

माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल मु.उ.पु. 24 पृष्ठ
कार्यालयीन उपयोग के लिए निम्न रिक्तियों की सही प्रविष्टि परीक्षार्थी द्वारा की जाए।



परीक्षा के नाम की सील

हिन्दी

1. विषय कोड 310

परीक्षा का विषय Business Studies

2. परीक्षा का माध्यम English परीक्षा की दिनांक 2/03/09.

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

स्टीकर तीर के निशान से मिलाकर लगावें

केन्द्र क्रमांक की सील

531036

पर्यवेक्षक/केन्द्राध्यक्ष का प्रमाणीकरण

प्रमाणित किया जाता है कि परीक्षार्थी द्वारा निम्नानुसार पूरक उत्तरपुस्तिका ली गई है :-

क :- संख्या शब्दों में two अंकों में 2

ख :- परीक्षार्थी की बैठक व्यवस्था कक्ष क्रमांक 10 में है।

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

4. परीक्षार्थी का अनुक्रमांक (अंग्रेजी अंकों में)

2 9 5 3 1 8 9 4 1

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

Two nine five three one eight nine four one

B हस्ताक्षर (पर्यवेक्षक) [Signature]

S नाम सुनीता वैश्याल पद शिक्षार्थी 82

E पता/संस्था 199, वि. वि. सा. भ. महावर गमर

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

M

P हस्ताक्षर केन्द्राध्यक्ष [Signature]

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

1	3	11	11, 12	21
2	3	12	12, 13	22
3	3	13	15, 16	23
4	4	14	16, 17, 18	24
5	4	15	18, 19	25
6	5, 6	16	20, 21, 22	26
7	6, 7	17	22, 23	27
8	7, 8	18	23, 24	28
9	8, 9	19		29
10	10, 11	20		30
कुल प्राप्तांक				

प्रमाणित किया जाता है कि उपरोक्तानुसार संलग्न पूरक उत्तर पुस्तिका घरप्रा 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 कक्ष पर दर्शाये अंक एक समान हैं।

हस्ताक्षर (परीक्षक)

हस्ताक्षर (उपमुख्य परीक्षक)

हस्ताक्षर (मुख्य परीक्षक)

परीक्षक क्रमांक 4211049

दिनांक 1/3/09

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
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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, कन्वर 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।



Question no 1

→ answers:-

- 1) Polite
- 2) National
- 3) Continuous
- 4) Goal
- 5) Legislation

Question no 2

→ answers:-

- 1) Both
- 2) Yours faithfully
- 3) Controlling
- 4) Moral
- 5) Art

Question no 3

→ answers:-

- 1) True
- 2) True
- 3) False
- 4) False
- 5) False

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Question no 4:-

Answer:-

a) Profit \rightarrow strong portion of an enterprise

b) Only buying of securities takes place \rightarrow In Primary market

c) Identification of sources of employee \rightarrow Recruitment

d) Numerical Plan \rightarrow Budget

e) Division of work \rightarrow specialisation of ~~work~~ jobs

Question no 5:-

Answers:-

1) Equity shares, preference shares & retained earnings

2) Correspondence (i)

3) Human aspect (iv)

4) Top officers (iii)

5) Financial Management (iii)

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Question no 6:-

Answer:-

Functional structure of organisation is the product of Taylor's mind. In this type of organisation structure every subordinate has a few functions to perform as possible. Every workmen get instructions and information from supervisors.

Its merits are as follows:-

1) Specialisation of job:-

Division of work is done in this on the basis of functions which is important aid for organisation.

2) Effective communication:-

Proper and effective communication is one of the important merits of it that makes it widely used.

3) No duplicacy of work:-

Because of proper allotment & information about work, duplicacy of work can be removed.

4) Clear line of authority & responsibility:-

In this structure, authority & responsibility of every person is clearly defined.

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So, these are the merits of functional structure of organisation.

Question no. 7:-

Ans:-

Organisation is the process of bringing human, physical and financial resources together and to establish productive relationship among them for getting pre-determined goals. Objectives of organisation are:-

1) Maximum Production at minimum cost:-

To produce goods of right quality, quantity and minimum & proper cost is the main objective of organisation.

2) Economy in time & labour:-

Proper organisation aims at having economy in time & labour.

3) Healthy relation between labour & capital:-

Productive relationship can be established between labour & capital through organisation.



4) Social service & Profit making:-

social service along with earning adequate profit is the objective of organisation

So, organisation aims at increasing efficiency & getting to the business goals.

Question no. 8.

Answer:-

"Leadership is the activity of influencing others to strive willingly for mutual objectives"

- George R. Terry

A good leader is the person who influences the behavior of his subordinates. A leader should possess following qualities:-

1) Sound Health:-

A good leader must be healthy and free from all weaknesses (physical).

2) Intelligence:-

He should be having intelligence of mind to lead the other factors.



3) Thorough knowledge of work:-

He should be having thorough knowledge, experience, etc about the works of enterprise.

4) Effective communication:-

He should possess effective communication skills so that transfer of facts, opinions, instructions become effective.

5) Other Qualities:-

Empath, tact, scientific outlook, self confidence, etc. should be there.

So these are the qualities which a good leader should have.

"Question no 9"

Answer:-

'Supervision' refers to the process of seeing the worker's performance and guiding, instructing them and solving their work problems. Following are the objectives of supervision:-



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1) Giving Instructions & order:-

To give proper instruction to subordinates and workers and giving them proper orders regarding work and objectives is an importance of supervision

2) Proper allotment of work:-

Supervision plays a important role in proper allotment of work & activities.

3) Increasing Efficiency:-

A vital role is played by supervision to increase the efficiency of employees

4) Solution of workers problems:-

Different problems faced by workers during working are solved by supervision

So we can say that supervision is very important part of directing function of management.



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Please Turn Over.



"Question no 10"

Answers:-

"Financial management deals with how the corporation obtain funds and how it uses them."

- F.G. Scott.

Financial management is a vital part of general management its objectives are:-

1) Estimating capital requirements:-

Financial management decides the financial or capital needs of enterprise.

2) Raising funds at minimum cost:-

It's the objective of financial management to raise funds from most economical sources.

3) Optimum Use of funds:-

To make best possible allocation & utilisation of funds is the objective of financial management.

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4/ Evaluation & Assessment :-

To evaluate and assess the financial position of enterprise is main function of financial management.

Thus to manage and fulfil the activities related to financing of the enterprise is objective of financial management.

{5 Marks Questions}

Question no 11

Ans:- Rules and policies both are the components of planning function of management. But there are some major differences among them which are as follows:-

Basis	Rules	Policies
Meaning	Rules are the descriptive to do or not to do things	They are general statements which channelise thinking in decision making.
Penalty	Breaking of rules is liable to penalty.	Breaking of policy is not liable to penalty.

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Basis	Rules	Policies
Purpose	To maintain discipline & uniformity in organisation.	To channelise or guide thinking in the decision making.
Nature	Rules are descriptive to follow or not follow the way.	They are understandings and statements.
Supervision	Supervision is done that rules are being followed or not.	These are not supervised minutely.

So these are the differences among rules and policies.

"Question no 12"

Ans:- Recruitment is the process of finding or identifying sources from where competent employees can be found & motivate them to offer their services to enterprise.

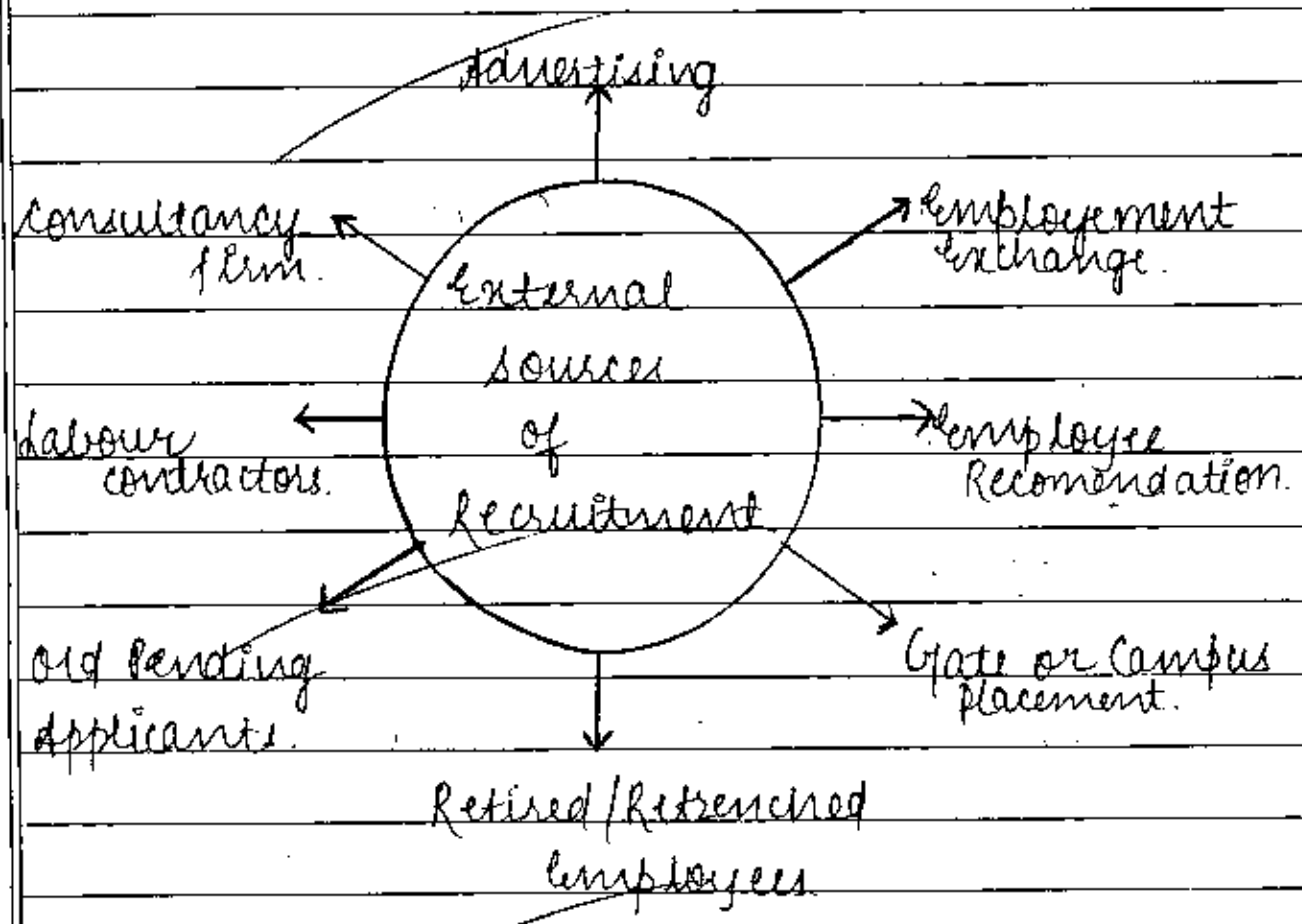
Recruitment's sources are of two kinds

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- i) Internal sources, and
- ii) External sources

'EXTERNAL SOURCES OF RECRUITMENT'



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1) Advertisement :-

Advertisements are the most important and successful source of recruitment. Newspapers, television etc are means of advertisement.



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2) Employment Exchange :-

They are the widely used and important source of recruitment. They are present in almost every area.



3) Consultancy firms:-

Big industrial houses give the information of vacancies to consultancy firms which performs the work of ~~recruit~~ recruitment for them.

4) Employees recommendation:-

Recruitment can be done on the basis of present working employees' recommendation also.

5) Labour contractors:-

They provide competent and eligible labour force.

6) Others:-

i) Gate or campus placement

ii) Educational institutions.

iii) Old pending applicants.

iv) Retrenched employees

All these are the important sources of recruitment for an enterprise.

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"Question no 15"

Ans:- Planning and controlling both are the most important functions of Management Process without these an enterprise can't get the desired objectives.

"Planning & controlling both are inter-related"

There is a relationship betⁿ both of these because:-

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1) Planning is the origin of controlling.

No Plan \rightarrow No control without planning controlling is impossible.

2) Both of them are inter-related by objectives. Planning decides objectives and controlling aims at getting objectives.

3) Planning is theoretical & controlling is practical. Without the combination of these two objectives can't be achieved.

4) Both of them are forward looking process, which relates them.

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5) Controlling provides statistical information for planning.

In this way both of these are integrated or inter-related to each other.

"Question no. 14"

Ans:-

SEBI {Security and Exchange Board of India} Initially it was started as an administrative body in April 1988 by Govt of India. Later on in 1992 it was constituted as an statutory organisation under 'Securities and Exchange Board of India Act, 1992'

SEBI being a regulatory body looks upon the security market of India. There is a Board of Directors with one Superintendent, which looks upon the affairs of SEBI.

Important functions of SEBI are as follows:-

1) Regulation of security market:-

Overall regulation of India

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Security market is in the hands of SEBI. It regulates and manages it.

2) Registration & Regulation of Brokers etc :-

All the intermediaries such as brokers, stock exchanges, merchant bankers etc are registered & regulated by it.

3) Registration & Regulation of Mutual Funds :-

All Mutual funds are registered & regulated by Security & Exchange Board of India.

4) Prohibition of insider trading :-

Insider trading is prohibited by SEBI and it keeps keen eye on it.

5) Acquisition of shares and take over of companies :-

These transactions are also controlled by SEBI.

6) Other functions :-

Regulation of business, protection of interest of investor, providing information, Research etc are other vital functions of SEBI.

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Thus, 'Securities And Exchange Board of India' plays a vital role in Indian market and economy.

"Question no 15"

Answer:-

Business letters refer to those letters which are drafted and sent by businessmen, industrialists and trader to their customers and other firms for developing and maintaining business relations. They are important because:-

1) Aid to commercial contact:-

They play a vital role in developing and maintaining commercial contacts.

2) Removes the short-comings of Personal Contact:-

Business letter removes the short comings or limitations of personal contact

3) Settlement of disputes:-

They serve as a written proof which helps in settlement of

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disputes.

4) Deep and Permanent Effect:-

They leave very deep, permanent and long term impact that's why they are important.

5) Substitute to human memory:-

Human memory is limited. Everything can't be remembered by it. Letter serves as the substitute to human memory.

Other Importance:-

- i) Business agent.
- ii) Mirror of business.
- iii) Development of rapport and nearness.
- iv) Foundation of business empire.
- v) Means of public notice.

Thus, in short we can say that the accelerate business, increase goodwill and image and serve as written proofs, which are very vital for business enterprise.



{6 MARKS QUESTION.}

"Question no. 16"

Ans:-

"To manage is to forecast, to plan, to organise, to command, to co-ordinate and to control."

- Henry Fayol

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Management is the process of doing things effective and efficiently. It consist of planning, organising, actuating & controlling people & resources for getting desired objectives. Characteristics of management are:-

1.) GOAL ORIENTED:-

Management is goal oriented without goal management is impossible.

2.) GROUP ACTIVITY:-

Management is a group activity. It can't be performed by one person only. Various types of human & non-human elements are needed.



3) MULTIDISCIPLINARY:-

Management relates to all walks of life. It is needed in every field or in every sphere of life for ex. Business org, non-business org, etc.

4) CONTINUOUS PROCESS:-

Management is a continuous and on going process. It never stops until the achievement of objective generally.

5) INTANGIBLE:-

Management can't be touched or seen. It is an intangible factor.

6) PROFESSION:-

It is rapidly evolving as a profession and has many common features with profession.

7) OTHER:-

i) Management is art and science both.

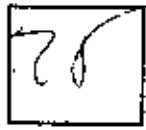
ii) Human element is vital part of management.

iii) Accomplished by, with and through others' effort.

iv) Universal Process.

v) It is a stimulant phenomenon.

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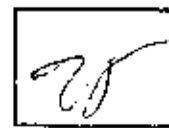
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Answer 22

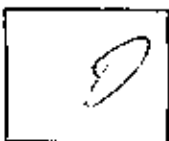
So, these are the characteristics of management and we can conclude in words of STANLEY VANCE, "Management is simply the process of decision making and control over the actions of human beings for the express purpose of attainment of pre-determined goals."

Question no. 17

Ans:- Henry Fayol and F.W. Taylor both were contemporary management specialist during 1841 to 1925. Both developed their view on management which were very important but there ~~was~~ ^{were} some differences amongst the two which are as follows:-

BASIS	TAYLOR	FAYOL
Place of study	Taylor developed his views on management in AMERICA.	Fayol studied and developed his views in FRANCE.

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Basic	TAYLOR	FAYOL
Part in Beginning	He was an apprentice turner and mechanist in beginning.	He was a mining engineer in beginning.
status	He is called 'Father of Scientific Management'	He is called 'Father of Modern Management'
scope	scope of his principles is narrower.	scope of his principles is wider.
stress	He led stress on efficiency.	He led stress on general administration.
Achievement	He through his works achieved 'Scientific Management'	He achieved 'Modern Management'
activities	His principles are confined to production activities only.	His principles can be used for all the activities.

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So these are the differences betⁿ the works & Principles of F.W. Taylor & Henry Fayol.



'Question no. 18.'

Ans:-

Business environment refers to aggregate of all forces social, political, technological, etc. ~~etc~~ and the institutions which are out of and beyond the control of business organisations but which affects their functionality.

In fact, it is the macro framework within which business undertaking operate its activities.

Importance of Business Environment:-

1) To avail of an early opportunity:-

study of business environment proves very useful to grasp an change or opportunity before the competitors.

2) Base of objective Qualitative Information:-

Environment study is the basis of all the objective qualitative information necessary for business.

3) Helpful for management:-

Proper study of business environment is very vital for management process.

माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल
हायर सेकेंडरी



परीक्षक के लिये

स्टीकर तीर के निशान से मिलाकर लगायें

1. केन्द्र की सील

2. पर्यवेक्षक के हस्ताक्षर व दिनांक

3. केन्द्राध्यक्ष के हस्ताक्षर की सील

4. केन्द्र क्रमांक

531036

6. परीक्षा का नाम

Higher secondary exam

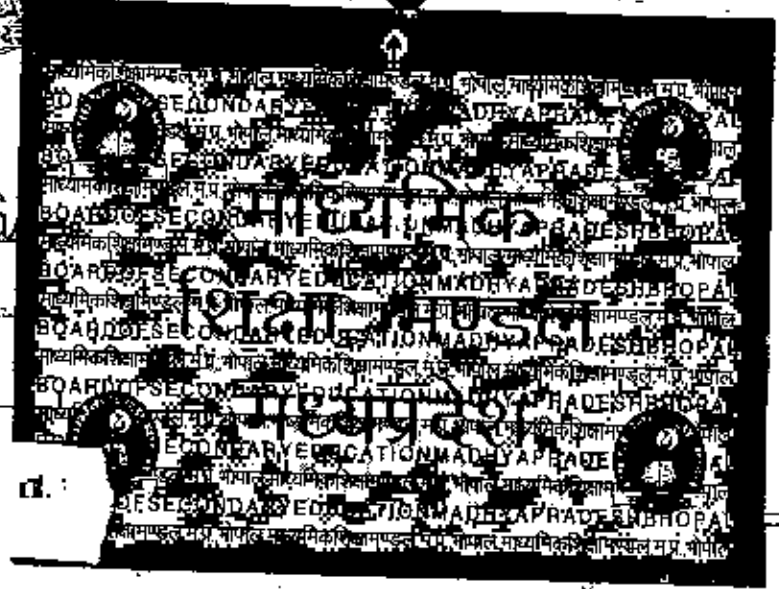
7. विषय

Business Studies English

8. दिनांक

24 March 2009

पृष्ठ



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4) Basis for strategy:-

Study of business environment is the base for strategies of enterprise

5) Helpful for planning:-

Effective study of environment, its factors, changes foresight, etc. helps planning to great extent.

6) Image building:-

By being acquainted with business environment, enterprise can build good image.

7) Continuous guidance:-

Study of business environment gives continuous guidance for working. Thus, it is very vital for business.

पृष्ठ के अंकों का योग

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कुल अंक



Question no 20

Answer:-

In modern world consumers are frequently exploited by mis-leading advertisements, adulteration, under weighing and other mal practices. It is the need of the hour to protect consumer from being exploited. Govt. of India has taken all possible measures for that. Important of them are:-

1) LOK ADALATS:-

Lok Adalats are very economical, effective and fast means of consumer protection. Exploited consumer can go there with his grievances. Legal action are taken for that.

2) PUBLIC INTEREST LITIGATION:-

It represents the poor to or weaker sections of society and their problem. This litigation can be filed by exploited customer or any other person on behalf of them.

3) ECO-MARK SCHEME:-

This scheme was introduced by Ministry of Environment and Forest. It

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makes compulsory for producers to use an earth friendly label as a proof that production process has been eco friendly. This scheme proves the eco friendly ness of products.

4) CONSUMER FORUMS:-

Any exploited consumer can file complaint for redressal in consumer forum against the seller & he will get compensation if found right under the rights of law.

5) NATIONAL YOUTH AWARD:-

National youth awards, national award (general) and National Women award is given for inspiring people to work for consumer's protection.

6) PUBLICITY MEASURES:-

Video quizzies, advertisements, hoardings, banners, etc are used to increase awareness.



7) CONSUMER WELFARE FUND:-

The unrefundable excess excise and custom duty is credited to this fund and that fund is used for various programmes of consumer protection.

These are the ways & means of consumer protection in India.

Question no. 19

Answer:-

Every business organisation has some marketing objectives. A certain basic plan is to be prepared regarding price, product, ~~dist~~ promotion, etc. for achieving these goals. The combination of all these elements is called Marketing-Mix.

Its basic purpose is to satisfy wants of customers as consumer wants keeps on changing, it also changes. It is a dynamic concept.

Following are the causes for change in Marketing Mix:-

On next page

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हायर लेकेटडरी

परीक्षक के लिये

स्टीकर तीर के निशान से मिलाकर लगायें

1. केन्द्र की सील

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1) Change in Demand :-

Due to change in demand marketing mix also changes.

2) Govt. Control & policy :-

When govt control & policy changes, changes in Marketing mix become essential.

3) Financing :-

Financing is also a imp factor which affects marketing mix.

4) Consumer Pref and behavior :-

Marketing mix changes with consumer behavior as its basic aim is consumer satisfaction.

5) Volume of ~~Production~~ Production :-

Volume of Production, supply and other factors such as transport, warehousing etc. affect Marketing Mix.



6) Technological changes:-
 changes in technology may lead to change in Marketing Mix.
 So, these are factors which affect Marketing Mix.

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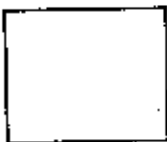
पृष्ठ 3 के अंक

कुल अंक

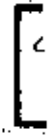


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पृष्ठ के अंकों का योग



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पुस्तक के अंकों का योग