

2009

माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल

मु.प. 24 पृष्ठ

कार्यालयीन उपयोग के लिए

निम्न रिक्तियों की सही प्रविष्टि परीक्षार्थी द्वारा की जाए।

परीक्षा के नाम की सील

द्वारा केन्द्रीय परीक्षा



- 1. विषय कोड 310 परीक्षा का विषय Business Studies
2. परीक्षा का माध्यम अंग्रेजी परीक्षा की दिनांक 2-3-09

केन्द्र क्रमांक 431022
हाई स्कूल / हायर सेकेण्डरी
केन्द्र क्रमांक 431022

पर्यवेक्षक/केन्द्राध्यक्ष का प्रमाणीकरण
प्रमाणित किया जाता है कि परीक्षार्थी द्वारा निम्नानुसार पूरक
उत्तरपुस्तिका ली गई है :-

क :- संख्या शब्दों में One अंकों में 1
ख :- परीक्षार्थी की बैठक व्यवस्था कक्ष
क्रमांक D5 में है।

ग :- उत्तर पुस्तिका पर प्रश्न-पत्र का कोड नम्बर एवं सेट
सही लिखा है।

3. परीक्षार्थी प्रश्न पत्र का पूर्ण कोड नम्बर कोड सेट
(सेट A, B, C, या D) अनिवार्यतः भरें U-2047 D

Handwritten notes and scribbles on the right side of the page, including a large 'K' and some illegible text.

BSERP

हस्ताक्षर (पर्यवेक्षक)

नाम राजकुमार त्रिपाठी पद ल. 020-1

पता/संस्था 211-म.गं. 3-3-भा. वि. 419(1)

परीक्षार्थी द्वारा ली गई सभी पूरक उत्तर पुस्तिकाएँ, मुख्य
उत्तर पुस्तिका के साथ संलग्न हैं।

हस्ताक्षर केन्द्राध्यक्ष

परीक्षार्थी, परीक्षक से अपेक्षा है
कि वे पृष्ठ भाग पर दिये गये
निर्देशों का यथेष्ट पालन सुनिश्चित
करेंगे।

Table with columns for question number, page number, and marks. It contains handwritten entries for questions 1 through 30.

प्रमाणित किया जाता है कि उपरोक्तानुसार संलग्न पूरक उत्तर पुस्तिकाओं की संख्या सही पाई गई है। हालांकि परीक्षा के
वस्था स्थिति में यथावत रखते हुए ही उत्तरपुस्तिका का मूल्यांकन किया गया है। मैंने सभी प्रश्नों के उत्तरों का गहन मूल्यांकन किया है। उत्तर
पुस्तिका के अन्दर के अंक एवं कवर पृष्ठ पर दर्शाये अंक एक समान हैं एवं योग पूर्णतः सही है।

हस्ताक्षर (परीक्षक)
परीक्षक क्रमांक 9730067

हस्ताक्षर (उपमुख्य परीक्षक)
दिनांक

हस्ताक्षर (मुख्य परीक्षक)
दिनांक

परीक्षार्थी के लिए निर्देश

1. परीक्षार्थी को अपना अनुक्रमांक/विषय/माध्यम/दिनांक एवं प्रश्न-पत्र का कोड (समूह) मुख-पृष्ठ पर अंकित करना अनिवार्य है। अन्यत्र कहीं भी नहीं लिखा जाएगा।
2. अनुक्रमांक नीचे दिये गए उदाहरण अनुसार लिखा जाए :-

1	8	2	4	3	9	5	6	8
एक	आठ	दो	चार	तीन	नौ	पाँच	छ	आठ

3. उत्तर पुस्तिका के दोनों ओर पृष्ठों में लिखें। बीच में रिक्त स्थान न छोड़ें। भूल से छूटा/रिक्त स्थान तथा शेष खाली पृष्ठों को क्रॉस किया जाए।
4. परीक्षार्थी प्रश्न पत्र हल करते समय ही, कवर पृष्ठ पर दी गई तालिका में प्रश्न क्रमांक के सम्मुख वाले कालम में उत्तरपुस्तिका का वह पृष्ठ क्रमांक अनिवार्य रूप से अंकित करें जिस पर प्रश्न का उत्तर लिखा गया है। यदि पूरक उत्तरपुस्तिका का उपयोग किया गया हो, तो उस पर 25 से प्रारंभ करते हुए पृष्ठ क्रमांक परीक्षार्थी द्वारा स्वयं डाले जाएँ।

परीक्षक के लिए निर्देश

1. केवल उन्हीं उत्तरपुस्तिकाओं का मूल्यांकन करें जिन पर होलो क्राफ्ट स्टीकर चस्पा है।
2. उत्तरपुस्तिका का मूल्यांकन होलो क्राफ्ट स्टीकर को चस्पा स्थिति में यथावत् रखते हुए ही किया जाये।
3. बिना होलो क्राफ्ट स्टीकर वाली तथा फटे हुए होलो क्राफ्ट स्टीकर वाली सभी उत्तरपुस्तिकाएँ मूल्यांकन हेतु परीक्षा नियंत्रक, माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल को व्यक्तिशः रूप से भेजी जाये।

मूल्यांकन केन्द्र के लिए निर्देश

1. **O.M.R. SHEET** पर प्राप्तांक की प्रविष्टि करने हेतु केवल वही उत्तरपुस्तिकाएँ प्राप्त करें, जिनका मूल्यांकन होलो क्राफ्ट स्टीकर को चस्पा स्थिति में यथावत् रखते हुए ही किया गया है। यदि होलो क्राफ्ट स्टीकर फटा हुआ पाया जाता है तो ऐसी उत्तरपुस्तिकाएँ मूल्यांकन केन्द्र अधिकारी को पृथक से सौंपी जाएँ। ऐसे प्रकरणों के प्राप्तांकों की प्रविष्टि **O.M.R. SHEET** में नहीं की जाए। मूल्यांकन केन्द्र अधिकारी ऐसी उत्तरपुस्तिकाएँ पुनः मूल्यांकन के लिये परीक्षा नियंत्रक, माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल को व्यक्तिशः रूप से सौंपेंगे।
2. उत्तरपुस्तिका के मुख्य पृष्ठ में अकों एवं शब्दों में अंकित प्राप्तांकों को मिलान कर **O.M.R. SHEET** में अकों की सटीक प्रविष्टि करें।
3. **O.M.R. SHEET** पर ग्रामापीकरण कर हस्ताक्षर करें।



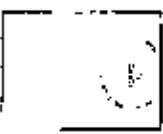
3



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योग पूर्व पृष्ठ

3 के अंक

कुल अंक

Q.1

(i)

Ans.

Managerial Skill

(ii)

Ans.

Modern

(iii)

Ans.

Motion Study

(iv)

Ans.

economic system

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Q.2

(i)

Ans.

George R. Terry

(ii)

Ans.

Free interaction among economics of the World



पृष्ठ के अंकों का योग

(iii)

Ans.

No

4

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योर, दूध पृष्ठ

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पृष्ठ 4 के अंक

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कुल अंक



(iv)

Ans.

External Source



Ans.

Authority line

Q.3.

a) Profit maximisation - Object of financial management.

b) Administrative work - Finance work.

c) Fixed capital - long term.

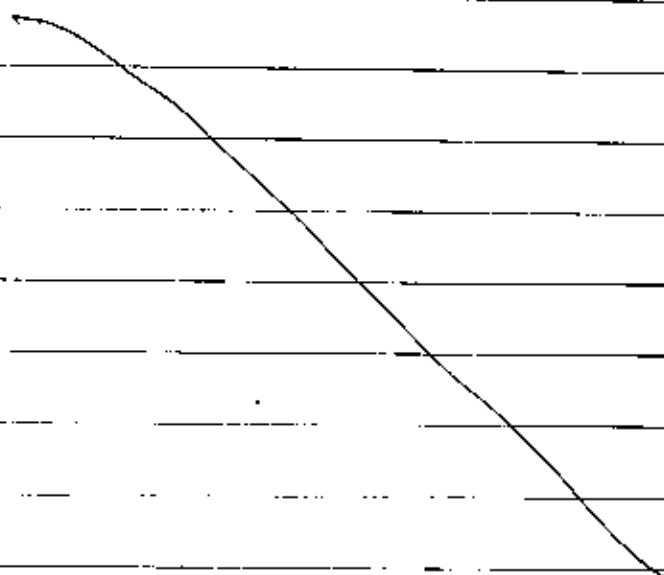
d) Working capital - Current assets.

e) Stock exchange - listed the Securities.

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पृष्ठ के अंक का योग



5

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योग

पूरे अंक

दुन्नीक



Q.4.

(i)

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George Jemy

(ii)

Ans.

External

(iii)

Ans.

Result

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1987

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(v)

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Ans.

lower left side

Q.5

(i)

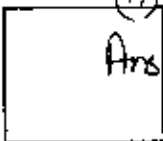
Ans.

True

(ii)

Ans.

True false



पूरा के अंकों का योग

(ii)

Ans.

False

6

योग पूर्व पक्ष

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(iv)

Ans.

True

(v)

Ans.

True

Ans.

The four advantages of delegation of authority are :-

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1. Reduction of executive burden :- Delegation of authority relieves the administrative officers from the burden of those functions which are not very important and pay special attention to the more importance task of Organisation.

2. Facility and expansion :- By delegation of authority, the top execution can devote their valuable time and energy for facility and expansion of Organisation.

3. Development of Sub-Ordinates :- Delegation of authority helps in the development of Sub-ordinates in the Organisation.

It also helps in knowing the Skill, ability and efficiency of Sub-ordinates and makes the Organisation Strong and dynamic.

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4. Encouragement to decentralisation :- Delegation of authority promotes decentralisation. It removes the drawbacks of centralisation of authority of Organisation.

Q.7.

Ans.

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Basis of difference	functional Organisation	divisional Organisation
1. Nature	A Separate department for each major function.	A Separate division for each major product.
2. Specialisation	It represents Occupational Specialisation.	It represent product Specialisation.
3. Usefulness	It is useful for all types of undertakings.	It proves useful for diversified undertakings.
4. Control	Its Control is easy.	Its Control is not easy.
5. Cost	It is economical.	It is very costly.
6. Co-ordination	Co-ordination becomes difficult.	Co-ordination is very easy.

पृष्ठ के अंक, का योग

8

$$\boxed{\text{योग}} + \boxed{\text{पृष्ठ}} = \boxed{\text{अंक}}$$

योग पृष्ठ

पृष्ठ अंक

अंक



Q.8.

Ans.

In the words of Newmann and Summer-Communication is the exchange of facts, ideas, opinion, emotions by two or more persons.

The four elements of Communication are:-

1. Smooth running of enterprise :- Communication play a very important role in business enterprise. Today is the age of Competition.

Communication plays a very important without which no business can make a progress.

2. Quick decision and disposal :- In Communication quick decision are very essential. It is very necessary to make the decision about the facts and figures.

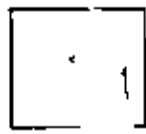
Planning and Co-ordination :- Planning determines the departments, sections and various individuals and groups in such a way that maximum Co-ordination between human and physical resource may emerge.

Maximum Output at minimum cost :- As a result of better Communication increases the productivity and production at very low cost. It increases - Out and avoid the wastage and losses.

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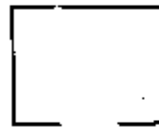
पृष्ठ के अंकों का योग

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योग पूर्व अंक

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Q.9.

Ans.

Leadership refers to that process which influence the behaviour and performance of others in given state of affairs to achieve the objectives and goals. The person who influence the behaviour and performance of other is called leader.

The four qualities of good leadership are:-

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1.

Sound health :- A good leader should have the physical fitness and sound health. He must have the sufficient stamina and vigour.

2.

Objective Attitude :- A good leader should always have objective attitude. He must be far from pride, prejudice, passion and compassion.

3.

Emotional balance :- He should not be so discouraged and emotional in taking any problem. He should be ready to face any problem whatever it so may be.

4.

Will power and Self Confidence :- A good leader must have will power and self confidence to face any problem. He is ready to face any problem whatever it may be.



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20



The larger the need for cash the larger
Operating expenses and vice-versa.

Q.11

Ans

In the words of 'Louis A. Allen' -

Management planning involves the
programmes, procedures, policies, objective, plan
and budget effectively to achieve the objective.

The five characteristics of planning are :-

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1. Goal Oriented :- Planning is very closely
related with goal oriented and objectives. Specific
goals are set up in the plans along with
the activities to be undertaken to achieve the
goals. Well-defined goals lead to efficiency.

2. Continuous activity :- Planning is a continuous
activity. It is said to be never ending
activity. Continuity of planning is related to
planning cycle. It is so one plan is formed
and it is implemented by another plan and
so on.

3.

Interdependent process :- Planning is an
interdependent process. It relates to the
activity of various department, section
and sub-section.

पृष्ठ के अंकों का योग

P.T.O

12

$$\boxed{} + \boxed{} = \boxed{}$$

योग पूर्व पृष्ठ पृ. 12 के अंक कुल अंक



4. Forward looking :- Planning is always forward looking process to think of the future to the best advantage of an Organisation.

5. Importance of Time element :- The time element plays a very important role in planning. It is very essential to ascertain as to within which period the objective must be fulfilled. planning may be long term or short term character.

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Q.12.

Ans.

Recruitment	Selection
1. Recruitment refers to the process which is concerned with identification of sources where from person can be employed and motivating them to offer their services to the Organisation.	1. Selection refers to the process of carefully screening the candidate to choose the most suitable one for filling the job vacancies.

पृष्ठ के अ. में का योग

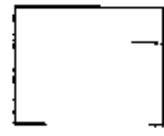
2. Selection Starts after recruitment.

2. Appointment letter is given after selection.

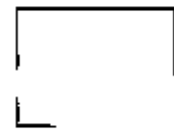
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योग वृत्त

वृत्त संकेत

कुल अंक



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3. The main object of recruitment is to search employees.

3. The ultimate object of Selection is to select the employees and to appoint them.

4. This word is generally used for lower level employees.

4. This word is generally used for all level of employees.

5. Employment exchange is an important source of recruitment.

5. No help of employment exchange is taken in selection process.

Q. 13.

Ans: Planning is simply the process of decision making by top authority to what is to be done in future.

In the words of Louis A. Allen - Management planning involves the procedures, programmes, budget to achieve the goals.

The importance of planning are :-

Effective Co-ordination :- Planning aims at determining the activities of various departments, groups, individuals in such a way that maximum co-ordination between human and physical resources may emerge.

P.T.O



पृष्ठ के अंक . . . भाग



2. Economy and efficiency :- Planning leads to economy and efficient. What is to be done, how it is to be done and when it is to be done requires a lot of time.

3. Satisfaction to Employees :- Planning takes into consideration the emotional and psychological needs of employees. It provides financial and non-financial incentives which relates to their satisfaction.

4. For effective Communication :- Today is the age of Competition. Communication plays a very important role. Without it no business can make a progress.

5. For Overall development :- This Overall development means development of employers, Organisers, Shareholders, Workers and all of those which are concerned with business enterprise. Planning is the basis of Overall development.

In short, planning is a continuous activity and definite and clear objectives are predetermined and then the integrated efforts of human and physical resources may emerge.

15

भाग पूर्व पृष्ठ

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पृष्ठ 15 के अंक

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Q.14.

Ans.

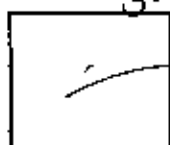
Money market refers to that market in which transaction of lending and borrowing short term funds takes place. It is market in liquid assets. It is divided into two parts - Organised and Unorganised market. Organised market includes Reserve Bank of India (RBI) and banks and Unorganised market includes indigenous market and money lender.

The five characteristics of Money market are :-

1. Major participants :- The main participants of money market are banks and financial institution like Reserve bank of India, ICICI, and other forms and government banks.

2. Major funds :- It deals with short term funds and are made for short period.

3. Nature of Securities :- In money market, Call money, trade bills, treasury bills, Commercial papers and Certificate of deposit etc are issued for raising funds. These are of low rating market.



पृष्ठ के अंकों का योग

16

$$\boxed{} + \boxed{} = \boxed{}$$

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पृष्ठ 16 के अंक

कुल अंक



4. Main purpose :- The main purpose of money market is to meet the short term financial requirement.

5. Regulating authority :- The Reserve Bank of India (RBI) is the regulating authority of money market and this market has low risk.

Q-15
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Ans.

A business must be effective and appealing if it has :-

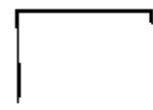
- a graceful physical appearance
- an effective subject matter

(a) A graceful physical appearance

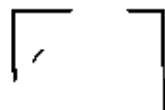
1. Stationery :- Stationery used should be suggestive of the dignity of the firm. White paper should be used so that typed matter should be clearly visible. Envelopes, pins, ribbons, rubber etc used must be match with the paper used.

Stamping :- After writing a letter, it should be folded properly and duly stamped. In large concerning business, folding and franking machines are used.

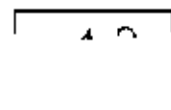
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पूर्व पृष्ठ

पृष्ठ 17 के अंक

कुल अंक



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(b) an effective subject matter

1. Forcefulness :- The letter should be effective and persuasive. It should be so interesting, attractive and beautiful that it ones touches the heart of person whom it is addressed.

2. Simplicity :- The language used should be simple and easy understandable. It should be write in a proper paragraph. The word containing the double meaning should be avoided in good business letter.

3. Originality :- The letter should be written in ones own language. An artificial letter could not attract customer. It should be written in clearly and simple language.

4. Completeness :- The letter of business should be complete itself. There should be no incomplete statement in business. What ever is essential must be fully and frankly stated in a letter.

In short, now a days goods are bought and sold by business letter. It increase the goodwill of the business concern. Today, Correspondence is the cheapest means of advertisement.

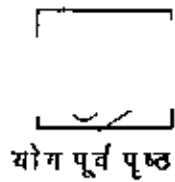


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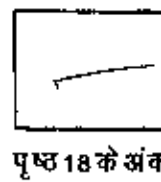


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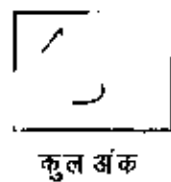
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Q.16.

Ans.

In the words of 'Henry Fayol' :-

To manage is to forecast, to plan, to Organise, to Command, to Co-ordinate and to Control.

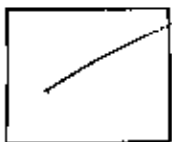
In the words of 'Stanley Vance' :-

Management is simply the process of decision making and control over the action of human beings for the express purpose of attaining predetermined goals.

The main characteristics of management are :-

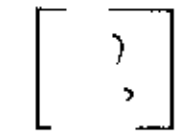
1. A Universal process :- The principle of management of Universal application. They are not the monopoly of industry alone, but can be applied in any field or area where group effort is needed.

2. Management is group activity :- Since management is essential to ascertain that each group of activity having the same objective must have One head and One plan. Every employees should surrender his personal interest before Collective interest of business.



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3. Management is a profession :- Management is a specialised body of knowledge. It is also a personal skill which must be practised and developed and such management is a profession.

4. Management based on several disciplines :- Management is not knowledge of one subject or discipline alone but management therefore depends on several disciplines like Sociology, Psychology, Anthropology, Mathematics, engineering, economics etc.

5. Management is continuous on going process :- Management is a continuous process. Management process goes on so long as the organisation is alive.

Management is an acquired ability :- The classical approach of management has recognised it as an inborn ability. Some of them are of the view that they have an inherent quality since birth to organise and manage an enterprise. Henry Ford of America and Sir Jamshedji of Tata were proving the glory of such examples. But this belief is not always true.

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पृष्ठ 20 के अंक

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Q.17.

Ans.

In the words of "Edwin Flippo" -

Management principles are Structural framework within which it relates to Cause and effect of relationship.

In the words of "Hicks and Gullet" -

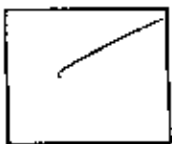
Management principles provides guides for performing an action.

The importance of principles of management are :-

1. Increase in efficiency :- Management of principles leads to increase the efficiency and production in manner so as to it gives to production and productivity of the goods and with least wastage.

2. Effective human relation :- According to principle of management similar treatment is assured to the people in similar position.

They should not favour someone or neglect other. This principle is very essential to maintain and keep the Co-ordinal relation with workers, Share holder, Organisers e.t.c.



पृष्ठ के अंकों का योग

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3. Better Understanding :- Principles of management leads to better understanding and Co-ordination among the workers. They maintain harmonious relation among the workers. It should maintain link between Superior and Sub-Ordinate in the management with a motto of achievement.

4. Direction to managers :- Principles of management directs the managers to work with efficient and effective zeal. They are based on certain assumption, expectation. So, there is scope of modification in management principles and it is dynamic in nature.

5. Helpful in administration :- Management principles are greatly helpful in administration. It has universal acceptability. It is different from rules and policies.

6. Useful research :- Management principles has to conduct research about the quality, techniques and selling price in management. Management of principles are fundamental truth and but they are not absolute. There is scope of modification. It is flexible. So, it can be changed in any time.

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Q.18.
Ans.

Environment refers to aggregate of all forces - economical, social, political, technological and institution which are external to and beyond the control of business undertaking and individual undertakings. Environment can be classified in to two groups :-

1- Internal environment

2- External environment

Internal environment includes

Organisation Structure, Work environment, management policies, Availability of resources, possibility of development... e.t.c.

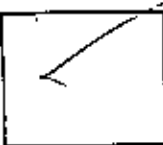
External environment includes

micro and macro environment. Micro environment consist of Competitors, public, Creditors, Suppliers & intermediaries.

Macro environment consist of economic and non-economic environment.

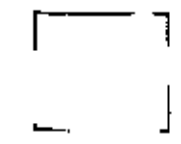
Economic environment includes economic activities, international, demographic and technological environment.

Non-economic environment includes political, social, legal, physical, cultural environment e.t.c.



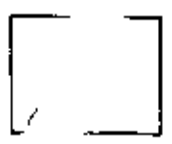
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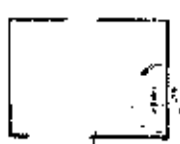
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The elements of environment are :-

1. To avail of an early opportunity :- Business environment can help the business undertaking to capitalise on early opportunity rather than to leave for competitors.
2. Base of Objective qualitative information :- Business environment study also helps in providing the base of objective qualitative information.
3. Basis of Strategy :- Environment Study provides very useful information which are helpful for providing the basis of Strategy.
4. Helpful for management :- Environment Study proves very helpful for management. It provides various facilities and information about the environment which is very helpful for management.
5. Useful in planning :- Business Study also proves very useful in planning. It provides various information and also helps in preparing the Strategy which is useful in planning.
6. Continuous guidance :- Business environment Study analyses continuous broad-based knowledge and guidance for executives and planners.

पृष्ठ नं. 23 योग



Q-19.

Ans.

Packaging means covering, filling, crafting and dispersing of product to protect it from Spoilage, pilferage, breakage and leakage e.t.c. Packaging includes those process in which products is kept in proper packing to reduce the wastage and to protect the goods from Spoilage.

The characteristics of good packaging are :-

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1.

Protection of goods :- A goods packaging needs protection of goods and not lead to Spoilage and Wastage.

2.

Medium of Useful information :- Packaging leads to give the information about the name of product, name of producer e.t.c

3.

Cost :- A good packaging reduces the cost. It leads to reduce the wastage and cost also. It is very essential to package the product to prevent it from many wastage.

4.

Economical :- It should be very economical.

A good packaging prevents it from many natural causes. So, it should be economical.

Flexible :- It should be very flexible so that it can be change from time to time.

It can re-sale the good of good packaging.

5.

माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल

2009

परीक्षक के लिये

1. केन्द्र की सील

2. पर्यवेक्षक के हस्ताक्षर व दिनांक

3. केन्द्राध्यक्ष के हस्ताक्षर की सील

4. केन्द्र क्रमांक

6. परीक्षा का नाम

7. विषय Bolsnow Studio माध्यम English

8. दिनांक 2-3-09

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पुस्तिका का क्रमांक 9448

परीक्षार्थी का अनुक्रमांक (अंग्रेजी अकों में)

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नीचे दिये प्रत्येक कालम में ऊपर दिये गये अनुक्रम के अकों को उसी क्रम में शब्दों में लिखा जाय

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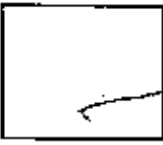
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6. Easy in handling :- A good packaging also helps in easy handling the goods and prevent it from spoilage, breakage, pilferage or leakage e.t.c.

Q. 20.

Ans. The modern marketing concept emphasis to provide maximum possible satisfaction and to protect his right. Every Consumer has to right protect his health from hazardous goods and to protect it from pollution and have a right to leave in healthy atmosphere. Every Consumer has a right to form an Organisation and to get proper information about the facts and better choice of goods and Services purchased. They have a right to get different commodities and to make choice about product and services. The most important right is right to Consumer education.



पृष्ठ के अंकों का योग



The responsibilities of Consumer are :-

1. To exercise his rights properly :- Every Consumer should be aware of his rights. The Consumer who know his right properly must make the Consumer well aware who are less informed or ill informed. Such right should be exercised while buying and selling of goods and services.

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2. Taking precautions :- Taking proper precautions and prevent the action of legal representative. It is a way of protection. The following precautions must be taken while buyer of goods and services.

(i) Detailed checking :- The Consumer must properly check the label on the packet or product. It should check the following :-

1. Name of product
2. Instruction for use
3. Precaution for use
4. Date of expiry and manufacture.

(ii) Danger and Defect :- The Consumer should make it sure that it should be free from danger and defect. Consumer should get assurance from seller in this matter.

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(iii)

Warranty :- The Consumer must ask the seller for warranty in the case of durable goods such as T.V, washing machine, Computer etc and ask for warranty card.

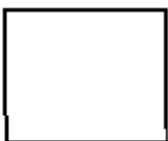
(iv)

Packing and Sealing :- The product must be packed and sealed properly. The consumer should see that it should be packed and sealed properly so that there is no scope for pilferage, Spillage and mixing.

v)

Comparison :- The consumer should compare the quality, weight and prices of products of different manufacturers.

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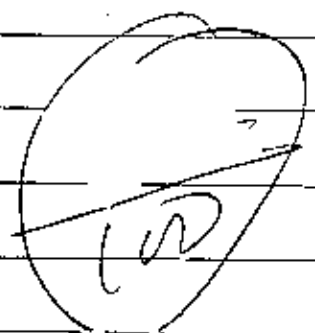
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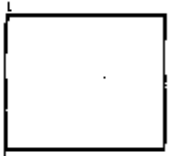
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