल एक ही उत्तर-पुस्तिका में पूरे प्रश्नों का उत्तर सीमित करना है। अतिरिक्त उत्तर-पुस्तिका नहीं दी जायेगी।
- उत्तर लिखना शुरू करने के पहले प्रत्येक परीक्षार्थी के लिए अपनी उत्तर-पुस्तिका के आवरण पृष्ठ पर अपना रोल कोड, रोल नं., पंजीयन संख्या एवं वर्ष, विषय, लिपि तथा तिथि लिखना अनिवार्य है। परन्तु परीक्षार्थी को अपना अधिका अपन कॉलेज का नाम कदापि नहीं लिखना है। परीक्षार्थी को चेतावनी दी जाती है कि जिस उत्तर-पुस्तिका पर रोल कोड, क्रमांक और सूचीकरण संख्या स्पष्ट रूप से अंकित न होगी, उसे जाँची नहीं जायेगी।
- यदि कोई परीक्षार्थी परीक्षा में दूसरे को सहायता करता या किसी प्रकार से अवैध सहायता लेने की चेष्टा करता हुआ अथवा परीक्षा में अनुचित लाभ उठाने के लिए किसी दूसरे अवैध उपाय का अवलम्बन करता हुआ पाया जायेगा तो उसे परीक्षा से निष्कासित कर दिया जायेगा। परीक्षा में परीक्षार्थियों को परस्पर किसी प्रकार से विचार विनिमय का अधिकार न होगा। परीक्षा द्वारा दिये गए प्रवेश पत्र, उत्तर-पुस्तिका, प्रश्न-पत्र तथा नियमानुकूल निर्दिष्ट उपकरणों के अतिरिक्त परीक्षार्थियों को अपने साथ परीक्षा कक्ष में मोबाइल, कैलकुलेटर, छाता, पुस्तक, किसी प्रकार का पत्र, पेंसिल, ब्रुक, नोट आदि या किसी भी प्रकार का कागज रखना वर्जित है, भले ही उसका सम्बन्ध उस समय की परीक्षा के विषय से हो या न हो। इसका उल्लंघन करने वाले परीक्षार्थियों को परीक्षा से निष्कासित कर दिया जायेगा।
- लिखने का सम्पूर्ण काम उत्तर-पुस्तिका पर ही किया जाय और उसका कोई भी पृष्ठ फाड़ा न जाए। परीक्षा खत्म होने के बाद उत्तर-पुस्तिका वापस लौटा देना आवश्यक है। इस उत्तर-पुस्तिका के बदले दूसरी उत्तर-पुस्तिका नहीं दी जा सकती। जो लिखावट काटी हुई रहेगी उसकी जाँच नहीं होगी। उत्तर-पुस्तिका में यदि कोई फटा पृष्ठ मिले तो उसे निकाल नहीं देना चाहिए बल्कि वीक्षक को दिखाकर उसे मोड़ देना चाहिए।
- प्रश्न-पत्र पर कोई उत्तर या कोई भी दूसरी बात लिखना वर्जित है।
- प्रश्न-पत्र वितरण के बाद एक घंटे तक कोई भी परीक्षार्थी अपनी उत्तर-पुस्तिका वापस नहीं कर सकते हैं।

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नोट - प्रत्येक पृष्ठों में अंकित दोनों हाशिया (Margin) के बीच में प्रश्नों का उत्तर लिखें।





Group - A
(1 × 15 = 15)

- 1) (a) Towards all
- 2) (b) American Management Association
- 3) (d) All of these
- 4) (a) Scientific Management
- 5) (d) All of these
- 6) (d) All of these
- 7) (d) All of these
- 8) (d) All of these
- 9) (a) Compulsory
- 10) (b) Practical
- 11) (d) All level managers
- 12) (d) Retained Earning
- 13) (d) Investment
- 14) (c) Disputes as to sale of defective goods by the seller.
- 15) (b) 15th April 1987

Group - C
(Long Ans. Type Ques)

- 28) Meaning of Management:- Management is the process of conducting a set of functions planning, organising, staffing, directing, controlling.



to get the work done in an efficient and effective manner.

Definition according to F.W. Taylor.

Management is an art of knowing what you want to do from others and seeing it - that they do it in the best and cheapest way.

Functions of Management :-

- (i) Planning :- It refers to thinking in advance what to do, how to do, when to do and who is to do it.
- (a) Setting Objective
 - (b) Developing Premises
 - (c) Identifying alternative courses of action
 - (d) evaluating the alternative
 - (e) Selecting one alternative
 - (f) Implementing the plan
 - (g) Follow Up action.
- (ii) Organising :- It refers to harmonious adjustment of various activities of the enterprise.
- (a) Identification and division of work.
 - (b) Departmentalisation
 - (c) Assignment of duties.
 - (d) Establishing reporting relation.



(iii) Staffing :- It refers to filling the posts.

- (a) Estimating manpower requirement
- (b) Recruitment
- (c) Selection.
- (d) Placement and Orientation.
- (e) Training and Development.
- (f) Performance Appraisal
- (g) Compensation.

(iv) Directing :- It refers to the process of instructing, guiding, motivating and inspiring the employees.

- (a) Supervision
- (b) Communication
- (c) Motivation
- (d) Leadership.

(v) Controlling :- It refers to bringing actual results closer to desired result.

- (a) Setting Standards.
- (b) Measurement of actual performance
- (c) Comparison of actual with standards.
- (d) Analysing deviations.
- (e) Taking corrective action.

Conclusion :- Thus we may conclude the above mentioned function as functions of management.



29) Meaning of Scientific Management:-
Doing the management work in a scientific manner is called a Scientific management.

Definition of Scientific Management according to F.W. Taylor

"Scientific Management is an act of knowing what you want men to do and then seeing it that they do it in the best and cheapest way."

Three Techniques of Scientific Management

i) Functional Formanship:- according to this theory / technique the whole organisation is divided into small parts and each part is assigned by a person who is specialist in that field.

There are two divisions:-

- a) Planning Officer:- Route clerk, instruction card clerk, Time and Cost Clerk.
- b) Production Officer:- Gang Boss, speed Boss, Repair Boss etc.

ii) Standardisation of Work:- In this technique the organisation has to fix certain



standards for the production process.
like :- standardisation of material,
standardisation of machines and
tools, standardisation of method,
standardisation of working condition.

iii) Differential Wage System :- According to F.W. Taylor, the wages should be provided to the employees according to their work done and not the time spent on doing the work. It is the differential wage system.

Conclusion :- So we can conclude these are the techniques of Scientific management.

30) Meaning of Financial Management :- Financial Management is that branch of management which is concerned with better acquisition and use of money.

Definition of J.L. Massie :-
"Financial Management is the operational activity that is responsible for obtaining and efficiently utilising the funds for future activities".



There are three financial decisions:-

1) Investing Decision:- It refers to the determination of the assets in which the fund of the business will be involved. Two types of investing decision.

- i) Long term Investing Decision.
- ii) Short Term Investing Decision.

2) Financing Decision:- It refers to determine how the total funds needed by the business will be obtained from various long term sources of finance like:-
Equity share, Preference share, debenture, long term loan, retained earnings.

3) Dividend Decision:- It refers to determine how much amount of the profit should be given as dividend to the shareholders and how much amount should be retained in the business as retained earning. It depends upon earning stability of earning, taxation



policy, shareholder preference etc.

Conclusion :- These are the decisions for the financial decisions.

31)

Meaning of Marketing Mix :-
Marketing mix is the sum total of all those policies which helps for successful running of business activities.

According to R.S. Dawar :-
Policies adopted by the business to attain success in market constitutes marketing mix.

Factors :-

i) Product Mix :- It refers to all those decisions which are taken for the product or production. They are Branding, Packaging, Labelling.

ii) Price Mix :- It refers to all those decisions which are taken to determine the price of the product like the cost,



price of competing firm etc.

iii) Promotion Mix:- It refers to all those decisions which are taken for the promotion of product. like: Advertisement, Personal selling, Sales Promotion and Publicity.

iv) Place Mix:- It refers to the decision regarding the transfer of product from one place to another like:-
Channel of distribution,
Physical distributions.

Conclusion:- The above mentioned points are the factors of Marketing Mix.

32)

Channel of Distribution:-
Channel of Distribution refers to the mediums / intermediaries through which product reaches to the customer.

There are two channels

1) Direct Channel Or Zero level Channel



In direct channel the manufacturer directly sell the product to the customer.

ii) Indirect Channel :- In indirect Channel the products are received by the customer through middlemen.

a) One level Channel :- In one level channel the manufacturer sends product to retailer and retailer to customer.

Manufacturer $\rightarrow$ Retailer $\rightarrow$ Customer.

b) Two Level Channel :- In two level the manufacturer send to wholeseller, wholeseller to retailer and retailer to customer.

Manufacturer $\rightarrow$ Wholeseller $\rightarrow$ Retailer $\rightarrow$ Customer.

c) Three Level Channel :- The manufacturer send product to agent, then wholeseller, then retailer then customer.

Manufacturer $\rightarrow$ Agent $\rightarrow$ Wholeseller $\rightarrow$ Retailer $\rightarrow$ Customer.



Conclusion :- These are the channels of distributions

93)

Meaning of Decentralisation :-

Decentralisation refers to the situation which exists due to systematic delegation of authority throughout the organisation.

According to Phillip Kotler :-

Everything which increases the significance of role of subordinate is decentralisation and everything which decreases is centralisation.

Importance of Decentralisation :-

- i) Increase initiative among subordinate :- due to decentralisation employees become more responsible and use to take initiative for their work.
- ii) Develop future managerial talent :- due to decentralisation the employees are able to do



more risky job very efficiently which increase their managerial talent for future.

iii) Relief to Top Level:- When there is ~~decentralisation~~ it reduces the workload of the top level managers and give relief.

iv) Better Control:- When the subordinate become able to do the jobs of managers efficiently it is easy to control them.

v) Job Satisfaction:- Due to decentralisation the employees have increased knowledge and they get job satisfaction.

vi) Development of employees:- The knowledge, ability and skill of the employee increases thus it causes their development.

vii) Better Co-Ordination:- When the employees become expert there is less change of conflict among them.



viii) Motivation to employees:- Decentralisation works as a source of motivation for employees.

Conclusion:- So we can conclude these as the importance of decentralisation.

34) Meaning of Communication:- Communication is an art of transferring the facts, ideas, and feelings from one person to another making him understand them.

Definition according to Keith Davis:- Communication is the process of transferring the information and understanding from one person to another.

There are two methods of communication.

- i) Formal Communication
- ii) Informal Communication.



Formal Communication :- It refers to interchanging the information in a formal way.

Characteristics :-

- i) Formal Path
- ii) Formal Authority
- iii) Formal Message
- iv) Deliberately Created.

Types :-

- i) Chain Communication
- ii) Wheel Communication
- iii) Circular Communication
- iv) Free Flow Communication
- v) Inverted 'V' Communication

Informal Communication :- It refers to interchange the information in an informal way.

Characteristics :-

- i) No Prescribed Path
- ii) Quick decision
- iii) Fulfil Social Needs.



Types: -

- i) Single Standard
- ii) Gossip
- iii) Probability
- iv) Cluster

Conclusion: - The above mentioned points are concluded as methods of communications.

35) Meaning of Working Capital: -

It refers to the capital which is invested in short term assets like cash, debtor, stock etc.

Factors Affecting Working Capital: -

i) Types of Business: - It means that manufacturing business take less working capital whereas trading business need more working capital.

ii) Scale of Operation: - More working capital is needed in large scale business and less in



small scale business.

- iii) Business Cycle:- In boom period there is more need of working capital and vice versa.
- iv) Seasonal Factors:- The products have seasonal demand need more working capital and vice-versa.
- v) Credit Allowed:- If business allow credit sales then it need more working capital and vice versa.
- vi) Credit Traded:- If business purchase same material in credit then need less working capital.
- vii) Production Cycle:- If the production period is long then it will need more working capital and vice versa.
- viii) Availability of Raw Material:- If raw materials are available



throughout the year then less working capital is needed.

Conclusion:- These are the factors affecting the working capital.

Group (B)
(Short Type Ans.)

16) Business Environment:- It refers to ^{sum total} of all those factors which affects the business and over which the business has no control.

Dimensions of Business Environment:-

i) Economic Environment:- Combination of economic system, policy and condition.

ii) Political Environment:- It is the attitude of government towards business.

iii) Legal Environment:- It is the sum of acts passed by government and judgement of court.

iv) Technical Environment:- It is the



innovation of new technique for business.

v) Social Environment:- It is the combination of characteristics of society.

Conclusion:- These are the dimensions of business environment.

17) Planning:- Planning refers to thinking beforehand.

Characteristics of good planning:-

i) Primary Function of Management:- It is the first function of Management.

ii) Planning is pervasive:- Planning is used in all business and non-business activity.

iii) Planning is futuristic:- Planning is always prepared for future what to do how to do etc.

iv) Planning is a mental Exercise:- Ideas for planning does not come into the mind automatically but we have to think



for it .

Conclusion:- These are the characteristics of planning .

18) Training :- Training is the process which is designed for maintaining and improving current work performance.

Importance of Training:-

i) Expenses on training is investment not wastage:- Training makes people efficient thus it is considered as investment .

ii) Most Economical & Best Use of Resource As the skill of employees increase they use the resources in the best way .

iii) Decrease in Absentism:- Employees enjoy their work thus decrease in absentism .

iv) Decrease in Labour Turnover:- It causes a reduction in labour turnover .



19) Internal Sources of Recruitment :- It refers to recruitment of people from inside to organisation.

Sources :-

i) Transfer :- Transfer of employee from one department to another department, at same post.

ii) Promotion :- Transfer of employees from lower rank to higher rank.

iii) Lay-Off :- It refers to temporary separation of employee from employees.

Conclusion :- These are the internal source of recruitment.

20) Motivation :- To induce people to act in a desired manner.

Importance :-

i) Improves performance :- It makes work in improved quality.

ii) Change Negative Attitude :- It changes



the indifferent attitude of employees.

iii) Adaptation to Change:- There is no hesitation for adapting the change.

iv) Decrease in Employee Turnover:- Employees become satisfied and decrease in turnover.

21) Branding:- It refers to create an unique identification of the product.

Advantages of Branding:-

i) Product Differentiation:- It gives the product a different identity.

ii) Product Promotion:- Brands help in the advertisement of product.

iii) Symbol of Status:- Brands becomes a medium to show the status.

iv) Product Identification:- By using brands people easily identify products.

Conclusion:- These are advantages of branding.



22) Planning:- Planning refers to thinking before hand.

Four Features of Planning:-

- i) Planning is Futuristic:- Planning is actually made for the future activities.
- ii) Planning promotes innovative ideas:- Planning increases our ability to innovate new ideas to perform different activities.
- iii) Planning is Continuous:- Planning is the function which never ends. For every new function a plan is prepared.
- iv) Planning establishes standards:- It helps in deciding the standard to perform a work what to do in which manner etc.

Conclusion:- These points can be considered as features of planning.



23) Ideal Organisation :- Ideal organisation is that organisation where the work of the organisation is divided into small parts and assigned to an expert.

Characteristics of an Ideal Organisation:

i) Division of Work :- The work of the organisation is divided into small parts/jobs.

ii) Delegation of Authority :- It means that small work should be given to the subordinates to relief top-level.

iii) Specific Objective :- The objective of the organisation should be clear among the employees.

iv) Co-Ordination :- It means that there should be integration of employees efforts.

Conclusion :- These points are the features of ideal organisation.



24) Controlling :- Controlling refers to bringing the actual results closer to the desired result.

Importance

i) Co-Ordination :- Controlling integrates the efforts of the employees and create co-ordination.

ii) Discipline & Order :- If the manager has control over the employees he can bring discipline in organisation.

iii) Brings results closer :- It is the process where the deviations are found out to correct them and bring result closer.

iv) Obtaining the standards :- In the process of controlling firstly the standards are determined for work.

v) Corrective action :- In the process of controlling there is an opportunity to remove the mistakes and to take corrective action.

Conclusion :- These are the importance of controlling.



25) Stock exchange :- It refers to an organised market where securities issued by different companies, government and semi-government organisations are bought and sold.

Definition:- (Securities Contract Act 1956)

Stock exchange means any body of person whether incorporated or not constituted for the purpose of assisting, regulating and controlling the buying, selling and dealing in securities.

Two Features of Stock Exchange:-

i) Organised Market :- It is organised market because it has its own management committee who takes all the decision regarding securities.

ii) Necessary to Obey Bye-laws :- It is compulsory to obey all the rules and procedures which are made for the brokers, investors etc.

Conclusion :- These are the features of Stock Exchange.



26) SEBI :- SEBI is the regulatory board for all the stock exchanges in the country. It stands for Securities and Exchange Board of India.

Protective Function :- It refers to that function of SEBI which provides protection to investors.

The Protective Functions are as follows:-

- i) To protect the customers / investors from ~~unfair~~ trade practices such as ~~high~~ price of securities.
- ~~ii) To check the insider trading (means people who has secret information about business and wants to get benefit of it)~~
- ~~iii) Providing education to the investors about dealing in securities.~~
- iv) To promote the code of conduct for the stock exchange.

Conclusion :- These are the protective functions of SEBI.



27) Rights of Consumers:- Consumer Protection Act 1986 provides some rights to the customers.

Four rights of consumers:-

i) Rights to choose:- A consumer has a right to choose the product to purchase according to his will.

ii) Rights to be informed:- A consumer has a definite right to receive all the information about a particular product.

iii) Rights to Basic Needs:- Consumer has the right to get all the basic needs like food, shelter, clothing etc.

iv) Rights to be heard:- It is the right of the consumer that if he is cheated is complain should be heard by district forum or state commission or national commission.

Conclusion:- These points describes the rights of a consumer in the society.