

[This question paper contains 4 printed pages]

Your Roll No. : .....

Sl. No. of Q. Paper : 4039 HC

Unique Paper Code : 12035902

Name of the Course : B.A.(Hons.)/B.Sc.(Hons.)/  
B.Com.(Hons.)/English/  
CBCS-GE

Name of the Paper : Media and Communication  
Skills

Semester : II

**Time : 3 Hours**

**Maximum Marks : 75**

**Instructions for Candidates :**

- (a) Write your Roll No. on the top immediately on receipt of this question paper. (15)
- (b) The Question Paper contains **two sections - A and B.**
- (c) It is compulsory to answer all the questions in both the sections.
- (d) Answer must be written according to the specific instructions given with questions.

**SECTION - A**

1. Explain any **five** in not more than **30** words of the following terms : 5×2=10

- (i) Encoding
- (ii) Multimedia
- (iii) Community Radio
- (iv) Live Streaming
- (v) Wi-Fi
- (vi) Twitter
- (vii) Advertising Copy
- (viii) User-generated Content
- (ix) You Tube
- (x) Wikipedia

**Note :** Answer question no **2** and **3** in about **250** words each.

2. What are the characteristics of print media ? Describe them with examples from your every day use of print media. 10

**OR**

Write a critical note on the role of broadcast media in education.

3. What is WhatsApp ? Write a short essay on its merits and demerits for users. 10

**OR**

Briefly discuss the ethics of advertising.

**SECTION - B**

**Note :** Answer question no 4,5 and 6 in about 350 words.

4. Write an editorial for a magazine on the significance of International Women's Day in India. 15

**OR**

Write a letter to the editor of a National daily expressing your concerns about the problems faced by differently-abled students in educational institutions.

5. Write a review on any recent Bollywood movie that portrays women in strong and independent role. 15

**OR**

Write a Blog on the growing trend of films based on biographies (biopics) on sports persons and its impact on the popularity of Sports in India.

4039

6. Develop a very brief story, a script and a storyboard for a TV advertisement of 2 minute duration on the theme of promoting tourism in Delhi.

15

**OR**

Write a script for a radio feature on the theme of Save Water for All.

4

1500

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3921

HC

Unique Paper Code : 12035905

Name of the Paper : GE – English – Contemporary India:  
Woman and Empowerment

Name of the Course : B.A. (H) / B.Sc. (H) / B.Com. (H) –  
CBCS – GE

Semester : II / IV

Duration : 3 Hours

Maximum Marks : 75

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.

**Section A**

*Attempt the following (10×3=30 marks)*

1. (a) How does protection against sexual harassment improve women's lives in society and in the workplace? Elaborate.

**Or**

- (b) Feminism is not necessarily only about equality but also about liberty for women. Analyse.

2. (a) In contexts like Partition, women have been identified as religious or community possessions. Discuss the impact of this on women.

**Or**

- (b) How are discourses of masculinity and femininity oppressive for men and women alike? Analyse with examples.

3. (a) Examine how women have contributed to the protection of the environment.

Or

- (b) In what ways does marriage become restrictive when it is viewed as a necessity by society?

### Section B

Answer any **three** of the following questions. (15×3= 45 marks)

4. Examine the legal protections against sex selection tests in India.
5. Analyse whether a Uniform Civil Code would benefit all women in India.
6. Is Anti-dowry legislation in India satisfactory? Discuss in the light of existing protections and social contexts.
7. Pre- and Post-Independence initiatives for women's empowerment have focussed on significantly different issues. Analyse.
8. What is the negative impact of stereotyping of women in literature/mass media? Discuss with suitable examples.
9. Critically analyse the vision of gender equality in "Sultana's Dream".
10. Dalit women's narratives challenge dominant discourses of patriarchy as well as of feminism. Discuss with examples.

This question paper contains 4+2 printed pages]

Roll No.

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S. No. of Question Paper : 3813

Unique Paper Code : 72032805 H

Name of the Paper : English B

Name of the Course : Ability Enhancement Compulsory  
Course-I/CBCS

Semester : II

Duration : 3 Hours

Maximum Marks : 75

(Write your Roll No. on the top immediately on receipt of this question paper.)

Attempt All questions.

1. (a) What are the elements of communication ? 5

Or

What is Interpersonal Communication ?

(b) What is Non-verbal Communication ? 5

Or

What is the difference between One-way Communication  
and Two-way Communication ?

2. Write short notes on any five of the following : 5×2=10

(a) Upward Communication

(b) Completeness

(c) Grapevine

(d) Oral Communication

(e) Formal Communication

P.T.O.

(f) Sign Language

(g) Encoding

3. (a) You visit a shop to purchase a mobile phone. Write a dialogue between the salesman and you.

*Or*

You visit a Bank to open a savings account. Write a dialogue between the clerk and you. 5

- (b) You are a journalist. You meet a famous politician. Write an interview with the politician. Write at least *ten* sentences.

*Or*

You are the captain of your college cricket team. You have been selected for the state level team. A journalist visits you for your interview. Write the interview in at least *ten* sentences. 10

- (c) You are to deliver a speech on the safety of women in Delhi. Write the speech in about 100 words.



*Or*

You are to deliver a speech on the increasing corruption in India. Write the speech in about 100 words. 5

4. Read the passage given below and answer the questions that follow :

Scientists know many things about the Sun. They know how old it is. The Sun is more than 4½ billion years old. They also know the Sun's size. The Sun may seem small, but that is because it is so far away. It is about 93 million miles (150 million kilometers) away from the Earth. The Sun is so large that the diameter of the Sun is 109 times the Earth's diameter. The Sun also weighs as much as 333,000 Earths. The Sun is made up of gases : 75% hydrogen and 25% helium. Hydrogen is the simplest and lightest of all of the known elements. When you combine hydrogen with oxygen, you get water. You probably know what helium is. It is the gas that can be put into balloons to make them stay in the air and float. Scientists also know the temperature of the Sun. The surface of the Sun is about 10,000 degrees Fahrenheit (5,600

P.T.O.

degrees Celsius). That might sound hot, but the Sun's core is even hotter. The core is the central region where the temperature reaches about 27 million degrees Fahrenheit (15 million Celsius). The Sun is the centre of our Solar System. Besides the Sun, the Solar System is made up of the planets, moons, asteroid belt, comets, meteors, and other objects. The Earth and other planets revolve around the Sun. The Sun is very important. Without it, there would be only darkness and our planet would be very cold and be without liquid water. Our planet would also be without people, animals, and plants because these things need sunlight and water to live. The Sun also gives out dangerous ultraviolet light which causes sunburn and may cause cancer. That is why you need to be careful of the Sun and wear sunscreen and clothing to protect yourself from its rays.

- (a) Why does the Sun seem small in size ? 2
- (b) What is the central region of the sun called ? 2
- (c) What is the Solar System made up of ? 2
- (d) Why is the Sun important to us ? 2
- (e) What can cause sunburn and cancer ? 2

What are the important qualities a translator must possess ? 5

*Or*

Summarise the following passage in about 50 words :

There are many ways plants and animals have adapted in order to survive. Camouflage is one way animals adapt to survive. For some animals, this means that their fur, scales, or skin are a similar colour to the land around them. Deer, for example, have brown fur that blends in with the trees, so it's harder for predators to see them. Some animals can actually change colours to match their environment. Rabbits are a great example as well. Some rabbits' fur will change colours depending on the season. Their fur might be brown in the spring, summer, and fall to match the trees, but the brown fur will fall out and white fur will grow in the winter to blend in with the snow. This way the rabbit is safer from predators year-round. Some insects, instead of blending in with their environment, look like something else that will deter animals from eating them. Some moths and butterflies have designs on their wings that make them look like snakes or

owls, to scare away their predators. Instead of hiding, some plants and animals develop structures that aim to hurt anything that tries to hurt them. Some plants develop thorns so that animals will not eat them. Some animals have extremely sharp teeth and claws so they can fight off other animals. Porcupines and hedgehogs have spikes, called quills or spines, covering their backs so animals won't want to eat them !

6. (a) You are the President of the Environment Club of your College. Write a report on the tree plantation drive organised by your club on the occasion of World Environment Day. 10

*Or*

You are the sports secretary of your college. Write a report on the recently held annual sports day of your college.

- (b) You are the secretary of the Music Society of your college. Write a letter to the principal of your college seeking permission to use the college ground for a music concert. 10

*Or*

Write a letter to your friend telling her about your recent college trip to Jaipur.

This question paper contains 4+2 printed pages]

Roll No.

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S. No. of Question Paper : 3813

Unique Paper Code : 72032805 H

Name of the Paper : English B

Name of the Course : Ability Enhancement Compulsory  
Course-I/CBCS

Semester : II

Duration : 3 Hours

Maximum Marks : 75

(Write your Roll No. on the top immediately on receipt of this question paper.)

Attempt All questions.

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(b) What is Non-verbal Communication ? 5

Or

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and Two-way Communication ?

2. Write short notes on any five of the following :  $5 \times 2 = 10$

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(b) Completeness

(c) Grapevine

(d) Oral Communication

(e) Formal Communication

P.T.O.

(f) Sign Language

(g) Encoding

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- (e) What can cause sunburn and cancer ? 2



What are the important qualities a translator must possess ? 5

*Or*

Summarise the following passage in about 50 words :

There are many ways plants and animals have adapted in order to survive. Camouflage is one way animals adapt to survive. For some animals, this means that their fur, scales, or skin are a similar colour to the land around them. Deer, for example, have brown fur that blends in with the trees, so it's harder for predators to see them. Some animals can actually change colours to match their environment. Rabbits are a great example as well. Some rabbits' fur will change colours depending on the season. Their fur might be brown in the spring, summer, and fall to match the trees, but the brown fur will fall out and white fur will grow in the winter to blend in with the snow. This way the rabbit is safer from predators year-round. Some insects, instead of blending in with their environment, look like something else that will deter animals from eating them. Some moths and butterflies have designs on their wings that make them look like snakes or

This question paper contains 8 printed pages]

Roll No.

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S. No. of Question Paper : 3812

Unique Paper Code : 72032801 H

Name of the Paper : English – A

Name of the Course : Ability Enhancement Compulsory  
Course—I/CBCS

Semester : II

Duration : 3 Hours

Maximum Marks : 75

*(Write your Roll No. on the top immediately on receipt of this question paper.)*

Attempt *all* questions.

1. Write short notes on any *five* of the following in not more than 30-40 words :

- (a) Silence and Pauses
- (b) Grapevine Chain
- (c) Haptics
- (d) Listening
- (e) Disadvantages of oral communication

owls, to scare away their predators. Instead of hiding, some plants and animals develop structures that aim to hurt anything that tries to hurt them. Some plants develop thorns so that animals will not eat them. Some animals have extremely sharp teeth and claws so they can fight off other animals. Porcupines and hedgehogs have spikes, called quills or spines, covering their backs so animals won't want to eat them !

6. (a) You are the President of the Environment Club of your College. Write a report on the tree plantation drive organised by your club on the occasion of World Environment Day. 10

*Or*

You are the sports secretary of your college. Write a report on the recently held annual sports day of your college.

- (b) You are the secretary of the Music Society of your college. Write a letter to the principal of your college seeking permission to use the college ground for a music concert. 10

*Or*

Write a letter to your friend telling her about your recent college trip to Jaipur.

- (b) (i) Write an interview of a famous sportsperson who is all set to leave to participate in the Commonwealth Games for the first time.

*Or*

- (ii) A very well known entrepreneur is going to launch his/her chain of restaurants in the city. Write an interview of such a person which will be published in a magazine. 10

- (c) Prepare a public speech (in about 100-150 words) on any *one* of the following :

- (i) Dowry as a social evil.

*Or*

- (ii) Lack of infrastructure for the differently-abled people in the city. 5

4. (a) Read the following passage and answer the questions that follow :

A common social problem in India is the prevalence of superstitious beliefs and practices. Superstition can be

(f) Interpersonal communication

(g) Personal zone.

5×2=10

2. Answer any *two* of the following :

(a) Explain with suitable examples how Semantic Noise acts as a barrier to communication.

(b) Kinesics.

(c) What is Sign Language ? Give examples explaining how sign language also helps in communication.

(d) What is Feedback ? State its relevance in the cycle of communication.

2×5=10

3. Read the questions very carefully before answering. Attempt *all* parts :

(a) (i) Write a dialogue between a husband and a wife about sending their son to a boarding school.

*Or*

(ii) Write a dialogue between a teacher and a student who has not submitted his/her assignment to the teacher on the scheduled day.

methodology. Thus, if one has to put an end to such false practices, one has to take the initiative of convincing people about the lack of any truth in such superstitious beliefs.

- (i) What is the relation between superstition and science ? 3
- (ii) Why does superstition vary from person to person ? 2
- (iii) What is the role of education in reducing the prevalence of superstition ? 3
- (iv) Make sentences with the following words so as to make their meaning clear :
- (a) Urban
- (b) Perception
- (c) Initiative
- (d) Devotion. 2

referred to any belief or practice which does not have a scientific explanation to it. It can be explained as the lack of any scientific association and reasoning, while following any general belief and practices. Even though superstitious beliefs are mostly in the rural areas, urban localities are no less behind. However, these beliefs and practices vary from person to person based on their personal ideas, religion, region, and many other factors. Hence, what is superstition to one person may not be the case with another individual.

Some of the common superstitious practices which lack a scientific reasoning are avoiding such roads in which a black cat has just walked across; faith in Godmen, and hanging chillies and lemons to ward off the evil eye. The list is endless. The most common cause which has been attributed as the basis of superstition is the lack of education among the common public which results in placing their devotion and trust in unscientific

Long car journeys are even less pleasant for it is quite impossible even to read. On highways you can at least travel fairly safely at high speeds, but more often than not, the greater part of the journey is spent on narrow, bumpy roads which are crowded with traffic. By comparison, trips by sea offer a great variety of civilised comforts. You can stretch your legs on the spacious decks, play games, swim, meet interesting people and enjoy good food—always assuming, of course, that the sea is calm. If it is not, and you are likely to get sea-sick, no form of transport could be worse. Even if you travel in ideal weather, sea journeys take a long time. Relatively few people are prepared to sacrifice upto a third of their holidays for the pleasure of travelling on a ship.

*Or*

- (ii) Define Translation. State *two* advantages and disadvantages of translation. 5



(b) Attempt any *one* of the following :

(i) Write a summary in about 50 words of the following passage :

People travelling long distances frequently have to decide whether they would prefer to go by land, sea, or air. Hardly anyone can positively enjoy sitting in a train for more than a few hours. Train compartments soon get cramped and stuffy. It is almost impossible to take your mind off the journey. Reading is only a temporary solution, for the boring rhythm of the wheels clicking on the rails soon lulls you to sleep. During the day, sleep comes in snatches. At night when you really wish to go to sleep, you rarely manage to do so. If you are lucky enough to get a *courette*, you spend half the night staring at the small blue light on the ceiling. Without a doubt you arrive at your destination almost exhausted.

5. (a) (i) Write a letter to your younger sister informing her of a blood donation camp recently organized by the NSS unit of your college.

*Or*

- (ii) Write a letter of complaint to the manager of an electronic equipment company about products which your company had ordered, of which a few products turned out to be damaged at the time of delivery. 10

- (b) (i) You are the head of the sales team in an automobile company and the sales of the company is decreasing gradually. Write a report to the Managing Director stating the reasons for the constant decrease, and suggest special schemes which can boost the company's sales.

*Or*

- (ii) As the Convener of the NCC unit in your college, write a report to the Principal mentioning the achievements of the troop in the Republic Day celebrations. 10

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 4992

HC

Unique Paper Code : 62031202

Name of the Paper : English A (Advanced English)

Name of the Course : BA Programme (CBCS)

Semester : II

Duration : 3 Hours

Maximum Marks : 75

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.

2. Answer All questions.

1. You attended the students' cultural festival of your college for the first time. Write a diary entry in about 150 words describing the experience. (10)

2. Write a paragraph in about 150 words about the women's compartment in the metro trains. Comment on the advantages and disadvantages of the same. (10)

P.T.O.

3. Read the following passage taken from one of Rabindranath Tagore's letters and do as directed after the passage :

The enormity of the measures taken by the Government in the Punjab for quelling some local disturbances has, with a rude shock, revealed to our minds the helplessness of our position as British subjects in India. The disproportionate severity of the punishments inflicted upon the unfortunate people and the methods of carrying them out, we are convinced, are without parallel in the history of civilised governments, barring some conspicuous exceptions, recent and remote. Considering that such treatment has been meted out to a population, disarmed and resourceless, by a power which has the most terribly efficient organisation for destruction of human lives, we must strongly assert that it can claim no political expediency, far less moral justification.

The accounts of the insults and sufferings by our brothers in Punjab have trickled through the gagged silence, reaching every corner of India, and the universal agony of indignation roused in the hearts of our people has been ignored by our rulers- possibly congratulating themselves for imparting what they imagine as salutary lessons. This callousness has been praised by most of the Anglo-Indian papers, which have in some cases gone to the brutal length of making fun of our sufferings, without receiving the least check from the same

authority, relentlessly careful in something every cry of pain of judgment from the organs representing the sufferers. Knowing that our appeals have been in vain and that the passion of vengeance is building the noble vision of statesmanship in our Government, which could so easily afford to be magnanimous, as befitting its physical strength and normal tradition, the very least that I can do for my country is to take all consequences upon myself in giving voice to the protest of the millions of my countrymen, surprised into a dumb anguish of terror. (298 words)

**Directions :**

(a) Make notes based on your understanding of the passage. (5)

(b) Write a summary in **one** paragraph of about 70 words to bring out the essence of the passage and give it a suitable title. (8+2)

4. A post of Bank Manager in ABC Bank has been advertised in a local newspaper. You want to apply for the same. Keeping in mind the eligibility criteria and other requirements of the post, prepare the following :

(a) Your Resume/CV. (10)

(b) A covering letter addressed to the Manager of the bank. (5)

5. You are the President of the Academic society of your department in college. You plan to organize a trip to the Museum and Archives in the city. Write an informal letter to the student members of the Society informing them of the same and seeking their advice on how to go about it. (7)
6. You are a member of an NGO that works for Adult Education. Your NGO has been facing problems regarding financial support and public participation for volunteering work. Write a formal letter to the editor of a national daily informing him/her of the same and seeking support through the newspaper. (8)
7. Write a review (in about 200 words) of a recent film you have seen for a local newspaper. (10)

*This question paper contains 4 printed pages.*

*Your Roll No. ....*

*Sl. No. of Ques. Paper : 8178*

**HC**

*Unique Paper Code : 62411213*

*Name of Paper : Fundamentals of  
Entrepreneurship*

*Name of Course : B.A. (Prog.) E.S.B.*

*Semester : II*

*Duration : 3 hours*

*Maximum Marks : 75*

*(Write your Roll No. on the top immediately  
on receipt of this question paper.)*

*(इस प्रश्न-पत्र के मिलते ही ऊपर दिये गये निर्धारित  
स्थान पर अपना अनुक्रमांक लिखिये।)*

**NOTE:—** *Answers may be written either in English or in  
Hindi; but the same medium should be used  
throughout the paper.*

**टिप्पणी:—** *इस प्रश्नपत्र का उत्तर अंग्रेज़ी या हिन्दी किसी एक  
भाषा में दीजिए; लेकिन सभी उत्तरों का माध्यम एक ही  
होना चाहिए।*

*Attempt any five questions.  
All questions carry equal marks.*

*किन्हीं पाँच प्रश्नों के उत्तर दीजिए।  
सभी प्रश्नों के अंक समान हैं।*

1. Describe the various functions performed by an entrepreneur in relation to the economy.

P. T. O.

अर्थव्यवस्था की दृष्टि से उद्यमी द्वारा निष्पादित विभिन्न कार्यों का वर्णन कीजिए।

2. Do you agree that the role of an intrapreneur has been growing in recent years? Give reasons for your answer.

क्या आप सहमत हैं कि उद्यमी की भूमिका हाल के वर्षों में बढ़ रही है? अपने उत्तर के लिए कारण दीजिए।

3. Which competencies in your opinion are essential for becoming a successful entrepreneur? Explain any *three* of them.

सफल उद्यमी होने के लिए आपकी राय में कौन-सी सक्षमताएँ अनिवार्य हैं? इनमें से किन्हीं तीन की व्याख्या कीजिए।

4. Describe the role of any successful entrepreneur giving reasons as to why you consider him/her as a role model.

किसी एक सफल उद्यमी की भूमिका का वर्णन कीजिए और रोल मॉडल के रूप में उसे स्वीकार करने के कारण बताइए।

5. What do you understand by entrepreneurial performance? Discuss the various measures of entrepreneurial performance.

उद्यमी-निष्पादन से आप क्या समझते हैं? उद्यमी-निष्पादन की विभिन्न मापों की विवेचना कीजिए।



6. Distinguish between any *two* of the following:

- (a) An Entrepreneur and a Manager
- (b) Internal Locus of Control and External Locus of Control
- (c) Social Entrepreneur and Commercial Entrepreneur
- (d) Financial Rewards and Psychological Rewards of Entrepreneurship.

निम्नलिखित में से किन्हीं दो में अंतर बताइए:

- (a) उद्यमी और प्रबंधक
- (b) आंतरिक नियंत्रण क्षेत्र और बाह्य नियंत्रण क्षेत्र
- (c) सामाजिक उद्यमी और वाणिज्यिक उद्यमी
- (d) उद्यमी के वित्तीय पारितोषिक और मनोवैज्ञानिक पारितोषिक।

7. Write short notes on any *two* of the following:

- (a) Significance of higher order needs for an entrepreneur
- (b) Entrepreneurial trait of tolerance for ambiguity
- (c) An Indian Business House
- (d) Risks of becoming an entrepreneur.

निम्नलिखित में से किन्हीं दो पर संक्षिप्त टिप्पणियाँ लिखिए:

- (a) उद्यमी के लिए उच्च कोटि की ज़रूरतों का महत्त्व

P. T. O.

- (b) अस्पष्टता के लिए उद्यमी का सहिष्णुता लक्षण
- (c) भारतीय व्यावसायिक गृह
- (d) उद्यमी होने में जोखिम ।

*This question paper contains 4 printed pages.*

*Your Roll No. ....*

*Sl. No. of Ques. Paper : 8179*

**HC**

*Unique Paper Code : 62411213*

*Name of Paper : Fundamentals of  
Entrepreneurship*

*Name of Course : B.A. (Prog.) E. S. B.*

*Semester : II*

*Duration : 3 hours*

*Maximum Marks : 75*

*(Write your Roll No. on the top immediately  
on receipt of this question paper.)*

*(इस प्रश्न-पत्र के मिलते ही ऊपर दिये गये निर्धारित  
स्थान पर अपना अनुक्रमांक लिखिये।)*

**NOTE:—** *Answers may be written either in English or in  
Hindi; but the same medium should be used  
throughout the paper.*

**टिप्पणी:—** *इस प्रश्नपत्र का उत्तर अंग्रेज़ी या हिन्दी किसी एक  
भाषा में दीजिए; लेकिन सभी उत्तरों का माध्यम एक ही  
होना चाहिए।*

*Attempt any five questions.  
All questions carry equal marks.*

*किन्हीं पाँच प्रश्नों के उत्तर दीजिए।*

*सभी प्रश्नों के अंक समान हैं।*

1. "An entrepreneur locates ideas and puts them into effect in the process of economic development." In

**P. T. O.**

the light of this statement, explain the role and functions of an entrepreneur.

“उद्यमी विचारों का पता लगाता है और आर्थिक विकास की प्रक्रिया में उन्हें प्रयोग में लेता है।” इस कथन के प्रकाश में उद्यमी की भूमिका और कार्यों की व्याख्या कीजिए।

2. Entrepreneurship is all about 'luck'. Comment and bring out the characteristics of successful entrepreneurs. Substantiate your answer with contemporary Indian entrepreneurial role models.

उद्यमशीलता का सरोकार 'भाग्य' से होता है। सफल उद्यमियों की विशेषताओं को बताइए और उन पर टिप्पणी कीजिए। भारत के समकालीन उद्यमी मॉडलों को बताकर अपने उत्तर को समर्थित कीजिए।

3. “An entrepreneur may possess certain competencies and at the same time, it is possible to develop these through training, experience and guidance.” Explain various competencies required by an entrepreneur for superior performance.

“उद्यमी में विशेष सक्षमताएँ हो सकती हैं। साथ ही इन सक्षमताओं को प्रशिक्षण, अनुभव और निदर्शन के ज़रिए विकसित करना संभव है।” उत्तम निष्पादन के लिए उद्यमी में जो विभिन्न सक्षमताएँ होनी चाहिए, उनकी व्याख्या कीजिए।

ambition is not enough to make a person an entrepreneur." Do you agree? Justify your answer and briefly explain the various internal and external factors necessary to motivate people to become entrepreneurs.

उत्तर को उद्यमी बनाने के लिए मात्र महत्वाकांक्षा पर्याप्त नहीं है।" क्या आप सहमत हैं? अपने उत्तर का औचित्य बताइए। उद्यमी होने के लिए उन विभिन्न आंतरिक और बाह्य कारकों की व्याख्या कीजिए जो लोगों को अभिप्रेरित करने के लिए आवश्यक हैं।

How is entrepreneurial performance measured? Explain.

उद्यमी निष्पादन को कैसे मापा जाता है? व्याख्या कीजिए।

"Psychological rewards are more valuable than financial rewards for entrepreneurs." Comment. Also explain briefly various rewards of entrepreneurial activity.

उद्यमियों के लिए वित्तीय पारितोषिकों से मनोवैज्ञानिक पारितोषिक अधिक मूल्यवान होते हैं।" टिप्पणी कीजिए। साथ ही उद्यमी गतिविधि के विभिन्न पारितोषिकों की संक्षेप में व्याख्या कीजिए।

Write short notes on any three:

P. T. O.

- (a) E-Entrepreneur
- (b) Entrepreneur is a risk bearer
- (c) Difference between Entrepreneurs and Intrapreneurs
- (d) Achievement Motivation Theory
- (e) Entrepreneurship Development Institute of India

निम्नलिखित में से किन्हीं तीन पर संक्षिप्त टिप्पणियाँ लिखिए।

- (a) ई-उद्यमी
- (b) उद्यमी जोखिमधारी होता है
- (c) उद्यमियों और इन्ट्राप्यूनियरों में अंतर
- (d) उपलब्धि अभिप्रेरण सिद्धांत
- (e) भारत का उद्यमिता विकास संस्थान।

[This question paper contains 6 printed pages.]

Your Roll No.....

r. No. of Question Paper : 8217 HC

Unique Paper Code : 62413423

Name of the Paper : Managerial Aspects of Small Business-Operations, Office, Accounting and Functional Areas

Name of the Course : B.A. (P) : E.S.B.

Semester : IV

Duration : 3 Hours

Maximum Marks : 75

### Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt ALL questions.
3. Each question carries equal marks.
4. Answers may be written either in English or Hindi; but the same medium should be used throughout the paper.

### छात्रों के लिए निर्देश

1. इस प्रश्न-पत्र के मिलते ही ऊपर दिए गए निर्धारित स्थान पर अपना अनुक्रमांक लिखिए ।
2. सभी प्रश्न अनिवार्य हैं ।
3. सभी प्रश्नों के अंक समान हैं ।
4. इस प्रश्न-पत्र का उत्तर अंग्रेजी या हिंदी किसी एक भाषा में दीजिए, लेकिन सभी उत्तरों का माध्यम एक ही होना चाहिए ।

P.T.O.

1. (a) An entrepreneur's role is not merely to initiate and create an enterprise its role as a manager is more demanding. Discuss.
- (b) An entrepreneur is a contributor to raising human capital. Discuss.

OR

- (a) Professionalism in small enterprise sector is a necessity for attaining better managerial success. Discuss.
  - (b) Write a brief note on entrepreneurial self-renewal and succession planning.
- (क) उद्यमी की भूमिका मात्र उद्यम की पहल और उसका निर्माण करना नहीं है, उसकी भूमिका प्रबन्धक के रूप में अधिक तकाजा करती है। विवेचन कीजिए।
- (ख) उद्यमी मानव पूँजी एकत्र करने में योगदान करता है। विवेचन कीजिए।

अथवा

- (क) व्यावसायिकता लघु प्रतिष्ठान क्षेत्रक में बेहतर प्रबंधकीय सफलता प्राप्त करने के लिए एक अनिवार्यता है। विवेचन कीजिए।
- (ख) उद्यमी आत्म नवीकरण और उत्तराधिकार की योजना बनाने पर संक्षिप्त टिप्पणी लिखिए।



Write a note on the following :

- (a) Output Analysis in operation management
- (b) Implementing quality management and productivity improvement programmes.

OR

Production planning and control are two sides of the same coin. Discuss.

निम्नलिखित पर टिप्पणी लिखिए :

- (क) संचालन प्रबंधन में उत्पादन विश्लेषण
- (ख) गुणवत्ता प्रबंधन और उत्पादकता सुधार कार्यक्रमों का क्रियान्वयन

अथवा

उत्पादन, आयोजना और नियंत्रण एक ही सिक्के के दो पहलू हैं। विवेचन कीजिए।

Modern office is becoming paperless day by day. Discuss the effectiveness of paperless office.

OR

Contrast the features of a traditional office with modern office through tools used for operating the activities of an office.

आधुनिक कार्यालय दिन-प्रतिदिन कागज विहीन होता जा रहा है। कागजविहीन कार्यालय की प्रभाविता का विवेचन कीजिए।

अथवा

कार्यालय की गतिविधियों के संचालन के लिए प्रयुक्त उपकरणों के द्वारा पारंपरिक कार्यालय और आधुनिक कार्यालय की विशिष्टताओं की तुलना कीजिए।

4. (a) Calculate Gross Profit from the following :

Opening Stock Rs. 80,000, Purchases 1,50,000, wage & salaries Rs. 6800, Rent 4,000, Carriage Inward 10,000  
Salesmen Salary 28,000, Closing stock 10,500.

(b) Distinguish between Trial Balance and Balance Sheet

(c) Debt-Equity Ratio.

OR

(a) Distinguish between Funds Flow Statement and Cash Flow Statement.

(b) Calculate cash from operating activity from the following :

Net profit earned during the year:	2,56,000
Income from sale of old furniture	60,000
Depreciation on Fixed Assets	80,000
Loss on sale of Machinery	20,000
Goodwill written off	10,000

(c) Discuss various sources of Fixed Assets Financing.

(क) निम्नलिखित से सकल लाभ का परिकलन कीजिए :

आरंभिक स्टॉक रु. 80,000, खरीद 1,50,000, मजदूरी और वेतन 6800 रु., किराया 4,000, आवक वहाँ व्यय 10,000, बिक्रीकर्ता वेतन 28,000, शेष माल 10,500.

(ख) तलपट और तुलनपत्र में विभेद कीजिए ।

(ग) ऋण-ईक्विटी अनुपात ।

अथवा

(क) निधि प्रवाह विवरण और नकदी प्रवाह विवरण में विभेद कीजिए ।

(ख) निम्नलिखित से ओपरेटिंग गतिविधि से नकदी का परिकलन कीजिए :

वर्ष के दौरान अर्जित शुद्ध लाभ	2,56,000
पुराने फर्नीचर की बिक्री से आय	60,000
अचल परिसंपत्तियों पर मूल्यहास	80,000
मशीनरी की बिक्री से हानि	20,000
सदिच्छा बट्टे खाते में डाली गई	10,000

(ग) स्थिर परिसंपत्तियाँ वित्तपोषण के विविध स्रोतों का विवेचन कीजिए ।

5. Discuss the utility of Product life cycle in marketing strategy.

OR

Discuss networking as an important marketing tool for small enterprise sector.

विपणन रणनीति में उत्पाद जीवन चक्र की उपयोगिता का विवेचन कीजिए।

अथवा

लघु प्रतिष्ठान क्षेत्रक के लिए महत्वपूर्ण विपणन उपकरण के तौर पर नेटवर्किंग का विवेचन कीजिए।

*This question paper contains 5 printed pages.*

*Your Roll No. ....*

*Sl. No. of Ques. Paper: 8218*

**HC**

*Unique Paper Code : 62413423*

*Name of Paper : Managerial Aspects of Small  
Business— Operation, Office,  
Accounting and Functional  
Areas*

*Name of Course : B.A. (Prog.) Discipline Course*

*Semester : IV*

*Duration : 3 hours*

*Maximum Marks : 75*

*(Write your Roll No. on the top immediately  
on receipt of this question paper.)*

*(इस प्रश्न-पत्र के मिलते ही ऊपर दिये गये निर्धारित  
स्थान पर अपना अनुक्रमांक लिखिये।)*

**NOTE:—** *Answers may be written either in English or in  
Hindi; but the same medium should be used  
throughout the paper.*

**टिप्पणी:—** *इस प्रश्नपत्र का उत्तर अंग्रेज़ी या हिन्दी किसी एक  
भाषा में दीजिए; लेकिन सभी उत्तरों का माध्यम एक ही  
होना चाहिए।*

*Attempt all questions.*

*Each question carries equal marks.*

*सभी प्रश्नों के उत्तर दीजिए।*

*सभी प्रश्नों के अंक समान हैं।*

**P. T. O.**



एक व्यवसाय प्रक्रिया की रचना के चरणों का वर्णन कीजिए।

Describe a probable office structure of a firm which deals in customer grievance and solutions.

एक फर्म के संभावित कार्यालय ढाँचे का वर्णन कीजिए जिसमें उपभोक्ता की शिकायत एवं समाधानों का व्यवहार होता है।

Or (अथवा)

List the benefits of having paperless office in Indian offices. Also cite probable hurdles in its operations.

भारतीय कार्यालयों में "पेपरलैस कार्यालय" होने के लाभ गिनाइए। उसके कार्यचालन में सम्भावित बाधाओं को दर्शाइए।

4. Attempt any *three* from the following:

(a) Write a note on books of original entry.

(b) Explain the benefits of combining Debt and Equity in the capital structure of a business.

(c) Find out Cash from Investing Activities from the following:

Fixed Assets of book value Rs. 5,00,000 (depreciation charged thereon Rs. 80,000) and sold at Rs. 4,00,000. An investment of the value of Rs. 6,00,000 realized Rs. 7,20,000. The company purchased a machinery of the value of Rs. 80,000. Interest on investment for the current year received Rs. 15,000.

P. T. O.

- (d) Write a note on credit rating service in terms of benefit for the user.

निम्न में से किन्हीं तीन को कीजिए:

- (a) मूल प्रविष्टि कि पुस्तकों पर टिप्पणी लिखिए।  
 (b) किसी व्यवसाय की पूँजी संरचना में ऋण और ईक्विटी के संयोजन से लाभ समझाइए।  
 (c) निम्न निवेश कार्यवाहियों से रोकड़ निकालिए:

5,00,000 पुस्तक मूल्य की स्थायी सम्पत्तियाँ (उन पर मूल्यहास लगाया 80,000 रु०) और 4 लाख रु० में बेचा। 6 लाख रु० मूल्य के निवेश से प्राप्त हुए 7,20,00 रु०। कम्पनी ने 80,000 रु० मूल्य की मशीन खरीदी। चालू वर्ष में निवेश पर 15,000 रु० ब्याज प्राप्त हुआ।

- (d) उपयोगकर्ता के लाभ के लिए साख रेटिंग सेवा पर टिप्पणी लिखिए।

5×3

Or (अथवा)

Attempt any *three* from the following:

- (a) Distinguish between Trading A/c and Profit & Loss A/c.  
 (b) Discuss Risk-Return factors in choosing a particular source of Finance.  
 (c) Write a note on Current Assets Management of a small enterprise.  
 (d) Explain briefly the concept of Cost Planning and Control.



कीजिए:

- (a) व व्यापार खाता में भेद कीजिए  
 (b) विशेष स्रोत को चुनने में जोखिम प्रतिफल  
 प्रचन कीजिए।  
 (c) चालू सम्पत्तियों के प्रबन्धन पर एक टिप्पणी

गत नियोजन व नियन्त्रण की संकल्पना को

the behavioral aspects of consumer be  
 ning a successful marketing strategy?

गण रणनीति की रूपरेखा बनाने में उपभोक्ता के  
 लुओं का किस प्रकार अध्ययन किया जाना

Or (अथवा)

on:

Small Business Marketing  
 and Distribution Management.

की लिखिए:

वसाय प्रबन्धन में मुद्दे

व वितरण प्रबन्धन।

1. "Professionalism is missing in the management of Small Enterprise." Discuss this in the light of the necessity of professionalism for the success of entrepreneurs.

“लघु उद्योग के प्रबन्ध में व्यावसायिकता गुम जाने से विवेचना लघु उद्योग की सफलता के लिए व्यावसायिक आवश्यकता के प्रकाश में कीजिए।

*Or (अथवा)*

“The challenge before a small entrepreneur is to attract and retain talent in the enterprise.” Discuss how such challenges can be addressed by a small entrepreneur.

“एक छोटे उद्यमी के सामने उद्यम में प्रतिभा को आकर्षित और बनाये रखने की चुनौती है।” वर्णन कीजिए कि एक उद्यमी द्वारा ऐसी चुनौतियों का कैसे पता लगाया जा सकता है।

2. Discuss the concept of input analysis, process analysis and output analysis in production management and control.

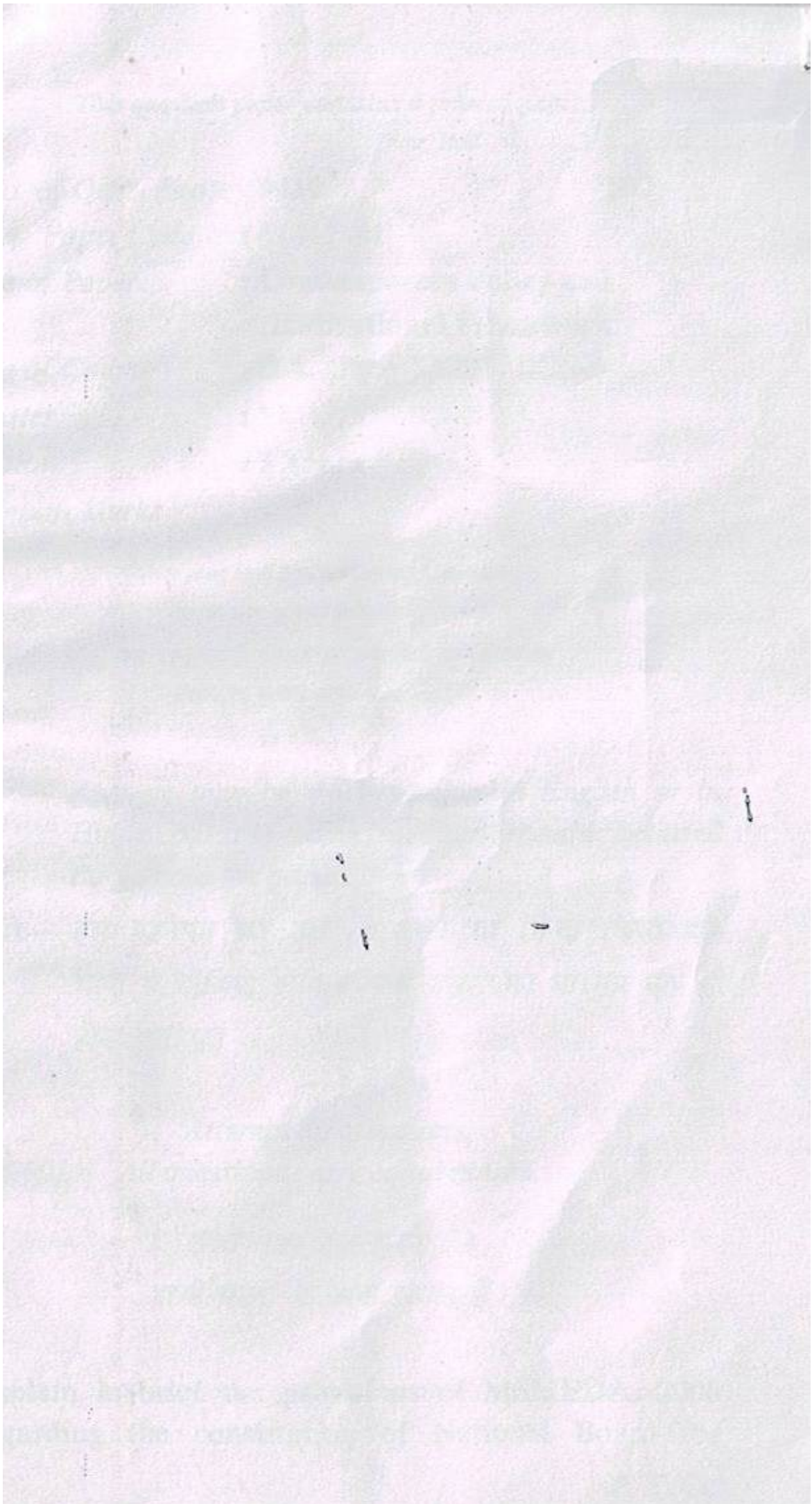
उत्पादन नियोजन एवं नियन्त्रण में निवेश विश्लेषण, प्रक्रिया विश्लेषण एवं उत्पादन विश्लेषण की आवश्यकताओं का विवेचन कीजिए।

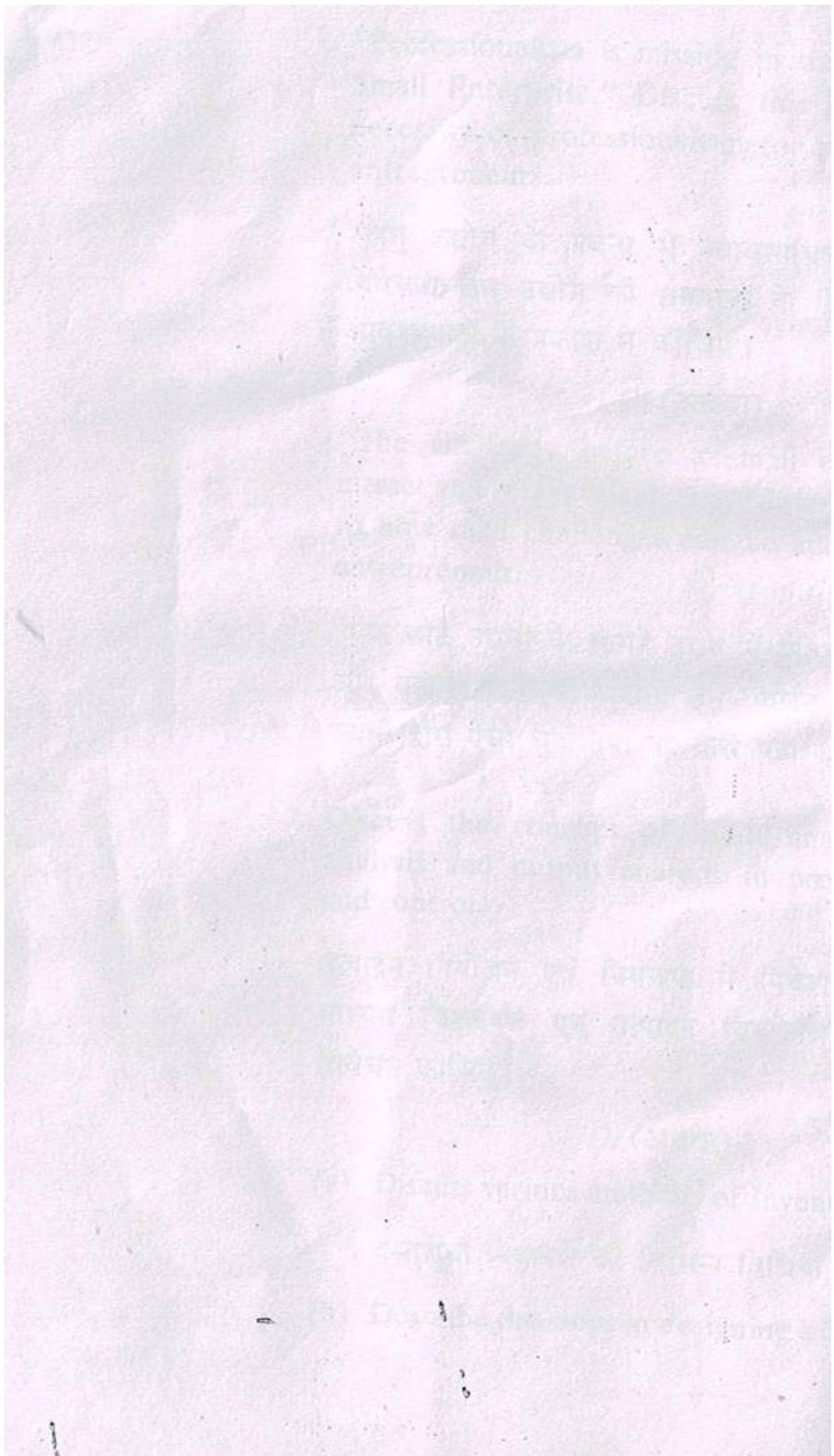
*Or (अथवा)*

- (a) Discuss various methods of Inventory Control.

वस्तुसूची नियन्त्रण की विभिन्न विधियों की चर्चा कीजिए।

- (b) Describe the steps in designing a business plan.





*This question paper contains 4 printed pages.*

Your Roll No. ....

Sl. No. of Ques. Paper : 9610

HC

Unique Paper Code : 62417601

Name of Paper : Contemporary Policy and  
Institutional Framework

Name of Course : B.A. (Prog.) ESB : DSE-3

Semester : VI

Duration : 3 hours

Maximum Marks : 75

*(Write your Roll No. on the top immediately  
on receipt of this question paper.)*

*(इस प्रश्न-पत्र के मिलते ही ऊपर दिये गये निर्धारित  
स्थान पर अपना अनुक्रमांक लिखिये।)*

NOTE:— *Answers may be written either in English or in  
Hindi; but the same medium should be used  
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टिप्पणी:— *इस प्रश्नपत्र का उत्तर अंग्रेज़ी या हिन्दी किसी एक  
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होना चाहिए।*

*Attempt all questions.  
All questions carry equal marks.*

*सभी प्रश्न हल करने हैं।  
सभी प्रश्नों के अंक समान हैं।*

1. Explain in brief the provisions of MSMEDA, 2006 regarding the constitution of National Board for

P. T. O.

Micro, Small and Medium Enterprises. Comment upon its role also.

सूक्ष्म, लघु एवं मध्यम उद्यमों के राष्ट्रीय बोर्ड को गठित करने के संदर्भ में MSMEDA, 2006 के प्रावधानों की संक्षेप में व्याख्या कीजिए। इसकी भूमिका पर भी टिप्पणी कीजिए।

*Or (अथवा)*

It is true that liberalization has been a mixed blessing for the Indian MSMEs. Justify your answer with the help of some examples.

यह सत्य है कि उदारीकरण भारतीय MSMEs के लिए एक मिश्रित आशीर्वाद बन गया है। कुछ उदाहरणों द्वारा अपने उत्तर को न्यायसंगत कीजिए।

2. Comment on the changing scenario of Small Scale Sector regarding competitiveness, quality and branding with special reference to globalization and liberalization.

उदारीकरण एवं वैश्वीकरण के विशेष संदर्भ में, लघु उद्योग क्षेत्र के बदलते परिदृश्य के विषय में प्रतिस्पर्धा, गुणवत्ता और ब्रांडिंग पर टिप्पणी कीजिए।

*Or (अथवा)*

“Globalization and liberalization have proved to be a blessing for the development of SSIs in India.” Give reasons in support of your answer.

“भारत में SSIs के विकास के लिए उदारीकरण एवं वैश्वीकरण एक आशीर्वाद बनकर सिद्ध हुआ है।” अपना उत्तर कारण सहित दीजिए।

3. Discuss the scope of the promotional programmes available for the development of small scale sector in India. Is there any pitfall in the working of these programmes?

भारत में लघु उद्योग क्षेत्र के विकास के लिये उपलब्ध संवर्धन कार्यक्रमों के क्षेत्र की विवेचना कीजिए। इन कार्यक्रमों के क्रियान्वयन के क्या कोई खतरे हैं?

*Or (अथवा)*

What are various labour laws applicable to the development of small scale sector? Explain the salient provisions.

लघु उद्योग क्षेत्र के विकास के लिए उपयुक्त विभिन्न श्रम कानून क्या हैं? प्रमुख प्रावधानों की व्याख्या कीजिए।

4. Discuss the case for special laws for the small scale sector. Also explain the progress of these special laws.

लघु उद्योग क्षेत्र के लिए विशेष कानूनों के मुद्दे का विवेचन कीजिए। इन विशेष कानूनों की उन्नति को भी समझाइए।

*Or (अथवा)*

Do you agree that present laws pertaining to the small scale sector are sufficient and relevant? Is there any need for special laws for the small scale sector?

क्या आप सहमत हैं कि लघु उद्योग क्षेत्र से सम्बन्धित वर्तमान कानून पर्याप्त एवं प्रासंगिक हैं? क्या लघु उद्योग क्षेत्र के लिये विशेष कानूनों की कोई आवश्यकता है?

5. Write short notes on any *two* of the following:

- (a) Role of various promotional programmes for small scale sectors
- (b) Branding issues of MSMEs
- (c) Government support to the small scale sector
- (d) The role of policy transfer in contemporary policy-making.

निम्नलिखित में से किन्हीं दो पर संक्षिप्त टिप्पणी कीजिए:

- (a) लघु उद्योग क्षेत्रों के लिये विभिन्न संवर्धन कार्यक्रम की भूमिका
- (b) MSMEs के ब्राण्डिंग मुद्दे
- (c) लघु उद्योग क्षेत्रों को सरकार का समर्थन
- (d) समकालीन पॉलिसी गठन में नीति-हस्तांतरण की भूमिका।



**This question paper contains 4 printed pages.**

Your Roll No. ....

**Sl. No. of Ques. Paper : 9637**

**HC**

**Unique Paper Code : 62417601**

**Name of Paper : Contemporary Policy and  
Institutional Framework**

**Name of Course : B.A. (Prog.) E.S.B. : DSE-4**

**Semester : VI**

**Duration : 3 hours**

**Maximum Marks : 75**

*(Write your Roll No. on the top immediately  
on receipt of this question paper.)*

*(इस प्रश्न-पत्र के मिलते ही ऊपर दिये गये निर्धारित  
स्थान पर अपना अनुक्रमांक लिखिये।)*

**NOTE:—** *Answers may be written either in English or in  
Hindi; but the same medium should be used  
throughout the paper.*

**टिप्पणी:—** इस प्रश्नपत्र का उत्तर अंग्रेज़ी या हिन्दी किसी एक  
भाषा में दीजिए; लेकिन सभी उत्तरों का माध्यम एक ही  
होना चाहिए।

**Attempt all questions.**

**All questions carry equal marks.**

**सभी प्रश्नों के उत्तर दीजिए।**

**सभी प्रश्नों के अंक समान हैं।**

**P. T. O.**

What are Micro, Small and Medium Enterprises (MSME)? How is MSME (Manufacturing) different from MSME (Services)?

सूक्ष्म, लघु एवं मध्यम उद्यम (MSME) क्या हैं? MSME (निर्माण) MSME (सेवा) से कैसे भिन्न है?

Or (अथवा)

Explain in brief the functions of National Board for Micro, Small and Medium Enterprises. Discuss the provisions of MSMEDA, 2006 regarding the power of Central Government to remove a member from the board.

सूक्ष्म, लघु एवं मध्यम उद्यमों के लिए, राष्ट्रीय बोर्ड के कार्यों को संक्षेप में समझाइए। बोर्ड से एक सदस्य को हटाने के संदर्भ में केन्द्रीय सरकार की शक्ति को बताते हुए MSMEDA, 2006 के प्रावधानों की विवेचना कीजिए।

2. Comment upon the changing context of MSMEs in the era of liberalization.

उदारीकरण के युग में MSMEs के बदलते संदर्भ पर टिप्पणी कीजिए।

Or (अथवा)

Globalization has put the small scale sector in a very tough position. Discuss this in the light of governmental support.

वैश्वीकरण ने लघु स्तरीय क्षेत्र (उद्योग) को बहुत ही कठिन स्थिति में डाल दिया है। सरकारी सहायता के प्रकाश में इसका विवेचन कीजिए।

3. Identify some of the specific promotional programmes available for the development of small scale sector in India.

भारत में लघु स्तरीय क्षेत्र के विकास के लिए उपलब्ध कुछ विशेष संवर्धन कार्यक्रमों से परिचित कराइए।

*Or (अथवा)*

Describe various ways and means of accessing the Government help in developing the promotional programmes for the small scale sector in India.

भारत में लघु स्तरीय उद्योग के लिए संवर्धन कार्यक्रम के विकास में सरकार की सहायता तक पहुँचने के विभिन्न तरीकों एवं साधनों का वर्णन कीजिये।

4. State various labour laws enacted for the welfare of workers of SSI units of India. Discuss the objectives and salient features of any *one* of them.

भारत में SSI इकाइयों के श्रमिकों के कल्याण के लिये पारित भिन्न श्रम कानूनों को बताइए। इनमें से किसी एक के उद्देश्य एवं प्रमुख विशेषताओं का विवेचन कीजिए।

*Or (अथवा)*

Discuss the case for special laws for the small scale sector. Also explain the progress of these special laws.

P. T. O.

लघु स्तरीय उद्योग के लिए विशेष कानूनों के मुद्दे का विवेचन कीजिए। इन विशेष कानूनों की प्रगति को भी समझाइए।

5. Write short notes on any *two* of the following:

- (a) Objectives of MSMEDA, 2006
- (b) Challenges faced by the small scale sector
- (c) Negative impact of globalization on small scale sector
- (d) Government's changing definition of MSMEs to be in sync with GST.

निम्नलिखित में से किन्हीं दो पर संक्षिप्त टिप्पणी लिखिए:

- (a) MSMEDA, 2006 के उद्देश्य
- (b) लघु स्तरीय उद्योगों द्वारा सामना की जाने वाली चुनौतियाँ
- (c) लघु स्तरीय क्षेत्र में वैश्वीकरण के नकारात्मक प्रभाव
- (d) GST के समकालीन बनाने के लिए सरकार की MSMEs की परिवर्तित परिभाषा।

