Instructions for the Candidates
1. Write your roll number in the space provided on the top of this page.
2. Answer to short answer/essay type questions are to be given in the space provided below each question or after the questions in the Test Booklet itself. No Additional Sheets are to be used.
3. At the commencement of examination, the question booklet will be given to you. In the first 5 minutes, you are requested to open the booklet and compulsorily examine it as below:
   (i) To have access to the Question Booklet, tear off the paper seal on the edge of this cover page. Do not accept a booklet without sticker-seal and do not accept an open booklet.
   (ii) Tally the number of pages and number of questions in the booklet with the information printed on the cover page. Faulty booklets due to pages/questions missing or duplicate or not in serial order or any other discrepancy should be got replaced immediately by a correct booklet from the invigilator within the period of 5 minutes. Afterwards, neither the Question Booklet will be replaced nor any extra time will be given.
4. Read instructions given inside carefully.
5. One page is attached for Rough Work at the end of the booklet before the Evaluation Sheet.
6. If you write your Name, Roll Number, Phone Number or put any mark on any part of the Answer Sheet, except for the space allotted for the relevant entries, which may disclose your identity, or use abusive language or employ any other unfair means, you will render yourself liable to disqualification.
7. You have to return the test booklet to the invigilators at the end of the examination compulsorily and must not carry it with you outside the Examination Hall.
8. Use only Blue/Black Ball point pen.
9. Use of any calculator or log table etc., is prohibited.

PAPER-III
COMMERC

C O M M E R C E

Signature and Name of Invigilator
1. (Signature) __________________________
   (Name) ____________________________
2. (Signature) __________________________
   (Name) ____________________________

Roll No. ____________________________

(In figures as per admission card)

Roll No. ____________________________

(In words)

Number of Pages in this Booklet: 32
Number of Questions in this Booklet: 19

Parikshaadhyata ke liye nirdesh
1. Pahane purush ke upar nityak sthan par apna roll number likhde.
2. Purush prabandh kavach ka prashna ke pahane ke upar, prakar prakar ke naye ya prashnav bharne ke baad main de mere hius likhaka sankirtan par hi likhakhe.
3. Ishke liye koi apurak prakar ka upayoga nahi karna hain.
4. Pahane purush ki kahane ke kuch ke ke saath likhaka steb prakaar likhakar n karna.
5. Purush purush ki kahane ke chevadni samachar likhaka purush purush ke padeet ke par swaroj prakar ke prashnav bhavna ki likhaka likhakar n karna.
6. Pahane purush ki kahane ke padeet ke par swaroj prakar ke prashnav bhavna ke naye ya koi other bhavna pe pehenci parihe.
7. Purush prabandh kavach ke baad main de mere hius likhaka steb prakaar likhakar n karna.
9. Isha prakar ka samachar likhaka likhakar n karna.

[Maximum Marks: 200]

Number of Questions in this Booklet: 19

Instructions for the Candidates
1. Write your roll number in the space provided on the top of this page.
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J-08-11

P.T.O.
Note: This paper is of two hundred (200) marks containing four (4) sections. Candidates are required to attempt the questions contained in these sections according to the detailed instructions given therein.

Note: यह प्रश्नपत्र दो सौ (200) अंकों का है एवं इसमें चार (4) खंड हैं। अभ्यासियों को इनमें समाहित प्रश्नों के उत्तर अलग दिये गये विस्तृत निर्देशों के अनुसार देना है।
SECTION – I
खण्ड – I

Note: This section consists of two essay type questions of twenty (20) marks each, to be answered in about five hundred (500) words each. (2 × 20 = 40 marks)

नोट: इस खंड में दो निबंधात्मक प्रश्न हैं। प्रत्येक प्रश्न का उत्तर लगभग पाँच सौ (500) शब्दों में अपेक्षित है। (2 × 20 = 40 अंक)

1. “To accelerate industrial development, foreign investment must not be handled rigidly.” Critically comment.

“What is the role of small scale industries in the economic development of our country?

OR / अथवा

What is the role of small scale industries in the economic development of our country?

(150 words)

(150 शब्द)

(150 शब्द)
2. Analyse the main determinants of micro and macro environment; and describe the significance of business environment in the Indian context.

What are the causes of industrial sickness in our country? What measures could be adopted to bring about turn around in Indian industry?

OR / अथवा

Hamare desh mein oordhvojik ruqantra ke kya karan hai? Bharatiy oordhvojik vikas ko ghati dena ke liye kya upay apnaye ja sakto hain?
SECTION – II
खण्ड – II

Note: This section contains three (3) questions from each of the electives/specializations. The candidate has to choose only one elective/specialization and answer all the three questions contained therein. Each question carries fifteen (15) marks and is to be answered in about three hundred (300) words. (3 × 15 = 45 marks)

नोट: इस खण्ड में प्रत्येक ऐच्छिक इकाई / विशेषज्ञता से तीन (3) प्रश्न हैं । अभ्यर्थी को केवल एक ऐच्छिक इकाई / विशेषज्ञता को चुनकर उसी के तीनों प्रश्नों के उत्तर देने हैं । प्रत्येक प्रश्न पद्धत (15) अंकों का है व उसका उत्तर लगभग तीन सौ (300) साब्दों में अपेक्षित है । (3 × 15 = 45 अंक)

Elective – I
ऐच्छिक – I

Accounting and Finance
लेखांकन तथा वित्त

3. What is the need for venture capital?

What is the need for venture capital?

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4. Briefly evaluate the working of National Stock Exchange (NSE).

राष्ट्रीय स्टॉक एक्सचेंज की कार्य प्रारंभ का संक्षेप में मूल्यांकन कीजिये।

5. Why Human Resources Accounting (HRA) is not becoming popular?

मानवीय संसाधन लेखांकन अधिक लोकप्रिय क्यों नहीं हो रहा है?

OR / अथवा

Elective – II

Anthrop – II

Marketing (विपणन)

3. Explain “Promotion Components” in the Marketing Mix.

विपणन समग्रण में “संचारण घटकों” की व्याख्या करें।


उपभोक्ता व्यवहार के प्रतिरूप्तों का स्पष्ट कीजिये।

5. “Ultimately the burden of advertisement falls on the consumer.” Explain.

“विज्ञापन का भार अंततः उपभोक्ताओं पर पड़ता है।” समझाइये।

OR / अथवा

Elective – III

Anthrop – III

Human Resource Management

मानव संसाधन प्रबन्ध

3. Describe the procedure of recruitment and selection of personnel in an organisation.

किसी संगठन में कर्मचारियों की भर्ती एवं चयन की पद्धति का वर्णन कीजिये।

4. Differentiate between financial and non-financial incentives. What is the importance of non-financial incentives for increasing industrial productivity?

वित्तीय एवं अवित्तीय प्रोत्साहन में व्या अन्तर है? ओप्शनल उपयोगकर्ता को वृद्धि हेतु अवित्तीय प्रोत्साहनों के क्या महत्त्व है?

5. Discuss the various methods of performance appraisal.

नियमान्वयन मूल्यांकन की विभिन्न विधियों का विवरण कीजिये।

OR / अथवा

Elective – IV

Anthrop – IV

International Business

अन्तर्राष्ट्रीय व्यापार

3. What are the unsettled issues of “DOHA” Conference?

dोहा सम्मेलन के विवादित मुद्दे क्या हैं?
4. How does domestic business differ from international business?
अंतर्राष्ट्रीय व्यापार की तुलना में घरेलू व्यापार किस प्रकार से भिन्न है?

5. Describe the regulations pertaining to issue of shares by Indian companies to foreign investors.
भारतीय कम्पनियों के द्वारा विदेशी निवेशकों को अंशों के निर्माण से सम्बंधित विनियमों की व्याख्या कीजिए।

OR / अथवा
Elective – V
एचीक – V

Income-tax Law and Tax Planning
आयकर कानून एवं कर नियोजन

3. What are the legal provisions regarding deduction of tax at source from salary income?
वेतन आय में से स्रोत पर कर की कटोरा के सम्बन्ध में वैधानिक प्रावधान क्या है?

4. What is a Permanent Account Number? What are its advantages?
परमांड एकाउंट नंबर क्या है? इसके लाभ है?

5. Distinguish between tax evasion and tax avoidance and explain the methods of tax planning.
कर अपरंपर तथा कर अवहेलना में अंतर स्पष्ट कीजिए तथा कर नियोजन की विभिन्न विधियाँ को स्पष्ट कीजिए।
Note: This section contains nine (9) questions of ten (10) marks, each to be answered in about fifty (50) words. (9 × 10 = 90 marks)


7. What do you mean by holding company?
8. Name five ways in which consumers are often cheated.
किन पाँच तरीकों के द्वारा सामान्यतः उपभोक्ताओं के साथ घोंघा-घड़ी की जाती है?

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9. **What do you mean by hypothesis?**
    परिलक्षण से आपका क्या आश्वर है?
10. What do you mean by managerial conflict?
प्रबन्धकीय संघर्ष से आपका क्या अभिप्राय है?

11. Distinguish between Mega Marketing and Meta Marketing.
मेगा-विपणन तथा मेटा विपणन के मध्य अंतर स्पष्ट कीजिये।
12. What do you mean by Deferred Revenue Expenditure?
स्थगित आयगत खर्च से आपका क्या अभिप्राय है?
13. What is meant by E-Banking?
इ-बॉक्सिंग से आप क्या समझते हैं?

14. What do you understand by TRIPS?
ट्रिप्स (TRIPS) से आप क्या समझते हैं?
Managerial economist has an important role to play. The most important of the obligations of a managerial economist is that his objectives must coincide with that of the business. Since in most of the cases the firms try to maximise profits on their invested capital, the managerial economist must also help in achieving this goal. So long as he maintains that conviction and helps in enhancing the ability of the firm to maximise profits he will be a successful managerial economist. The other most important responsibility of a managerial economist is to try to make as accurate forecasts as possible. We know that every decision a management takes normally has
implications going beyond the present, while, on the other hand, future is rather uncertain. It is, therefore, necessary and obligatory for a managerial economist to make future forecasts in such a manner that the risks involved in the uncertainties of future are minimized for the firm. He will have to make these forecasts on the basis of data on the market conditions, the general economic environment, the Government policies, etc. For forecasting, he uses the techniques of probability. A managerial economist is supposed to forecast the trend and shifts in the activities of importance to the firm; be it sales, profits, demand, cost, etc. Once such a forecast along with its possible implications for the firm are available, the management can follow a more orderly course of business planning.

The contribution of a managerial economist will be adequate only when he is a member of full status in the business team. He must be ready to take up challenging tasks. Whenever some special assignments come to him, he should be ready to undertake them with full seriousness. It is for the managerial economist himself that he makes his services indispensable and most sought after, both with the help of his ability, training and experience as well as because of his capacity to win continuing support for himself and his professional ideas. For the latter, a necessary condition is that he can put even the most sophisticated ideas in the easiest and common language and in a convincing manner.
15. What is the most important obligation of a managerial economist?

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16. Why a managerial economist should be well-versed in the techniques of forecasting?

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17. **Why is forecast an essential part of planning?**

पूर्वांकुश निर्देशन का एक आवश्यक हिस्सा क्या है?

18. **Why is it that a managerial economist is expected to take up special challenging assignments?**

एक प्रबन्धकीय अर्थशास्त्री से विशेष चुनौतीपूर्ण कार्य करने की अपेक्षा क्या की जाती है?
19. How does a good managerial economist maintain his professional status in and out of the organisation?

प्रबन्धित अर्थशास्त्री अपने व्यावसायिक स्तर को संगठन के अंदर एवं बाहर किस प्रकार कायम रखता है?
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Total Marks Obtained (in words) ...........................................

(in figures) ..........................................

Signature & Name of the Coordinator ...................................

(Evaluation) Date .........................