



परीक्षा के नाम की सील

हायर सेकेंडरी

1. विषय कोड 310 परीक्षा का विषय BUSINESS STUDY  
 2. परीक्षा का माध्यम ENGLISH 03-03-2003

केन्द्र क्रमांक की सील  
 441024

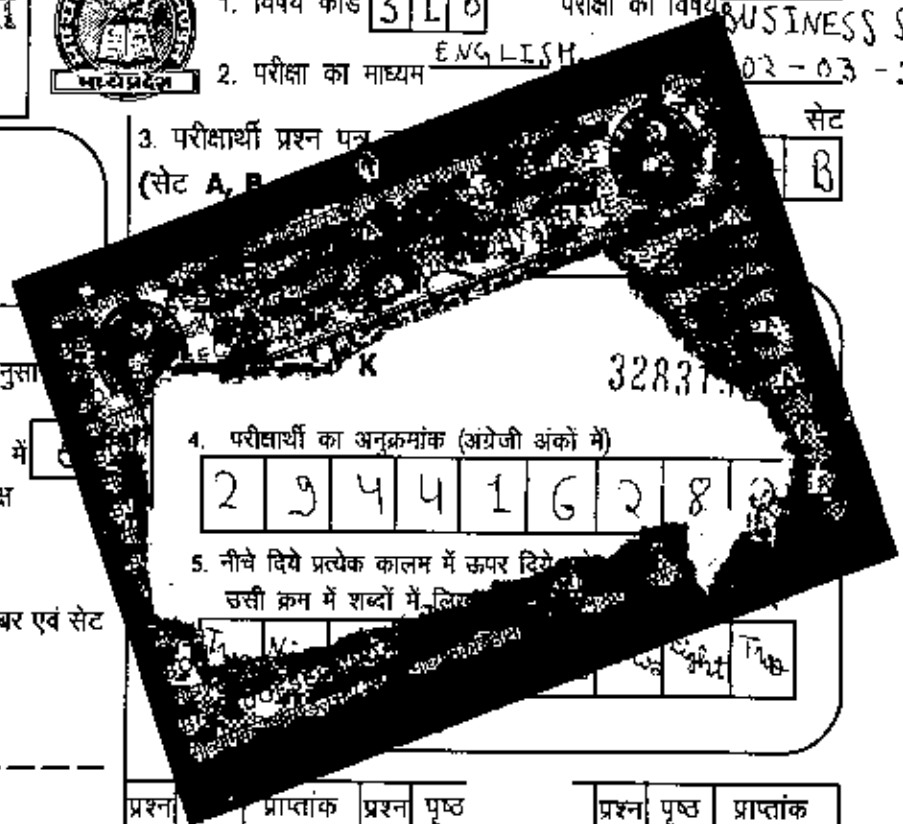
3. परीक्षार्थी प्रश्न पत्र (सेट A, B) सेट B

पर्यवेक्षक/केन्द्राध्यक्ष का प्रमाणीकरण प्रमाणित किया जाता है कि परीक्षार्थी द्वारा निम्नानुसार

उत्तरपुस्तिका ली गई है :-

क :- संख्या शब्दों में Two अंकों में  
 ख :- परीक्षार्थी की बैठक व्यवस्था कक्ष क्रमांक 03 में है।

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



4. परीक्षार्थी का अनुक्रमांक (अंग्रेजी अंकों में)

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5. नीचे दिये प्रत्येक कालम में ऊपर दिये उसी क्रम में शब्दों में लिखें

Two

B हस्ताक्षर (पर्यवेक्षक)

S नाम जीता लक्ष्मण पद व्याख्याता

E पता/संस्थाध्या.क. प्र. भा. वि. विजयाराजे ऊर्जा

M परीक्षार्थी द्वारा ली गई सभी पूरेक उत्तर पुस्तिकाये, मुख्य

P उत्तर पुस्तिका के साथ संलग्न हैं।



प्रश्न	प्राप्तांक	प्रश्न	पृष्ठ	प्रश्न	पृष्ठ	प्राप्तांक
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2	4	12	17	22		
3	5	13	18	23		
4	6	14	19	24		
5	7	15	21	25		
6	8	16	22	26		
7	10	17	24	27		
8	11	18	27	28		
9	13	19	30	29		
10	14	20	31	30		

कुल प्राप्तांक

Ready

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

प्रमाणित किया जाता है कि उपरोक्तानुसार संलग्न पूरेक उत्तर पुस्तिकाओं की संख्या मूल्यांकन के समय सही पाई गई हैं। होलीक्राफ्ट स्टाकर चस्था स्थिति में यथावत् 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 है एवं योग पूर्णतः सही है।

हस्ताक्षर (परीक्षक) मनीषा शर्मा  
 परीक्षक क्रमांक 5240323

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 :-
 

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एक	आठ	दो	चार	तीन	नौ	पाँच	छः	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 क्रास किया जाए।
4. परीक्षार्थी प्रश्न पत्र हल करते समय ही, कच्हर 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।

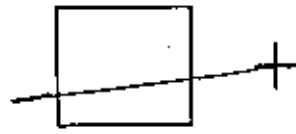
### परीक्षक के लिए निर्देश

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 सौपी 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 सौपेंगे।
2. उत्तरपुस्तिका के मुख्य पृष्ठ में अंकों एवं शब्दों में अंकित प्राप्तांकों को मिलान कर **O.M.R. SHEET** में अंकों की सटीक प्रविष्टि करें।
3. **O.M.R. SHEET** पर प्रमाणीकरण कर हस्ताक्षर करें।

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## Section - A

1.

(i) Accuracy of facts in business letter is of utmost importance.

(ii) OTCEI provides nationwide investor base to small companies.

Effective control is related to results.

(iv) Planning is forward looking forward.

(v) The first five year plan was started from 1 - April - 1951.

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2.

(i) Which is the life-blood of business?

Ans → Working Capital

(ii) How should the subject of a letter written to know all about it?

Ans → Briefly

(iii) Should a control system be rigid or flexible?

Ans → Flexible

(iv) Where is "on the job training" imparted?

Ans → Work place

(v) Who decides the policies of business?

Ans → Administration



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3.

(i) The equity shareholders do not enjoy voting rights?

Ans → False ✓

(ii) There is no fixed location of primary market?

Ans → True ✓

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Controlling & planning do not have any relationship with each other

Ans → False ✓

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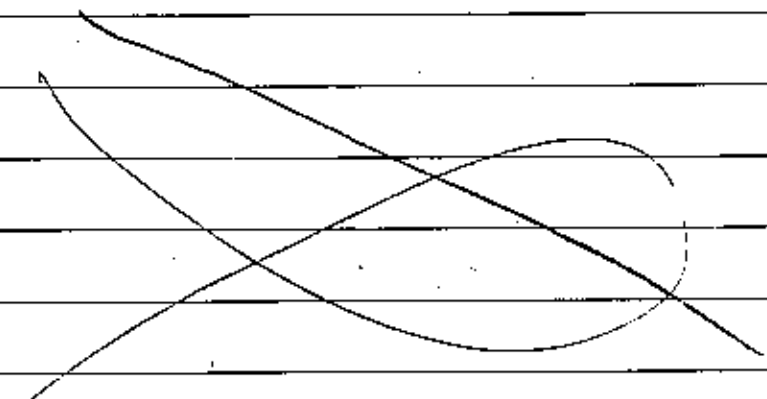
(iv) Rules are meant for strict observations

Ans → True ✓

(v) Internal environment provides both constraints & opportunities for business

Ans → True ✓

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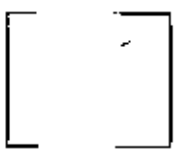
4.

'A'

'B'

- (a) In depression → (iv) Issue of debentures will be profitable
- (b) Buying & selling of securities both take place → (i) In secondary market.
- (c) Stipend → (v) Apprentice
- (d) Prescriptive directives → (ii) Rules
- (e) Time study → (iii) Restricts carelessness of workers.

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(a) Fixed capital is used to acquire

Ans -> (iii) Fixed & permanent assets

(b) Quotation letters are written in response to:

Ans -> (iv) Letters of enquiry

(c) Recruitment is the process of searching

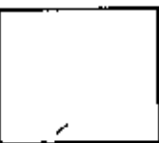
Ans -> (iii) Perspective employees

(d) Management principles are:

Ans -> (ii) Dynamic

(e) Policies <sup>& goals</sup> are fixed by:

Ans -> (ii) Administration



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6.

Ans →

The steps in process of organisation are as follows:

(i) Objectives & division of work →

This is the first step of organisation. Under it, work is divided in a series of activities.

(ii) Grouping of activities →

In this step, activities of similar nature are grouped together.

Allocation of work →

After grouping of activities, different work is allocated to different specialists.

(iv) Delegation of authority →

Authority is delegated to employees to perform their work in a better way.

(v) Coordination of various activities →

Coordination of various activities is required for the success of organisation.

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(vi) Mental Revolution →

~~After the above process mental revolution becomes not an process but creates good conditions for work.~~

(vii) Evaluation and assessment →

~~Organisational activities are affected by various incidences so evaluation & assessment should be made.~~

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Ans →

The importance of delegation of authority is as follows:

(i) Lessens burden →

Delegation of authority lessens the burden of top executives in performing routine work. So they can concentrate on more important work.

(ii) Development of sub-ordinates →

Development of sub-ordinates is possible due to delegation of authority.

(iii) High Morale →

As sub-ordinates are responsible for given work, they perform it more efficiently. Thus their morale increased.

(iv) Expansion of business →

It facilitates expansion of business as superiors do more important work.

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and routine matters are delegated.

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Ans →

The following are the barriers of effective communication -

(i) Barriers as to size of organisation →

The larger size of organisation is the biggest barrier in effective communication. As, in bigger organisation communication flows through various levels and as such it is distorted while passing through such levels.

(ii) Barriers as to status →

Sometimes status barrier affects it badly. Employees due to their lower status hesitate in communicating with superiors.

(iii) Barriers as to language →

Sometimes the language of sender and receiver is different. So proper communication is not possible.

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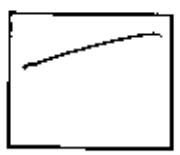


(iv) Barriers as to predisposition →

Sometimes the superior pre-disposes some views & does not take communication seriously.

For ex → A superior does not listen any matter of employees as he thinks that employees are always complaining.

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Basis of difference	Formal Communication	Informal Communication
(i) Meaning	Formal Communication are those which passes through some channels & formal relationship.	Informal Communication are those which are free from all sorts of formalities.
(ii) Form	Formal Communication are generally in written form.	Informal Communication are generally oral & verbal communication.
(iii) Chain of Communication	It prescribes a well define chain of communication i.e. scalar chain.	There is no such chain of communication.
(iv) Nature	It is formal in nature.	It is informal in nature.



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Q. 10.

Ans ->

The following factors determine the amount of fixed capital ->

(i)

Nature of goods manufactured ->

The nature of goods influences the amount of fixed capital. If consumer goods are produced, less capital required and if industrial goods are produced more capital required.

(ii)

Mode of purchase of fixed assets ->

If fixed assets are purchased for cash, more fixed capital is required & if for credit less fixed capital required.

(iii)

Goodwill paid to vendor ->

The goodwill paid to vendor will determine amount of fixed capital and the fixed capital requirement will be accordingly.

(iv)

Method of production and technology ->

If modern methods of

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production and technology are used, more fixed capital is required -

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Ans →

Planning means deciding about future course of action to achieve predetermined objectives.

The characteristics of an ideal planning are as under:

(i) Simplicity →

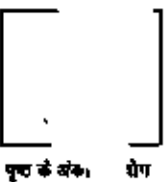
The plan must be very simple and to understood and work upon by different individuals.

(ii) Clarity →

The plan must be clear and specific. The employees must derive the same meaning as meant by planners.

(iii) Economical →

The plan must be economical.



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In other words expenses on planning should not exceeds the anticipated benefits from it.

(iv) Increase in efficiency →

Plan must aims at increasing the efficiency of individuals and group. Efficiency is important element of management.

(v) Participation of workers →

Planning must be such as to ensure maximum participation and coordination of workers.

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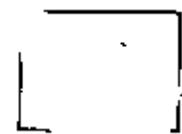
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Basis of difference	Education	Training
(i) Type of knowledge	Education provides general knowledge.	Training provides specific knowledge for doing a specific job.
(ii) Scope	Its scope is wider.	Its scope is narrow.
(iii) Relation	It is related to overall knowledge.	It is related to practical knowledge.
(iv) Participation	Non-manageial persons have participation in it.	Managerial persons have participation in it.
(v) Period	It is long period process.	It is short period process.

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Ans → 13

## Characteristics of Controlling:

(1) Continuous activity →

Controlling is a continuous activity. It is continuous till the end of life of enterprise.

(2) Comparing Controlling activity →

It is a comparing activity. It compares actual performance with standards, finds deviations & takes corrective actions.

(3) Dynamic activity →

The process of controlling is dynamic activity because it has to change itself according to situation.

(4) Ultimate function →

It is the ultimate function & last function of management.

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5) Basis for planning →

Controlling is the basis of ~~planning~~. On the basis of it the future plans are prepared.

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Ans →

Capital market is that market where ~~small~~ large & medium term funds are dealt.

The importance of capital market is as follows:

1) Easy & quick availability of fund →

It ensures easy & quick availability of funds.

2) Link between savers & borrowers →

It serves as a link between savers & borrowers. Long & medium term funds can be dealt in it.

3) Balance between demand & supply →

It ensures proper balance between demand & supply of funds.

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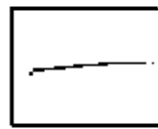
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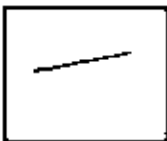
(4) Liquidity →

It provides liquidity to investors. As & when required investment can be convert into hard cash.

(5) Long Term fund →

Capital market provide long & medium term funds at a relatively low cost.

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Running letter:

M/s. Jyoti P Prakashan  
(dealer in electronic goods)

Telegram: "JYOTI"

16, Rishi Nagar

Telephone: 2556644

Ujjain

Fax No.: 101/2556644

02-Mar-200

Letter No.: JP 201

M/s. Agrawal Company

16, Mena Bazar

Indore

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Dear Sirs,

We had sent our letters to you on 1<sup>st</sup> feb, 11<sup>th</sup> feb & 25<sup>th</sup> feb for the information of our overdue a/c no S1 by you.

Perhaps, it escapes to your notice but take this letter as seriously otherwise we have to take legal action.

Yours Faithfull

For M/s Jyoti Prakashan

S.K. Jain  
(Partner)



पृष्ठ के अंकों का योग

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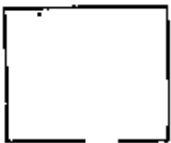
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Ans → 16.

	Basis of difference	Management	Administration	Organisation
(i)	Application	Management is applicable to all business enterprises.	Administration is applicable to non-business undertakings for ex → government offices, schools etc.	Organisation is needed in both management & administration
(ii)	Policy Making	It is not directly concerned with policy making. It executes policies made by administration.	It is concerned with policy making.	Organisation manages a group of people to execute policies
(iii)	Function	It executes the policies made by administration	It determines broad objectives & policies	It is organic function which activates a group of people

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	Basis of difference	Management	Administration	Organisation
(iv)	Decision-Making	It takes routine decision	Key - decisions are taken by administration	It has no concern with decision making
(v)	Ownership	Management is servant of administration who is paid remuneration.	Administration is the master of industry who earns return on capital employed and receives profits in form of dividend.	Organisation is the frame work of management.
(vi)	Importance	It is important at lower levels	It is important at top level.	It is needed for all.

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Ans → 17.

Henry Fayol is called the father of modern management who has evaluated 14 general principles of management.

The six principles of management advocated by Henry Fayol are as under:

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(i) Division of work →  
According to this principle the work of management should be divided in activities and sub-activities and only that part of work should be assigned to an employee of which he is specialist. This helps in promotion of efficiency and specialisation and removes boredom of work.

(ii) Authority and responsibilities →

Authority and responsibilities should go hand in hand. If a person is made responsible for doing a particular job, he must also given the concerning authority to do it. On the other hand if person is

माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल

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परीक्षक के लिये

परीक्षा की तिथि

- 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
- 8. दिनांक

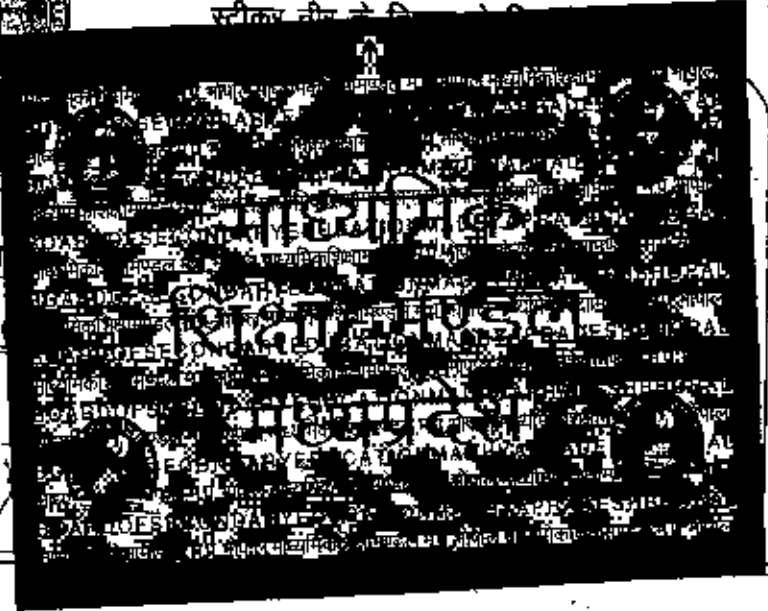
Kumawat

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HIGHER SECONDARY EXAM

BUSINESS STUDIES ENGLISH माध्यम

02 03 - 2009



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granted authority, he should be made responsible to perform the job. A proper balance should be maintained between the two.

(iii) Unity of Command ->

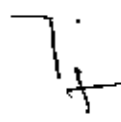
According to this principle a subordinate should receive order & be accountable to one boss only. If there are more than one boss it becomes problematic for fixing responsibility and discipline.

(iv) Scalar Chain ->

According to Fayol there must be a chain of "superior ranging from the ultimate authority to the lowest rank". All those working in an organization



पृष्ठ के अंक का योग



पृष्ठ 2 के अंक



must be connected with superior subordinate relationship. This chain describe clear line of authority.

(v) Order →

Fayol suggested that principle of order should be followed. According to him there is a specific place for everything and everything must be in place. It is called material order. On the other hand there is specific place for everyone & everyone must be in its place. This is called social order.

(vi) Equity →

Fayol suggested principle of equity. According to this management must be fair while dealing with employees. Similar treatment should be assured to persons in similar situations.



पृष्ठ 2 के अंक का योग



Ans 18. →

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Meaning of Globalisation →

Globalisation refers to free interaction among countries in the field of trade, foreign finance, tariff and investment. It aims at encouraging foreign trade, private and institutional foreign investment and removing hindrances of foreign trade.

Objectives (benefits) of globalisation →

(i) Removal of inefficiency →

Globalisation is intended to remove inefficiency of firms & industries.

(ii) Increase in productivity →

Due to globalisation there will be an improvement in allotment of resources and there will be reduction in capital output & increase in productivity of labour.



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(iii) Competition →

Globalisation aims at increasing competition.

(iv) Improvement in financial & banking sector →

Due to it there is an improvement in banking and financial sector.

Policy Measures for Globalisation →

(1) Increase in foreign equity participation →

upto the end of 1991 the foreign equity participation was allowed upto 40%. now it has been extended to 51% in high priority industries of advance technology.

(2) Partial convertibility of Rupee →

The exporter earlier to subside the foreign exchange to reserve bank of India & obtained it in rupees. Similarly importers has to buy foreign exchange from RBI. But now government has introduced liberal exchange management system in place of old system.

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# माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल

पूरक उ.पु. 4 पृष्ठ

परीक्षक के लिये

स्टीकर तीर के निशान से मिलाकर लगायें



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1. केन्द्र की सील
2. पर्यवेक्षक के हस्ताक्षर व दिनांक 2-03-09
3. केन्द्राध्यक्ष के हस्ताक्षर की सील
4. केन्द्र क्रमांक
6. परीक्षा का नाम Higher Secondary
7. विषय Business Studies माध्यम English
8. दिनांक 02-03-2009

उत्तर पुस्तिका का सरल क्रमांक

1. परीक्षार्थी का अनुक्रमांक (अंग्रेजी अंकों में)

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2. नीचे दिये प्रत्येक कालम में ऊपर दिये गये अनुक्रमांक के अंकों को उसी क्रम में शब्दों में लिखा जाय :-

Two	Nine	Four	Four	One	Six	Two	Eight	Two
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Accordingly the exporters sell foreign exchange in open market & is also the importers buy it.

(3) Long term trade policy →

The government decided to remove quantitative restrictions on imports.

The new foreign trade policy highlights the view trade is not an end in itself but a means to economic growth.

(4) Reduction tariffs →

The government has decided to reduce the rates of customs duty from 25% to 40%.



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Ans 19.

The function of marketing are as under:

(1) Creating demand →

Marketing aims at creating demand for goods. It is helpful to produce to produce more goods.

(2) Establishing goodwill →

It aims at establishing goodwill of an enterprise by satisfying customers in a better way.

(3) Capturing reasonable share in market →

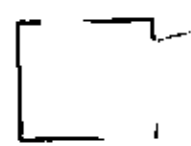
It aims at capturing reasonable share in market in order to promote goods.

(4) Satisfying customers →

It aims at satisfying customers to maximum extent by charging reasonable price & better quality.

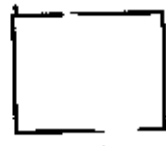
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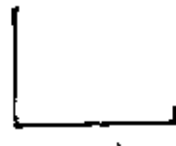
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(5) Adequate rate of return →

Marketing provides adequate rate of return to producers.

(6) Creating and retaining customers →

Marketing enables producers to create & retain customers.

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Ans →

The modern marketing concept emphasis on providing satisfaction to consumer and protection of his rights.

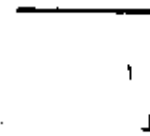
In order to perform this the "Consumer Protection Act, 1956" has been framed.

Characteristics of:

"Consumer Protection Act, 1956"

(a) Wide Coverage →

It covers all types of goods and services.



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(2) Complementary to other acts →

This act does not nullify the other consumer's acts but it is complementary to all those acts which has been passed before it.

(3) Rights of Consumer →

This act provides various right to consumers for ex, right to protection etc.

(4) Consumer Education →

The act provides consumer education to consumers.

(5) Provision of Compensation →

The act also provides compensation to consumers.

(6) Meaning of Consumer →

Consumer is one who for consumption:

- (a) Purchased goods for cash or promised to pay
- (b) buy goods on deferred payment
- (c) Hires service for cash or deferred payment