

2009

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

हायर सेकेंडरी

1. विषय कोड 310 परीक्षा का विषय English Studies  
2. परीक्षा का माध्यम English परीक्षा की दिनांक 02-03-2009

केन्द्र क्रमांक की सील  
केन्द्र क्रमांक 681003

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

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

क :- संख्या शब्दों में 3 अंकों में three  
ख :- परीक्षार्थी की बैठक व्यवस्था कक्षा क्रमांक 14 में है।

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

अनुक्रमांक (अंग्रेजी अंकों में)

|   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|
| 2 | 9 | 6 | 8 | 1 | 5 | 8 | 3 | 7 |
|---|---|---|---|---|---|---|---|---|

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

|     |       |     |      |       |       |       |
|-----|-------|-----|------|-------|-------|-------|
| two | eight | one | five | eight | three | seven |
|-----|-------|-----|------|-------|-------|-------|

**B** हस्ताक्षर (पर्यवेक्षक) Sanjay  
**S** नाम श्रीमती अरवि पुनासे प्लस: अ  
**E** पता/संस्था P/S अजलापुरा लखना  
**M** परीक्षार्थी द्वारा ली गई सभी पूरक उत्तर पुस्तिकाये, मुख्य उत्तर पुस्तिका के साथ संलग्न हैं।  
**P** हस्ताक्षर केन्द्राध्यक्ष

| प्रश्न | पृष्ठ | प्राप्तांक | प्रश्न पृष्ठ | प्राप्तांक | प्रश्न पृष्ठ | प्राप्तांक |
|--------|-------|------------|--------------|------------|--------------|------------|
| 1      | 1-2   |            |              |            |              |            |
| 2      | 4     |            |              |            |              |            |
| 3      | 4     |            |              |            |              |            |
| 4      | 3     |            |              |            |              |            |
| 5      | 3     |            |              |            |              |            |
| 6      | 1     |            |              |            |              |            |
| 7      | 4     |            |              |            |              |            |
| 8      | 2     |            |              |            |              |            |
| 9      | 2     |            |              |            |              |            |
| 10     | 23    |            |              |            |              |            |
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| प्र    |       |            |              |            |              |            |

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 पूरक उत्तर पुस्तिकाया तथा उत्तर पुस्तिका 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)

हस्ताक्षर (उपमुख्य परीक्षक)

हस्ताक्षर (मुख्य परीक्षक)

परीक्षक क्रमांक

दिनांक

दिनांक

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### 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 | 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, कंहर 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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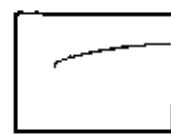
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### Responsibilities of consumer

The following are the responsibilities of consumer

i) To exercise his rights properly

The consumer should be well aware of his rights. The consumers who know these rights properly should make others also aware of these rights. These rights should be exercised while buying and using goods and services.

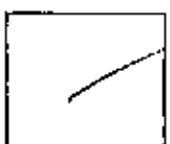
ii) Taking proper precautions

Taking proper precautions before taking shelter of legal remedies is also a responsibility of consumer. It is also a way of self protection.

iii) Filing complaint for redressal.

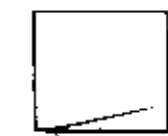
If a dealer exploits any

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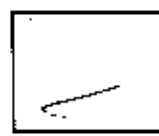
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consumer in selling any goods or providing any services. The consumer has a right to lodge a complaint against the dealer

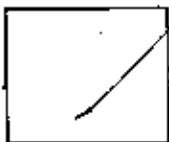
iv) Quality Consciousness

The consumer should make it a point to buy such goods and services which contain guarantee & certification like ISI, Mulmark, IPOL, FPO etc. He should also identify that these are not fake makes

v) Escaping misleading advertisements

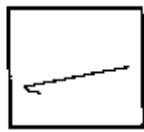
The consumer should make sure that they are not tempted by misleading advertisements with overstated claims about the qualities of the products. He should compare the uses of the products with the uses mentioned in advertisements and if there is any difference it

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should be brought to the notice of sponsor of Advertisement.

Taking cash memo or bill

If the goods are purchased on cash the buyer must compel the dealer to give cash memo.

If the goods are purchased on credit the must insist on a bill. The cash memo or bill must be preserved as a proof of purchase.

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Characteristics of good packaging

A packaging protects the goods during storage and transportation and removes the risk of spoilage, breakage, leakage etc. It serves as a silent salaman in super bazaar, super market mall and departmental store.

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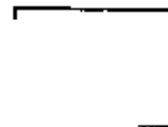
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The following are the characteristics of good packaging as such

i) Convenient.

The packaging should be quiet convenient in handling and using. It must make the handling and carrying of products easy.

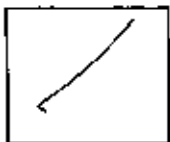
ii) Aesthetic

The colour, size, neatness and appearance of packaging must provide aesthetic satisfaction to consumers. It should be such as to attract immediate attention.

iii) Protective and safe

Packaging should always be protected and safe. It must protect the goods during transportation and storage and remove the risk of theft, spoilage, mixing etc.

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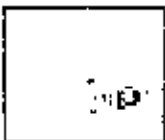
iv) Creating and winning customers confidence  
Packaging must create and win the confidence of customers by disclosing the true story about the goods.

v) Separate identity  
Packaging should be such as to establish its own identity which suits to the product and to users expectation.

vi) Economic  
Packaging should have resale and repack value. It should be economical keeping in view the cost of the product.

18)

Changes in government policy brought about a revolutionary changes in the business environment of India. It can be explained as follows.



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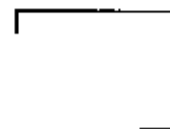
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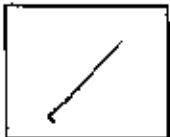
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i) Adoption of New Technology  
Changes in government policy lead to adoption of modern techniques of production and latest and upto date machine and equipments which resulted in increasing production.

ii) Consolidation of Multinational companies  
After the industrial policy of 1956 multinational companies have been allowed to enter India. Many of them have made agreements of joint enterprise with Indian industries.

iii) Brand Building  
Changes in government policies have enabled the companies to increase their expenditure on brand building to a considerable extent.

iv) Increase in volume of production



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The government has allowed industries to increase their production according to the market demand. The manufacturer can produce anything and diversify their production according to the market needs.

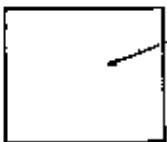
### Selling and Distribution

The area of selling and distribution not only widened but many new areas of marketing have also been developed. The Indian and multinational companies have been able to make room for their products in rural areas and consumers are attracted at large.

### Acquisition and merger of undertakings

The new economic reforms have paved the path of acquisition and merger of undertakings. This freedom of

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business. opened new vistas of development. Now the managers will be more successful in achieving their objectives.

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According to Licko and Gullett  
"Principles of management are the guides for management action"

The following are the importance of principles of Management.

ix Increase in efficiency

Principles of Management serve as a guide for managers to solve the problems of diverse nature so that they need not undertake time consuming researches



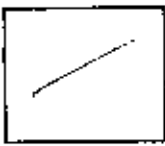
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(ii) Better understanding  
Principles of Management provide  
a better understanding of managing  
an organisation effectively. It  
does away with trial and  
error method.

(iii) Fixing Responsibilities  
Principles of Management help  
to fix responsibility of every  
employee. Everyone knows  
what he is required to  
do and to whom he is  
responsible.

(iv) Direction to Managers  
Principles of Management  
provide direction to managers  
to follow the management  
process in a better way.

(v) Surveys and Researches  
The different principles of  
management vindicate the link





along with, researches should be undertaken to make the management effective

vi) Aid to understand the nature of job

Principles of management helps the managers to understand the nature and scope of their jobs.

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According to Henry Fayol

"To manage is to forecast to plan to organise, to command to coordinate and to control"

Characteristics of Management -

i) Goal oriented

Management is associated with the achievement of



something specific expressed as goal or objectives. Management has no justification to exist without objectives.

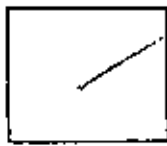
ii) Universal applicability.

The principles of Management are of universal applicability. They can be applied in any organisation of any country and at any time.

iii) Acquired ability.

Today management is considered not only as an inborn but also as an acquired ability. A number of surveys conducted in this respect make it clear that most of efficient managers are the one who have acquired management ability through proper training.

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and are wedded to the profession.

vii) Continuous process.

Management is an ongoing process which involves continuous solving of problems.

viii) Management is a profession.

At present management is treated as a profession because it fulfills the characteristics of a profession like systematic body of knowledge, acquisition of management knowledge, etc.

ix) Management is a process.

As a process management is concerned with determining the objectives and taking measures to accomplish the objectives.



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Ashok Stationary stores  
(Book Publishers and Sellers)

Telegram - "Asho"      Court Road,  
Telephone - 928765432      Shipwari.

Reference No - A05/2009/05      Date - 13<sup>th</sup> March 2009  
M/s. Shivalal Agrawal & Co,  
Agra.

Sub: A letter for placing an order  
Dear Sirs,

We shall be glad if you  
who could please send us the  
following books by passenger  
train as per terms quoted in your  
catalogue

| S.No | Name of Book                     | Author  | Class |
|------|----------------------------------|---------|-------|
| 1    | Business Studies<br>(100 copies) | Kumawat | XII   |
| 2    | Book Keeping<br>(200 copies)     | Kumawat | XI    |

Please pack the goods as usual  
and the the amount of invoice by  
negotiating R/R through Allahabad bank

Thanking You

Yours faithfully

For Ashok Stationary Stores

Manohar  
(Partner)

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## Characteristics of Secondary Market

i) Dealing in existing securities  
Secondary market deals with the buying and selling of existing or second hand securities.

ii) Price Determination

The prices of securities in secondary market are determined by the forces of demand and supply.

iii) Transfer of ownership

The ownership of securities is transferred between the investors i.e. is from seller to buyer.

iv) No direct capital formation

Secondary market does not directly formate capital.

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formation because use company  
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v) Provides liquidity

Secondary Market provides liquidity  
 to the investors. The investors  
 can sell their securities as  
 and when they feel and can  
 convert their securities into  
 hard cash.

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13) Relationship between planning  
 and controlling

Planning and controlling  
 both are interrelated and  
 inter dependent activities. Both  
 are complementary and supplementary  
 to one another.

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The close relationship between  
 planning and controlling  
 can be explained as follows



i) Planning is the origin of controlling. No plan no control required. The whole process and technique of control is determined by planning only.

ii) Planning is theoretical while control is practical. Both of them attempt to achieve the objectives of business concern.

iii) Both are interdependent activities. Planning envisages the objectives and control the activities to fulfil the objectives.

iv) Both are forward looking because both of them aim at future prospect of business.

v) Control also provides statistical data for planning. It tries to

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compare the actual results with the standards planned in advance. It is conveniently done through data only.

Thus both of them attempt to achieve the objectives of the business concern. The individuals and combined efforts of both of them are directed towards the predetermined goals.

Difference between Recruitment and selection can be explained as follows

|                       |   |
|-----------------------|---|
| Recruitment refers to | The process of identification of sources, advertisement, recruitment can be |
| Selection refers to   | The process of checking and appointing the right person and the right job   |

These are related. There is a source of specific procedure of



# MEMBERS

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"Planning is the determination  
of the things to do"

According to Hart

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persons

It is a positive activity in all subjects in numbers

It is a positive activity in all subjects in numbers of candidates

It is a simple process. The candidate has to answer several questions created by the Management

It is a simple process. The candidate has to answer several questions created by the Management

Application is given after selection

Selection starts after recruitment

Selection

Recruitment



$$\text{[ ]} = \text{[ ]} + \text{[ ]}$$



in advance of a line of action by which certain results are to be achieved.

### Characteristics of planning

i) Goal oriented

Planning is closely associated with the goals and objectives of an organisation. Well defined goals are set up in planning along with the activities to be undertaken to achieve the goals.

ii) Intellectual process

Planning involves application of mind and logical thinking involving foresight, intelligent imagination and sound judgement.

iii) Persuasive activity

Planning is a managerial function at all levels of management. It is not an



exclusive function of top management or any particular department

### Dynamic Activity

Planning is based on forecast about future which is uncertain. Planning must cope with the changes in future.

### Continuous Process

Planning is a continuous process. It is said to be a never ending activity. The continuity of planning is associated with planning cycle. A plan is formulated, it is implemented and is followed by another plan. Thus planning is a continuous process.

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According to Hoadland

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

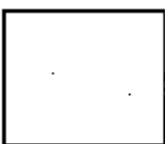
Objectives of Financial Management.

i) To mobilise adequate finance at minimum cost

Financial Management helps to mobilise adequate funds at minimum cost. Finance is the source of business and if the cost of acquiring finance is high the business profit may come down.

ii) Earning Maximum profit

Financial Management should be such as to earn maximum profit with the help of available funds.





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iii) Management of assets is also an important objective of financial management

iv) Effective utilisation of funds Under financial Management effort is made to utilize the funds properly and prevent the wastage and misuse of the same

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Ans 2

### Principle of Directing

i) Principal of harmony of objectives. The management should try to maintain harmony between individual interest of workers and the objectives of enterprise through effective direction techniques

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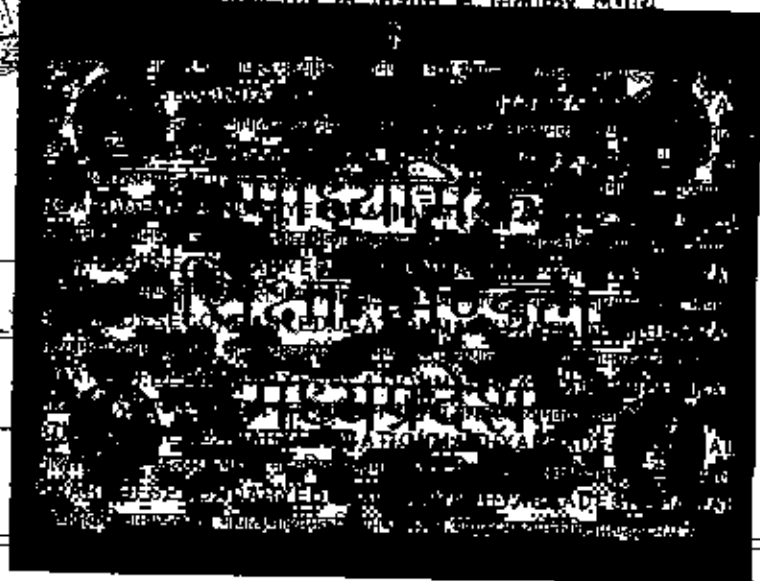
केन्द्र 81003



परीक्षक के लिये

परीक्षा की तैयारी के लिये मिलाकर ल्याएँ

1. केन्द्र की सील
2. पर्यवेक्षक के हस्ताक्षर व दिनांक 2.03.09
3. केन्द्राध्यक्ष के हस्ताक्षर की सील परीक्षक के लिये
4. केन्द्र क्रमांक
6. परीक्षा का नाम
7. विषय Business Studies माध्यम English
8. दिनांक 02-03-09



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ii) Principle of maximum individual contribution

Directing must adopt such technique so as to enable the managers to contribute their maximum for the attainment of common goals.

iii) Principle of efficiency

Management should try to get the work done by the managers without adversely affecting the fulfilment of their requirement.



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2

Principles of effective communication

Communication must be both ways from superior to subordinates and from subordinates to superior to make direction effective.

Ans 8

According to Lippitt

"Supervision refers to the direct and immediate guidance and control of subordinates for the performance of their tasks"

Importance of supervision

It keeps an eye on performance. A supervisor keeps a continuous eye on the performance.



of subordinates to see that they are doing work according to orders and instructions.

ix Inspiration to workers

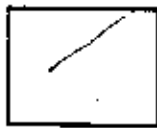
The supervisor inspires the subordinates to work hard to achieve the objectives. Thus, the workers start taking interest and dedicate themselves to the desired performance.

x Appropriate orders and instructions

The supervisor issues appropriate orders and instructions to the subordinates for successful performance of work.

xi Study, suggestion and solution

The supervisors make a detailed study of various problems faced by the workers & provide proper



guidance and advice.

Ans 4 The following are the difference between Divisional and functional organisation

| points of diff.       | functional org.                                     | Divisional org.                                    |
|-----------------------|---|--|
| Nature                | A separate department exist for each major function | A separate department exist for each major product |
| Specialisation        | It represent occupational specialisation            | It represent product specialisation                |
| Autonomy of operation | It enjoys less autonomy of operations               | It enjoys more autonomy of operations              |

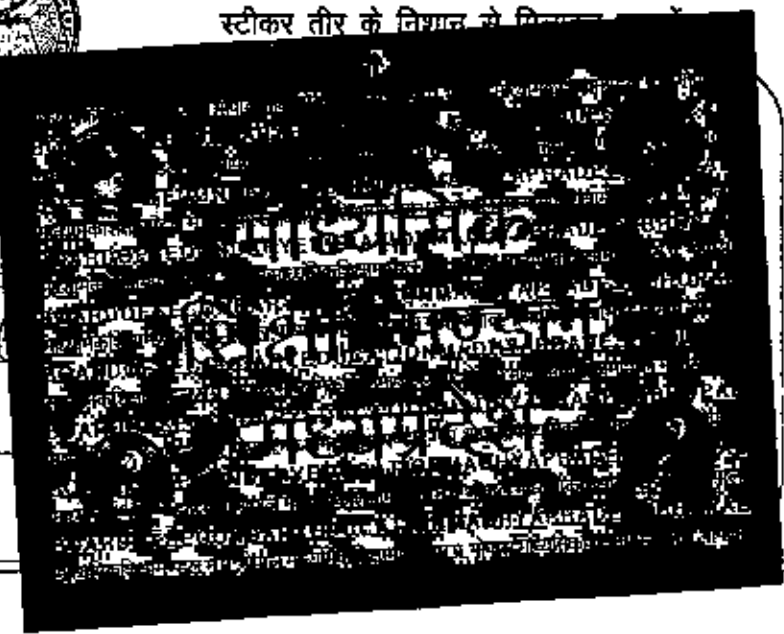
केन्द्राध्यक्ष  
 माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल

परीक्षक के लिये

स्टीकर तौर के निशान से चिह्नित



1. केन्द्र की सील
2. पर्यवेक्षक के हस्ताक्षर व दिनांक 2.03.09
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8. दिनांक 27-03-



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|                                   |   |   |
|-----------------------------------|---|---|
| Develop<br>of general<br>Managers | It is not possible<br>to develop<br>general managers<br>under this<br>structure | It is possible<br>to develop<br>general manag-<br>ers under<br>this structure |
|-----------------------------------|---|---|

Ans 6

According to F. G. Moore

"Delegation means assigning work to others and giving them authority to do it."

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## Importance of delegation of Authority

i) Survival of business

Delegation of authority helps a lot in making the enterprise dynamic. It is a key to success of Management.

ii) Facility of Expansion

By delegating the authority the higher officials can devote their valuable time for the expansion of business.

iii) Encouragement to Decentralization

Delegation of authority promotes decentralization. It removes the drawbacks of centralization of authority.

Solution of problems

The technical complexities have

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also necessitated the delegation of authority

Q5. True / False

(i) ~~False~~ True

(ii) False

(iii) ~~False~~

(iv) True

(v) True

Q4

(i) Allen

(ii) External

(iii) Result

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iv) 1887

v) Lower left side

Q.3

Profit Maximisation

Object of financial Management

Administrative word

finance work

Fixed capital

Long term

Working capital

Current Assets

Stock exchange

Listed Securities

Q.2

i) Honesty Fayal

ii) free interaction among the members of economy

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# सांख्यिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल

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6. परीक्षा का नाम H.S.C. Examinations

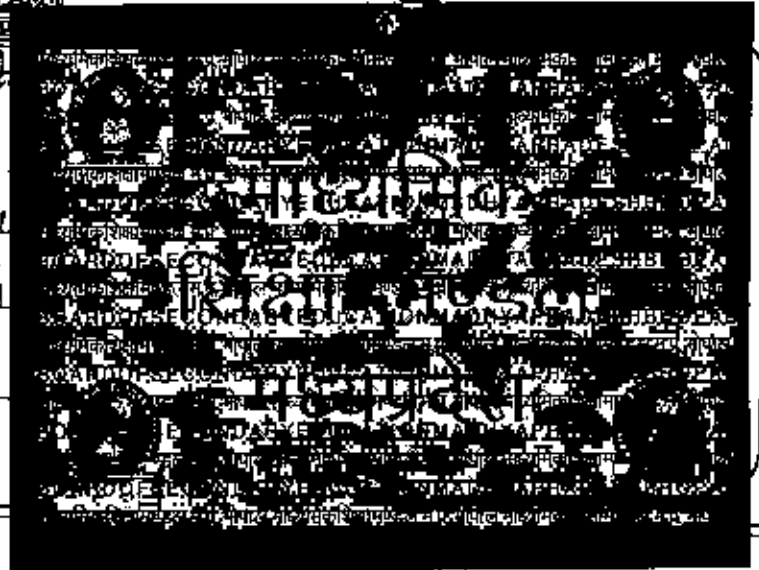
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परीक्षक के लिये

स्टीकर तीर के निशान से मिलाकर लगायें



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iii) No

iv) External

v) A point where there is no profit no loss

Q.1

i) Resources and facilities

ii) Fourteen (14)

iii) Scientific Management

iv)

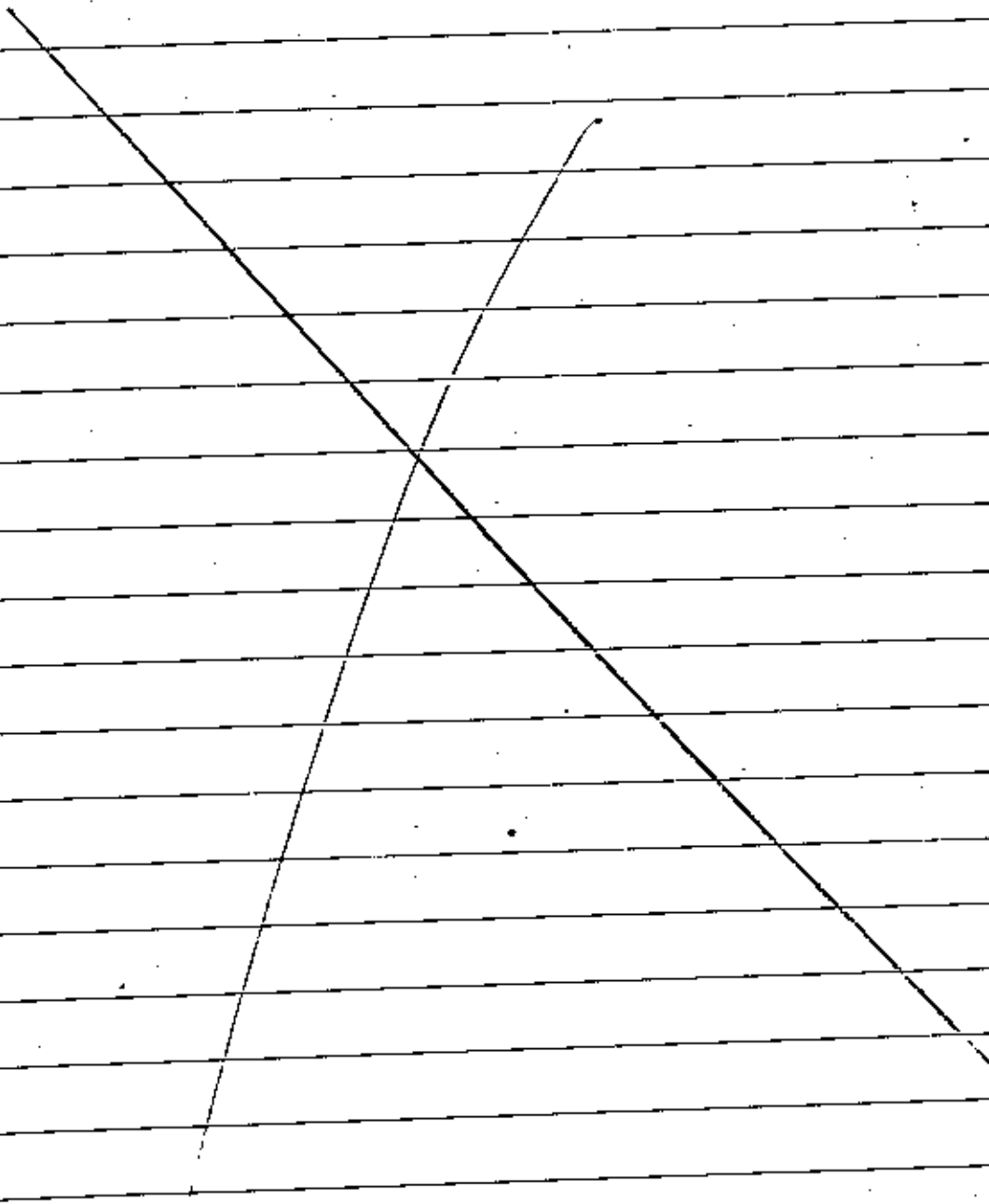
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iv) Democratic ✓

v) future prospectus ✓

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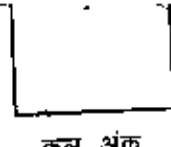
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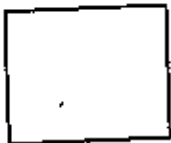
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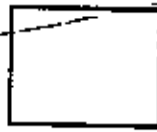
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